

## **Project Delivery** – By Design

A design focused, Project Management and Consultancy Service delivering innovative, creative projects within construction, build, digital and branding sectors.

WIMPOLE ROAD

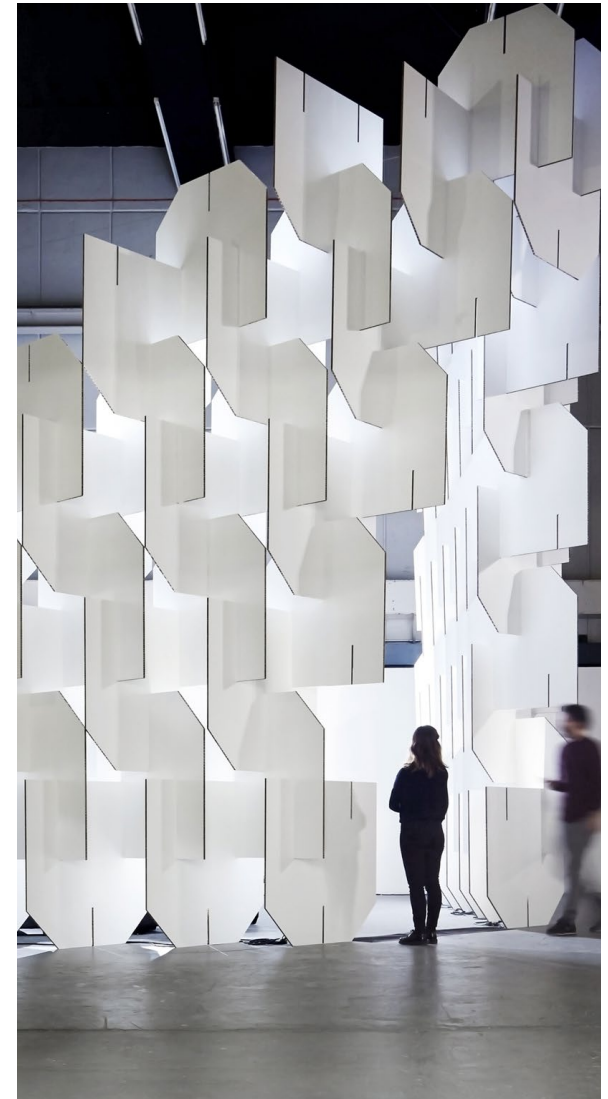
## Wimpole Road Limited

*"Good design is not only fundamental but integral to the success of any project."*

Specialising in the interpretation and development of design concepts into commercially viable built schemes – Acting as the link between the client, the designers and the delivery teams.

Over 30 years industry experience and an extensive knowledge of design, manufacturing and build techniques, Founder, Jon Baker works as either the Project Lead or as a Project Consultant.

Whether it's a single project installation, consultancy, or a multi-site national roll out – Wimpole Road and Jon Baker's ability to problem solve and develop design led solutions has been recognised and utilised by national and international clientele alike.



## A Collaborative Approach

Working collaborative with project stakeholders, from the design development through to completion, Jon's meticulous approach to project delivery has been developed over the last three decades and embraces the following fundamentals.

- Design evaluation, concept and buildability review, setting clear objectives and a defined scope.
- Development of the manufacturing and build specifications whilst maintaining the overall design and creative intent.
- The Overseeing and co-ordination all aspects of the works, providing a single point of contact for the entire life cycle of the project.
- Agreeing and managing programmes and reviews.
- Review of resources and the existing supply chain addressing any shortfalls, If required introduce preferred and trusted specialists and contractors.
- Formulate and manage budgets, oversees procurement and supply chain relationships.
- Fully conversant with all aspects of CDM and project compliance for both public and private sector works.

