

#### INTRODUCING MEDA ARCHITECTURE

## NEW ARCHITECTURE PERSPECTIVES

Meda are renown for our architectural design, project management and delivery of projects across the automotive sector, globally.

Over the past several decades and for several dozen marques and their agents, we've delivered consistently high-quality, cost-effective and time-sensitive architectural projects.

So why would you chose to work with such a specialist practice on projects in your sector?

We believe there are four reasons:

 That while our practice has been very sector focussed, our approach is thoroughly grounded in both the RIBA and RICS disciplines.

- Our clients are some of the most demanding in the world, so our attention to detail and client service are second to none.
- Unlike many practices of our scale, our philosophy is shaped by experience-design principles and to deliver built environments for people, first.
- With Architects, Interior Designers, Project Managers and Information Design and Consulting under one roof, our culture offers a distinct, full-service, advantage.

We've assembled this short booklet to demonstrate these reasons and the full gamut of what Meda can offer you.

We're looking forward to the experience.

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#### A BACKGROUND IN BUILDING BETTER EXPERIENCES

# CIVIL, COMMERCIAL AND CUSTOMER-FACING

Meda's automotive architectural experience spans briefs with brands and business owners as diverse as Audi AG to Al-Futtaim Group.

Our projects and programmes have taken us from Iceland to Cape Town and our design work can be found in every European capital city.

For Toyota, the Lexus dealership design we delivered can currently be experienced from Oporto to

While our work with our automotive sector clients builds apace, there is a significant other dimension to architectural services at Meda.

Our portfolio includes:

# ARCHITECTURE SERVICES

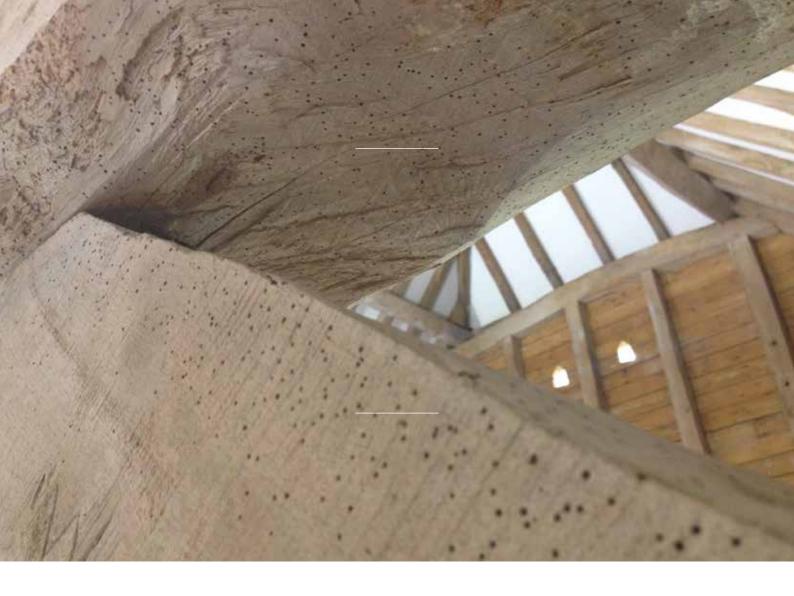
- Benchmarking
- Architectural design
- Retail planning
- Country specific adaptation
- Brand guardianship
- Site audits
- Feasibility planning
- Compliance reporting.

#### PROJECT MANAGEMENT

- Resource plans *₱* programmes
- Value management
- Procurement advice
- Contractor selection
- Tender analysis
- Project monitoring
- Control procedures
- $Contract\ administration$
- Dispute resolution.

# COST MANAGEMENT

- Cost management Budget cost estimates
- Pre-contract costing
- Lifecycle costing.
- Value engineering
- Cost benchmarking
- Payment valuations
- Final Account preparation.



#### ARCHITECTURE. AND DESIGN. AND EXPERIENCE

# A BROAD PORTFOLIO UNDER A DISTINCT OFFER

Meda works within both RIBA and RICS professional frameworks, and covers the ground where professional practice is concerned.

Our architectural practice skills run across the board, so giving our clients the confidence to commission commercial projects in the region of  $\mathfrak{L}_5$  - Iomillion.

