

The logo for DAS, consisting of the letters 'D', 'A', and 'S' in a stylized, bold, white font. The 'D' and 'S' are connected at the top, and the 'A' is positioned between them. The logo is set against a blue rounded square background.

DAS

CASE STUDY

AMERICAN ASSET MANAGEMENT COMPANY

London

TRADING
AND FINANCIAL 

The logo for Trading and Financial, featuring a blue circle with a white double-headed vertical arrow inside, indicating a cycle or exchange.

AMERICAN ASSET MANAGEMENT COMPANY

Locations: St James, London

Project Size: The initial project in 2023 was for 94no. DATUM Light-Trader height adjustable desks on 1st floor of our clients London office with a further 150no. on ground and lower ground following in 2025.

Project Date: DAS have worked with this client since 2015 with major projects in 2023 & 2025.

Project Description:

DAS delivered this project on time and to budget, working collaboratively with the fit-out contractor Thirdway and long-term project partner Après.

Après guided the client through a series of showroom visits to select furniture for various aspects of the project. However, when it came to the workstations, our long-term client chose to remain with DAS, valuing both the familiarity of our products and the consistently high level of service and support we provide beyond installation.



DATUM LIGHT-TRADER Desks

Detail development:

Back in 2015, we installed our OPTIMA o8 desks featuring curved worksurfaces with PU edging. The o8 desks were designed with integrated technology enclosures with doors and mobile CPU trolleys to suit their setup at the time.

Fast forward 10 years, and advancements in technology - both above and below the desk - meant it was time for an upgrade. The client required:

- **Simplified technology enclosures to reflect modern hardware needs**
- **Increased legroom for improved user comfort**
- **Support for three-screen trading setups as their standard configuration had evolved**

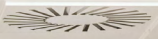
The DATUM Light-Trader desk was the perfect solution. We provided:

- **Technology shelf mounted under the worksurface to house thin client**
- **Management rail to securely mount monitor arms to support their 3-screen set up**
- **The original curved worksurface design with PU edging and matching finishes to maintain visual continuity with the previous installation**

The result is a seamless upgrade that balances new technology requirements with familiar ergonomics and aesthetics, ensuring the desks remain fit for purpose well into the future.

Key Challenges:

Having collaborated with both Après and our client for over a decade, the project benefited from a well-established working relationship, resulting in a smooth and efficient process from start to finish. Après, working closely with the client's design team, developed a clear and comprehensive brief outlining the new technology requirements and desired aesthetic for the workstations. With a standard lead time on product manufacturing and a site fully prepared for installation, the desks were delivered and installed on schedule without any major issues.



This American Asset Management company was founded in 2001, headquartered in Chicago they have offices around the globe including London. Together with our project partner Après we have worked with this client since 2015.





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