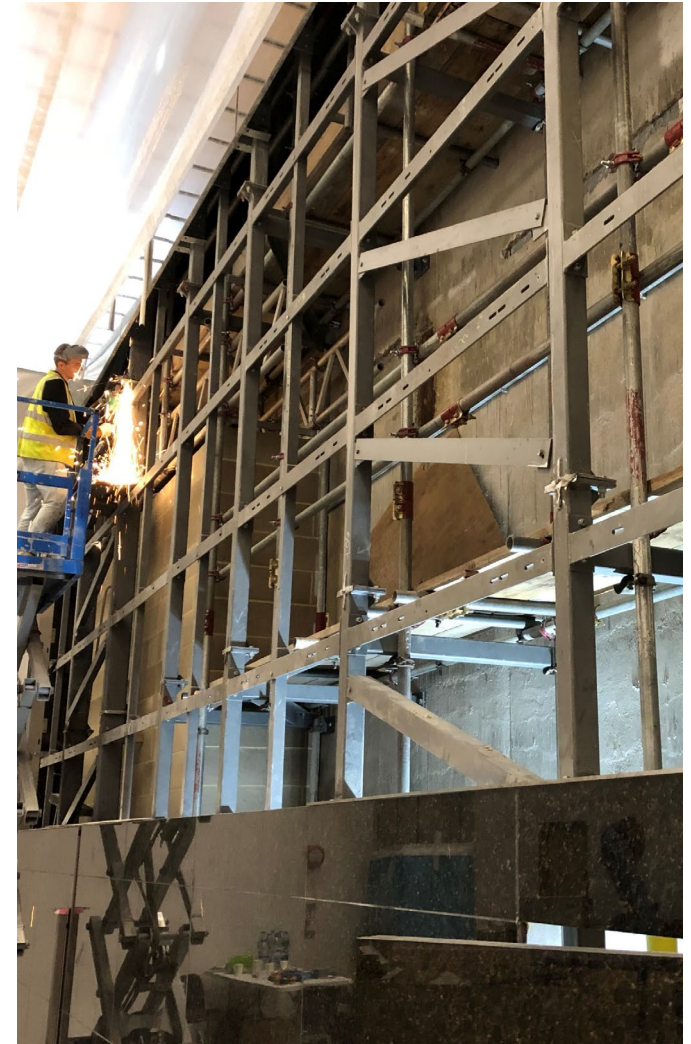




## Refinitiv – UHD LED reception screen

**Role** - Project Lead

Fully integrated LED screen set into existing granite cladding in Refinitiv's Canary Wharf headquarters. The works required reworking of the stone and supporting steels with the addition of a secondary steel structure. Rerouting and supply of data and power and the development of a bespoke CMS for the site. A complex multi-stakeholder project involving specialist contractors, delivering a state-of-the-art screen and content in a fully operational reception area.







## Bird Street – Sustainable smart street

**Role** - Project Lead

Delivering a Public Realm project-Transforming a West End Street from an underused through-route into a Smart Street green oasis'. Fully demountable and reusable scheme comprising of retail and catering pods, electricity generating paving, air cleaning systems, and urban landscaping, on completion the entire build, roadway and components were dismantled and reused in other locations.







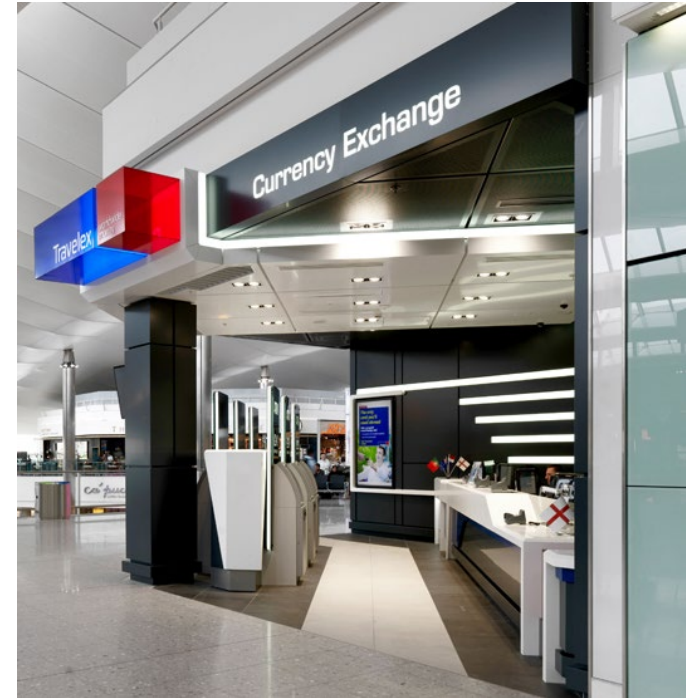
## Digital LED Billboards – National roll out

**Role** - Project Director

Developed and co-ordinated all aspects of the design and engineering of the screens' Kit of parts, in particularly looking at the interaction between components, procurement and installation processes.