In addition, we're fully conversant in Project Management, Quantity Surveying, Cost Management and the associated skills in running a successful build from commission to handover.

Meda's team can undertake architectural design and meet BREEAM criteria.

Our skill in adapting to local market conditions and in the varying operating constraints, because of our direct experience on the ground, enables us to move quickly wherever project take us.

We've completed projects across the RIBA stages with clients in the automotive, construction, retail, leisure and technology sectors, for private and public companies and commercial and the public realm in the UK, Europe and beyond.



#### A BROAD CHURCH

## BUILDING ON ALL OUR SKILLS

As you'd expect from a business with such a diverse skills base for its scale, we've worked with a great many clients and partners, on all manner of projects. While the threads of our philosophy - driven by experience design for people first - can be clearly discerned, the range may be unexpected.

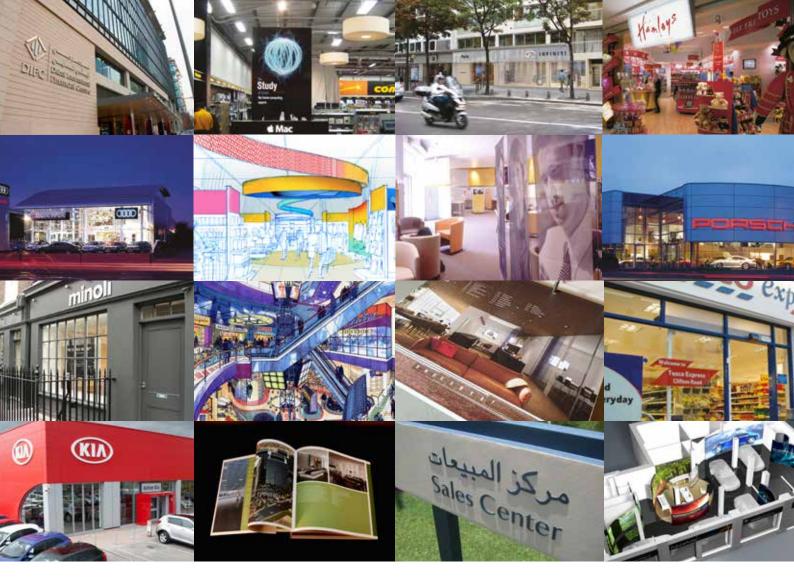
We have found ourselves travelling with property developers and their partners - EC Harris / Arcadis, CBRE and Quadriga are regular clients of ours and collaborators on feasibility studies and pre-applications.

Our work has taken us from Iceland to Japan with Lexus, across all of Europe where we have delivered projects in every country. We've crossed into Asia via the Russian Federation.

We have helped retailers in India with the first Hypermarket's planning and design - and Australian developers in the UAE - with signage and wayfinding for Time / Rasis in Dubai.

Closer to our home, and in London we've tackled self-storage developments, private-members clubs and restaurants through to boutique stores.

We've even helped bring Butlins back up to scratch with architectural planning at their UK resorts.



#### FROM AUDI TO ZABEEL CORPORATE PARK

#### A PORTFOLIO THAT CROSSES SECTORS AND SPECIALISMS

While we not deny that our predominate experience recently has been in one specific sector and to design-and-build schemes on a relatively (at least architecturally) smaller scale, Meda have been commissioned to deliver on very much larger-scale developments.

As importantly, we have collaborated with other partners and practices in our many capacities.

Here are just a few of the clients and brands we've worked with, and overleaf are number of case studies:

- Kia GWR
- Lexus Kuwait
- Lexus Russia
- Infiniti Astana
- Minoli London Showroom
- Fairline Sales Centres
- Max Hypermarkets India / Landmark
  Group UAE
- Safe Store UK
- Statoil Terminal, UK
- Partnership with Quadriga
- Partnership with ECHarris on global programme / procurement
- Partnership with CBRE
- · Partnership with Inchcape
- Signage, wayfinding, identity and marcomms for ZCP / Rasis Dubai, MEPC UK, DIFC Dubai.



CASE STUDY – KIA MOTORS UK

# GREAT WEST ROAD LONDON SHOWCASE.

Having successfully delivered a number of UK schemes for Kia dealerships, Meda were invited to collaborate with the brands' development team and investors, on the development of new build UK showcase.

