



4 COLEMAN STREET

RAILPEN
UK

Railpen commissioned andseventy to bring this city of London office building to life through a series of images, the reimagination, designed by Barr Gazetas architects uses bold design elements and materiality, which influenced many of the compositions and narrative.

The approach to lighting across the set ensured we were highlighting key design features, from the retained concrete waffle ceiling on the office floors, to the new fluted concrete in the reception space.
The set also strategically highlights the close proximity to Moorgate station, and some of the largest amenities on offer in the local area.

ART DIRECTION
STILL IMAGE
ANIMATION

FILM
CONTENT STRATEGY
360 TOURS