Set up a fully traceable mass production and distribution method using multiple suppliers, focusing on how the scheme can be scaled to suit 500 site installation per annum.





## Travelex T2 – Multi-site installations

**Role** – Project Lead

Taking basic concept design and developing solutions for the five sites at Heathrow Terminal 2. The fully integrated scheme included Aluminium and Alucobond roofing, wall and column cladding. LED lighting features as well as illuminated ATM glazing and signage.



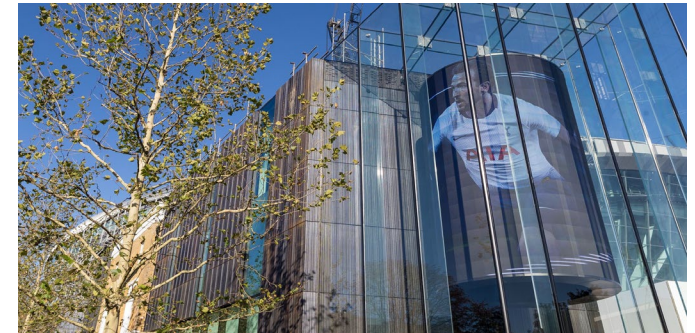




## Digital Screens – Various Integrated installations

**Role** – Project Consultant/Project Lead

Working with main contractors, LED screen suppliers or end users, offering either consultancy or a full end to end service, from design development through to hand over - Specialising in the seamless, full integration of the display within the fabric of the building structure. This can be part of the build or as a retrofitted scheme.







## Sky Studios – LED screens and facade

**Role** – Project Director

Dismantling, remodelling and the rebuilding of the Sky Studios building at the O2 London. To accommodate the installation of RGB high definition LED screens and ticker. The works required the removal of the buildings' cladding and facades, rework of all primary and additional secondary steels fabricated aluminium and HPL cladding. The Sky logo is a unique shaped LED video screen, an innovation in LED screen technology.







## Taylor Wimpey – Demountable construction

**Role** – Project Director

Foundationless, fully demountable and reusable three storey marketing suite based on the principles of design for deconstruction, as developed by partner company Nomax. The suite was built for Taylor Wimpey on the Olympic park's area of contaminated land. Being foundationless when the build is no longer required it can be dismantled, transported and re-erected either in its original format or a different configuration on another Taylor Wimpey development.







## Westfield Stratford – LED Light-panel cladding & glazing

**Role** - Project Director

The largest UK installation of LED light-panels. Back lighting glazed bulkheads and polycarbonate bricks set within fabricated high level cladding, The Light panel and cladding systems were developed with the Westfield's architectural team and are unique to this site.





## Digital Billboards – Various Freestanding

**Role** – Project Consultant/Project Lead

Undertaking either specific elements, such as cladding, steelworks, or design consultancy. Or the total, fully managed project, including all aspects of the works from initial design development through to, site works and traffic management and engineering sign off. Fully conversant with supply of power and data connections to sites, as well as local authority and highways approvals required to work within the public realm.