The Kia development is a particularly good example of our specialist approach and hybrid delivery skills - and working confidently within the dual demands of an operation's requirements, within a commercial context.

Meda's role in the project was two fold.

Firstly as consultants on the development of the customer journey and experience presentation, with enhancements around and inside the development and secondly as the Project Managers and Quantity Surveyors for the fit-out and implementation.

Comprising five floors of workshops, parking sales and marketing space the flagship building faces the main arterial road from Heathrow into the City, due for completion in 2015.



CASE STUDY - MINOLI TILES

## THE SURFACE WITHIN LONDON DESIGN CENTRE

Designed and project-managed by the Meda team, on the ground floor, the premises comprises The Gallery, with large format displays and room settings, and the thoughtfully designed Presentation Suite.

On the lower-ground floor, The Studio offers a creative space with a substantial line-up of samples arranged around a purpose-built work station, providing the perfect place to create schemes and fine tune selections.

Meda worked at all levels of the project, including planning and building regulations consultancy, architectural and interior design, project management, communications consultancy, identity, retail and marcomms design.

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CASE STUDY – THE LANDMARK GROUP LLC

# MAX HYPERMARKETS – ORGANISED RETAILING IN INDIA

The Dubai-based Landmark Group commissioned Meda to design and develop, with their dedicated Bangalore-based retail team, the Sub-Continent's first true hypermarket offer and store design.

Based on global retail principles, Meda developed a planning model and then detailed the scheme into a series of development plots and refurbished buildings for Bangalore and Chennai.

The first store, close to Bangalore's IT Campus' was opened under the Spar brand, responsible for the logistics operation that was agreed in the closing months of the programme.

Meda worked at all levels of the project, including architectural consultancy and interior design, project management, communications consultancy, identity, retail, marcomms and packaging design.

Here's what the customers thought:

- "Nearly 100,000 square feet Spar hypermarket, well organized in the very first day and shopping is really hassle free".
- "I think this kind of International standard Hypermarket is the first in Bangalore".
- "Just name the stuff you want and you will get it what you want from here".
- "I am pretty sure that SPAR will be Bangaloreans favourite Hypermarket with in no time. The same level of Dubai, Singapore kind of shopping experience you will get it from SPAR India".



CASE STUDY

#### SAFE STORE

In response to the opportunity to develop a statement for the self-storage business, planned for a high-profile location in West London, Meda prepared a concept design based on knowledge of local Planners resistance to industrial units in close proximity of residential owners. This preapplication tackled from a very specific standpoint to the sectors usual 'metal box' design-language. Starting with an optimally shaped and sized footprint, we described how a lightweight envelope of metaphorical 'bubble wrap' could define not only a dramatic statement - one that could also glow by night while offering excellent day-lit internal spaces - but comes with impeccable environmental credentials.

This offered a differentiating envelope with corporate colour blending through from the internal skeleton, overcame rights of light issues for residents offered a highly transparent window on the business with strong but subliminal messages connecting the design with the wrapping material synonymous with the Brand concerned.

The 'bubble wrap' (ETFE cushion) would incorporate PV cells that with the operations' limited energy use meant that the facility used less electricity than it produced - making it a nett exporter to the grid.

Client and Planning consultees were equally taken by the concept but the complexities of land purchase caused the scheme to be shelved.



#### CASE STUDY

## LEXUS KUWAIT

Having worked extensively with Toyota's luxury brand for a decade beforehand, we were commissioned by the local UAE dealership owner and operator to design the largest Lexus' dealership 'in the world'.

Meda dealt with the operational challenges of two subterranean levels of basement workshop,

through the above ground retail space and upper levels of typical headquarters office layout.

The scale of the project and the expression of the signature ellipse was well received and moved quickly to design implementation with construction undertaken by local contractors.

The project delivered a benchmark statement for the brand and the region's franchise operator.



CASE STUDY

# SIGNAGE, WAYFINDING, IDENTITY

One complementary skill we can offer, tailored specifically to architectural programmes, are the development of project and development identities and marcomms for the property sector and signage and wayfinding for individual buildings or plots.

