

The DAS logo is rendered in a bold, white, sans-serif font. The letters 'D', 'A', and 'S' are stylized with sharp, angular edges. The 'D' and 'S' have a slight curve, while the 'A' is a simple, wide character. The logo is set against a solid blue rectangular background that has rounded corners.

CASE STUDY

GLOBAL FINANCIAL COMPANY

City of London

TRADING
AND FINANCIAL 

The icon consists of a blue circle containing two white arrows. One arrow points upwards and the other points downwards, positioned vertically opposite each other.

GLOBAL FINANCIAL COMPANY

Locations: City of London

Project Size: 284 Mk2 DATUM Light-Trader positions, a mix of single, back-to-back and bespoke office furniture

Project Date: August 2023

Project Description:

We worked closely with The Furniture Practice and developed multiple products that were designed by our in-house design team.

We provided more than 250 height adjustable desks, and various types of tailor-made cabinets, as well as collaboration desks and touchdown desks to be used in our clients' new offices in the City of London – all manufactured by DAS in UK and Europe.



Detail development:

Designed by TP Bennett and spanning multiple floors, the interior of the financial services company's new office is defined by soft curves, natural materials and refined detail – a considered evolution for a client with strong heritage and a growing footprint in the City.

The Furniture Practice partnered with the project team to deliver a tailored furniture package, working closely with the designers, client team and wider consultants to ensure every detail reflected both the aspirations for the new workspace and the architectural character of the building.

- **A clear, contemporary response to a historic setting**
- **A cohesive design language, shaped by form**
- **Designed for collaboration and comfort**

Key Challenges:

We had to overcome a few challenges while working on this project:

- Having a deep understanding of the end-user, what they need and their limitations on a fast-paced project.
- Creating user focused products that are both functional and aesthetically pleasing.
- Designing over 25 types of products including desks and storage solutions – all designed to meet client's needs.

Product Details:

Multiple products were designed by our in-house design team to help create this unique environment.

- DATUM Light-Trader desks with fabric privacy screens and Capsule desk top power modules.
- L-shaped height adjustable executive desk with modesty panels.
- Circular and Pill shaped multi-person desks as well as Collaboration desks for meeting rooms.
- Custom made cabinets designed for various uses such as large room divider storage, lockable end of desk cupboards with planters and storage for printers.



All primary furniture items were delivered in bespoke configurations – including pill-shaped desking by Das Furniture. The shapes were a deliberate aesthetic decision, reinforcing the interior's flow and sense of cohesion. Across every setting, the furniture was designed to echo the architectural gestures of the building, creating a unified and distinctive workspace.

- TP Bennet





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