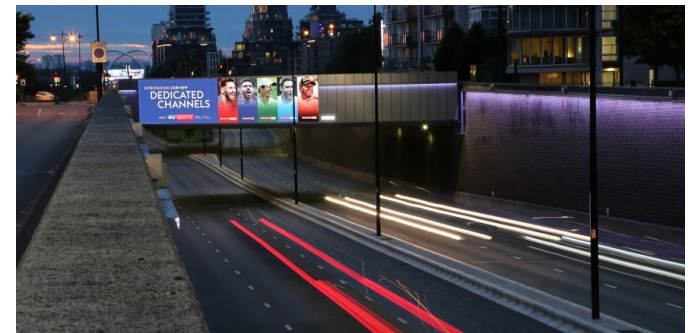


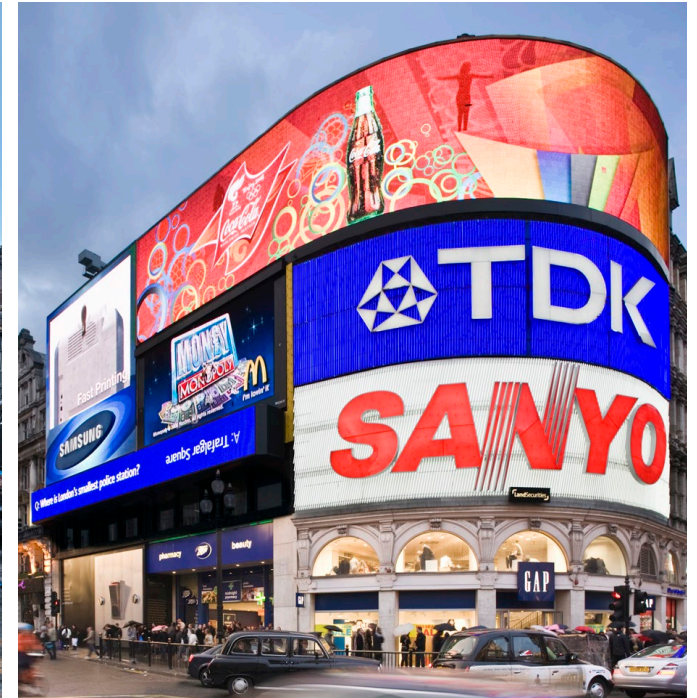


## Digital Billboard – Digi-bridges

**Role** – Project Consultant

Double sided Digi-Bridge digital signage for two bridges on the A4 London, With fabricated façade and lead in aluminium cladding, light weight support structures. 'Smart' RGB LED lighting to lead in and façade section of bridge. Replicating predominate colour of screen image.

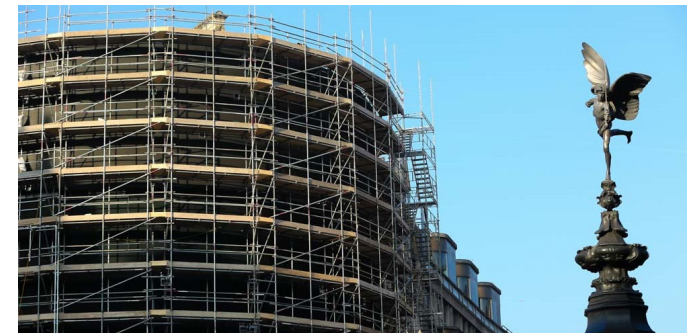




## Piccadilly Lights – Digital LED billboard

**Role** – Project Consultant

Over the last 20 years an integral part of the project delivery teams on the various incarnations of the Piccadilly Lights scheme. Throughout this period working closely with the main contractors, clients and architects. Developing and supplying designed solutions for the various LED screens and signage installations at the Piccadilly site.







## World Architectural Festival – Reusable structures

**Role** – Project lead

Self supporting, freestanding, reusable giant corrugated cardboard structure using the W from the WAF logo as the main building brick component. Complete with printed Tyvek displays – Collaborating with Populous and WAF to deliver this budget driven award winning flat pack exhibition. Designed to be dismantled and toured around the globe



## News UK – Virgin Radio studios

**Role** - Project Lead

Working directly with the News UK and Virgin team as well as the clients' creative team. Taking the outline design concepts and build plans transforming into a fully functioning, acoustically engineered radio studio. Including specialist build and fit out, interactive RGBW lighting, branded three dimensional acoustic walling, light features with shaped LED screens and AV. The whole studio can instantly be re-branded and re coloured to suit individual broadcasters.







## News UK – Talk Sport radio studios

**Role** - Project Lead

A continuation of the works carried out for Virgin radio - Working directly with the News UK and Talk Radio team as well as the clients' own creative team. Taking the design concepts and plans and transforming into a fully functioning 24hour radio studio. Including full fit out, cabling and associated electrical and data as well as interactive RGBW lighting, Branded three dimensional acoustic walling, light features with shaped LED screens. Fully immersive experience.