Our experience here spans the UK, Europe, the Middle East and in India.

Projects of note include a Global signage scheme for Leuxs, signage design packages for hypermarkets, development identities for mixed-used developments in the UAE, a scheme for a 58-storey tower in Saudi Arabia, numerous destination and resort signage projects- and the programme for Oman Beach Games for the Oman Royal Family.

Closer to home, we've worked with MEPC and have previous worked with many Leisure and Hospitality-sector clients.

Notable international clients include:

- Dubai International Finance Centre
- · Fairmont Hotels
- · Landmark LLC / Max India
- Masdar City
- Midrar / KSA
- Nakheel / Dubai Maritime City
- Oman Beach Games 2012
- Rasis / Time Developers PTY









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# EC HARRIS BUILT ASSET CONSULTANCY





CASE STUDY

#### WORKING IN PARTNERSHIP

Alongside our direct working relationships with brands and their owners, 'behind the scenes' of any development are the projects stakeholders. These business - property developers, asset managers, investment companies - are organisations that with our background in project management, Meda have fostered strong ties with.

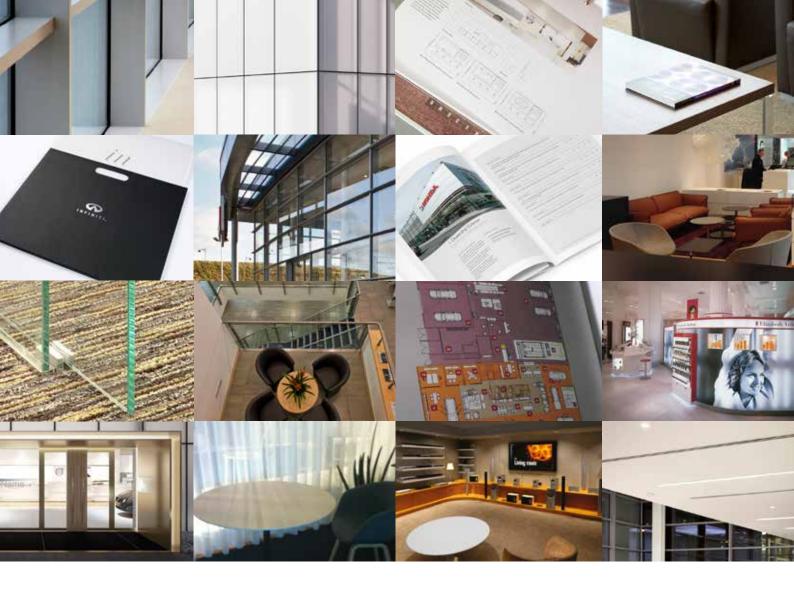
While the deliverables can often be less tangible, our contributions - through robust partnerships - are essential to any projects successful delivery.

Among those businesses we can count both logistics specialist - such as Inchcape - asset and

project managers - including CBRE and EC Harris / Arcadis - plus the automotive sector's property specialists Quadriga.

In addition, we also retain close ties with national and international automotive dealership operators and have worked closely with many, including Al Mana, Grupo Fassina, Pendragon, Mitchell Group, and Motorline.

Our greatest contribution - and value - has always been in resolving stakeholders sometimes competing objectives. With the ideal design requirements, we benchmark our work constantly and measure operational efficiency, profitability against the projects objectives.



THE BIGGER PICTURE

# ARCHITECTURE. AND DESIGN. AND EXPERIENCE.

Our clients confidence in us stems from the fact that we can deliver on the skills we offer.

While the focus of this presentation is to our architectural projects, it's only half the story.

Meda is founded on the principles that a better experience is the real driver of business success and in demonstrating this, we work with many other clients on experience, information and marketing - design projects.

We believe this helps make for a more valuable resource for you, bringing our learning and diversity to bear on rising to your challenges.

As well as those examples and situations we've touched on, as you can see from the constellation of other famous names, there's a good deal more Meda can offer.

Meda understand that delivering complex architectural programmes require real focus and expertise. Qualities we're renown for in the automotive sector and that we believe you can profit from in your projects.

We'd like to talk about your challenges.

And start shaping new experiences for your staff, stakeholders and customers.

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