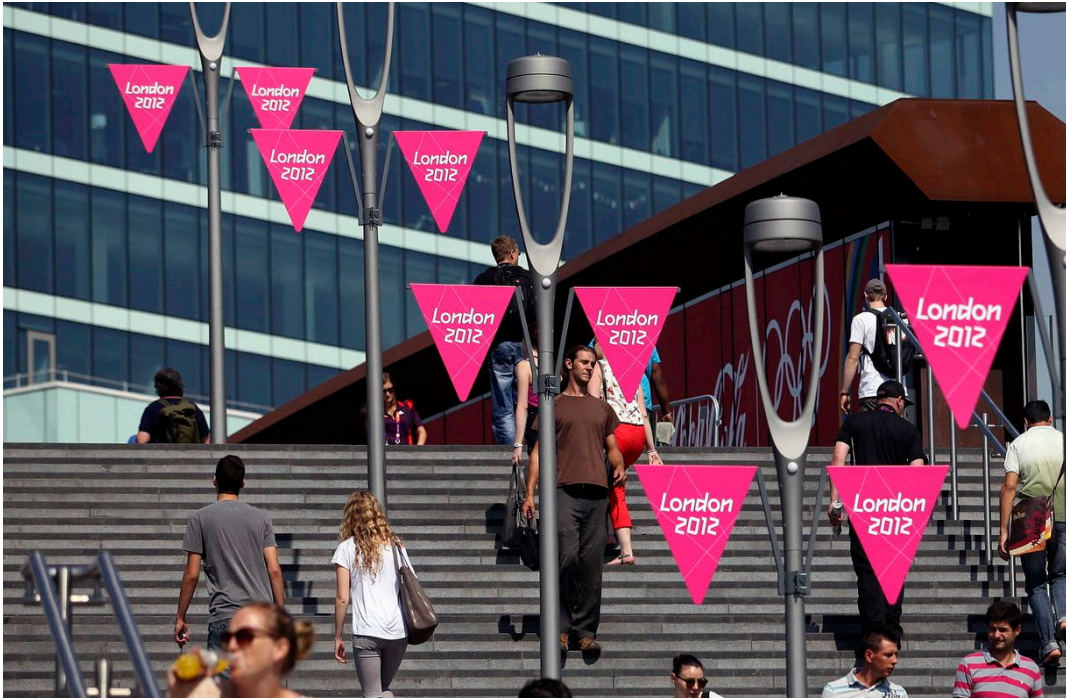
## LBC Millbank – Demountable radio studio

**Role** – Project Lead

Fully demountable and relocatable Radio studio installed at Globals' Westminster studio. The scheme is based around a re-useable aluminium framework with inset adaptable acoustic panelling, UHD LED walls and RGBW lighting features, web cams and ancillary components, fully integrated with the clients Broadcast Graphics. A modular build designed to be reused in different configurations and builds.



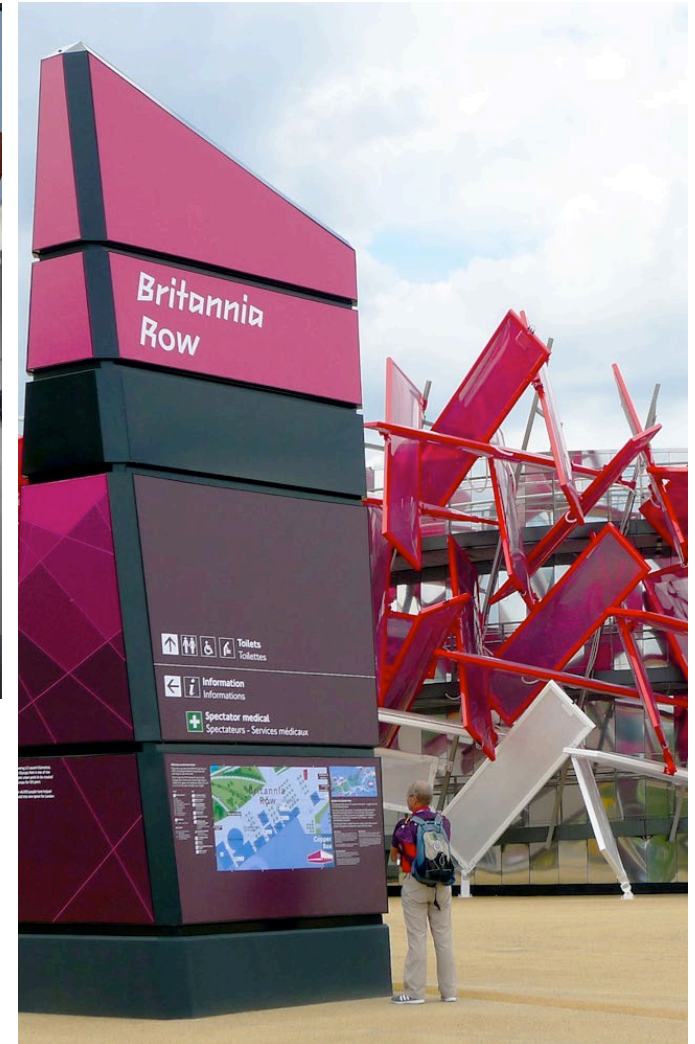




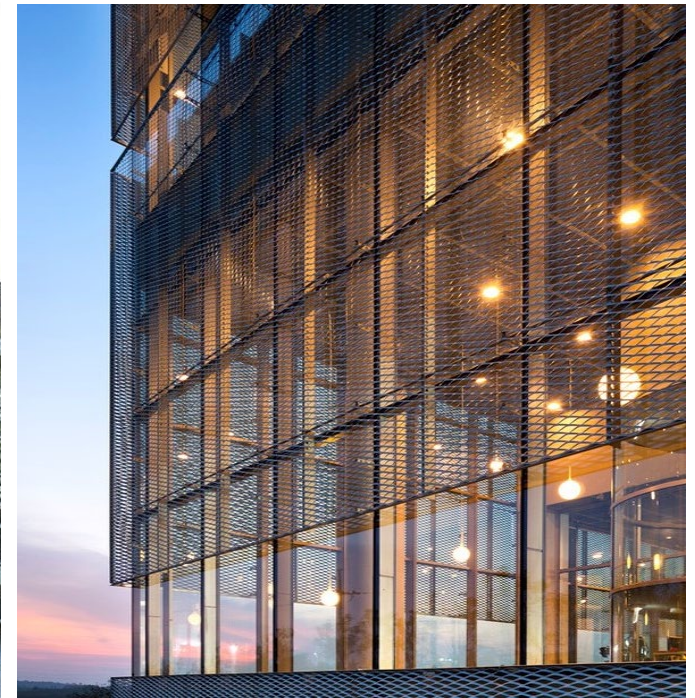
## London 2012 – Branding and wayfinding

**Role** – Project Lead

Overall project lead and responsible for the manufacture, design, procurement, logistics and installation of the 'Last Mile' signage and branding on all London 2012 venues - A complex undertaking co-ordinating all aspects of the project as well as liaisons with LOCOG and stakeholders during the entire life cycle and its eventual removal and recycling. A hugely rewarding project completed successfully and of course on time.



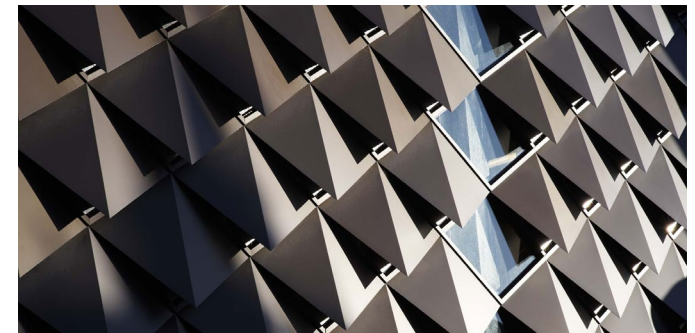




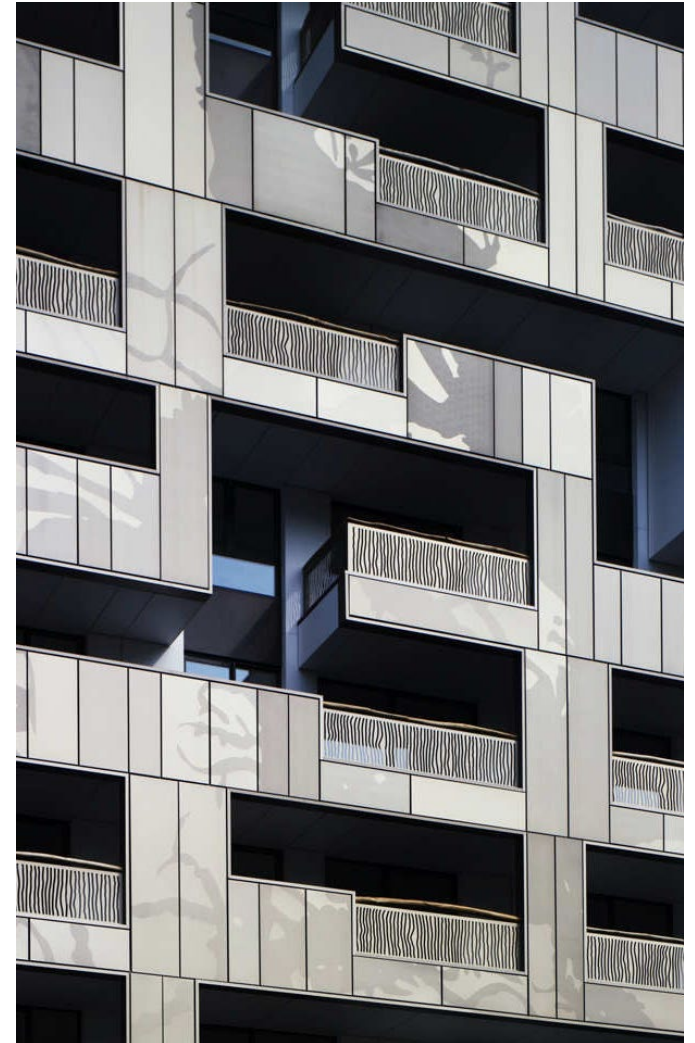
## Facades – Specialist Materials

**Role** – Project Consultant/Project Lead

With a extensive knowledge and first hand experience of a wide range of cladding and façade treatments as well as a good understanding of both the manufacturing, installation limitations and capabilities of the materials. Consulting and advising on schemes where integration of other elements and high level of design detailing to the build is critical.







## Facades – Graphical

**Role** – Project Consultant/Project Lead

Working closely with architects and designers has been instrumental to the development and implementation of processes to enable imagery to be applied to or be part of the façade.



## The O2 Arena – Rebranding

**Role** - Project Lead

Working with leading venue architect, Populous, sampling and developing their concept design into a viable Kit of Part parts that included a bespoke interactive updateable crowd management system as well as a complete range of wayfinding signage elements. Over saw all aspects of the project including prototyping, manufacturing and implementation of the scheme at the O2s Greenwich site.







A Nomas building, has at its core the principles of foundationless construction, deconstruction and reuse of materials and how these can be used to alleviate one of the most under reported housing crisis's in the UK.

Nomas have developed a low cost high quality housing system to address the ever increasing crisis of homeless families living in bed & breakfast and temporary accommodation in London and UK inner cities.

The Nomas system utilises brownfield and infill sites that are waiting, often for many years, to be developed by permanent housing.

It prevents out of borough rehousing keeping tenants in their locality, building new and keeping old communities together.

Its integral to the areas' regeneration and can be moved and adapted to eventually be part of the final masterplan, whether as part of the housing stock, schools or community buildings.

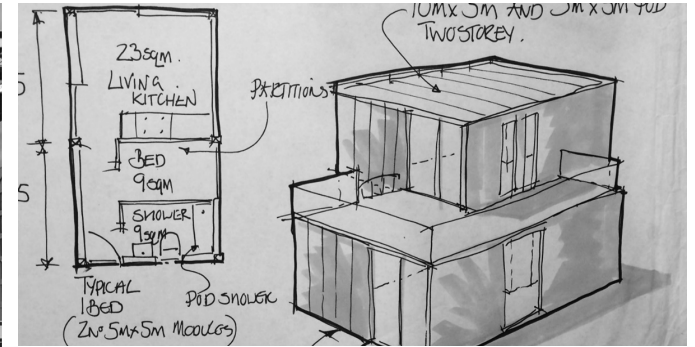
Nomas is Flexible Life Building, built on two key principles, multi-sourced construction and design for deconstruction, its is the only construction system based on these principles

## **NOMAS** – Flexible Life Buildings

**Role** – Lead, Director

Nomas was set up to lead a collaborative team of public and private sector stakeholders to develop a solution for families housed in temporary accommodation. Its innovation was to re-evaluate and challenge constructions' traditional design, engineering and procurement models whilst adopting the sustainable principles of Design for Deconstruction.





## **NOMAS** – Flexible Life Buildings

**Role** – Lead, Director

Nomas led a two year government funding research programme and collaborated with Academics, Architects, material suppliers, end users and a range of interested parties. The completion of the research led to a further work and development of the system looking at feasibility for use within the public and private housing sector for London boroughs and housing associations.





## Jon Baker

After graduating as a Furniture Designer Jon started his career designing flat pack furniture for then market leaders MFI. This experience led to an understanding how design is fundamental to all aspects of an effective and successful product, principles still very much at the forefront of his work. He gained a broader set of skills by moving into commercial enterprises where he developed his design and production expertise further and became aware of how design affects every stage of the life of the product.

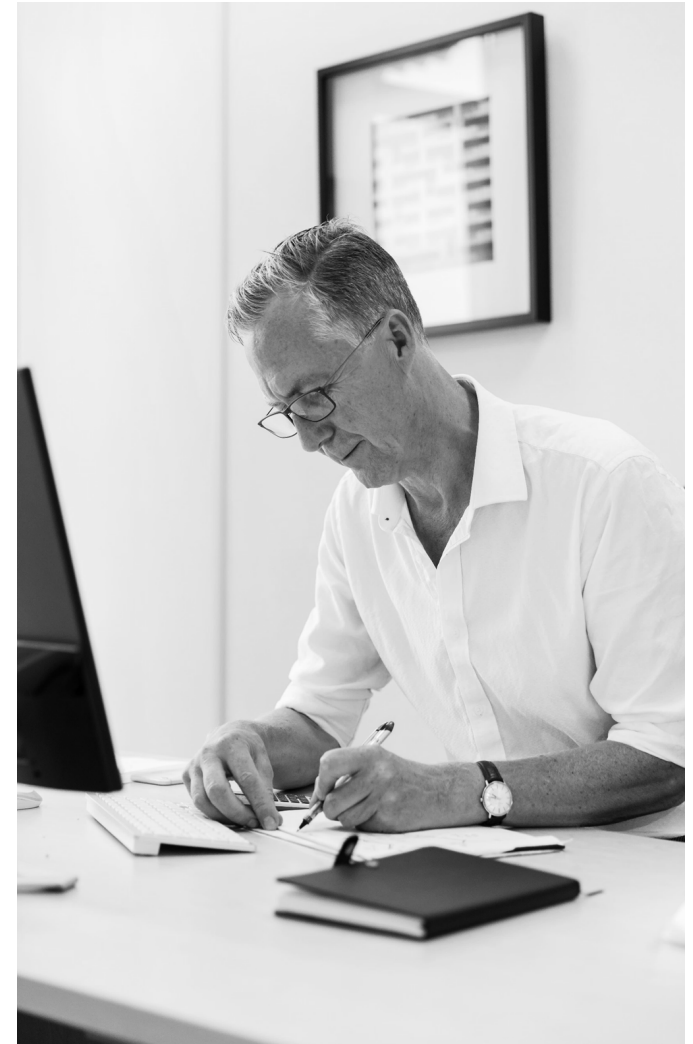
Over the years his projects have encompassed construction, interior fit out, branding, digital signage, steelworks and cladding, public art, events and demountable buildings.

His clients have been equally varied and have included award winning architects and designers, local authorities, global construction companies as well as international artists.

Jon was a successful and accomplished Company Director before setting up Wimpole Road Ltd in 2012, Allowing him to focus on the delivery of interesting and innovative projects that draws upon his wealth of knowledge and expertise.

When not delivering projects, Jon focusses on Nomas and the development of demountable buildings, researching viable applications within the social housing and related sectors, collaborating with some of the country's most forward-thinking companies and authorities. Jon has given talks at events and lead a two year government funded research project and has had his work published.

In his spare time Jon continues to perfect playing bass guitar in a disco style..!



## Contact

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