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Midori House London

We first switched on our lamps, connected the phones and fired up the TV on a quiet side street running along London's Marylebone Station in late 2006. As the days grew shorter and our launch date drew nearer, there was practically a full-time post dedicated to changing light bulbs as our small team worked well into the early hours designing, editing and selling our debut issue.

Back then the editors sat at street level peering out at the commuters; the shelves were stacked with yellow Kodak photo boxes; a broom closet doubled as a voice-over booth; and the lone conference table was usually commandeered by our fashion editor as a makeshift costume-storage area. For four years Boston Place was our home and as the business expanded we found ingenious ways to squeeze in more people by ensuring we sent plenty of others out on the road to cover stories near and far; we also worked with our furniture partners at Swiss company Novex to experiment with new dimensions and formats for personal work space. Along the way we added desks to our office in New York, opened up a bureau in the Tadao Ando-designed Omotesando Hills building in Tokyo and started work on a new retail/work concept for a Hong Kong outpost.

Come mid-2010 there was no room to move so we went on the hunt for a new building. We had a pretty good idea of what we wanted: lots of light, outdoor space, open floors, places to gather and maybe some room to build a couple of radio studios. After a couple of failed attempts we managed to secure a former adult-education centre (how fitting for a magazine like ours) overlooking Paddington Street Gardens. Tucked away off Dorset Street, the red-brick building had a lot of promise but also demanded a complete overhaul. Several consultations with Swiss and Swedish architects – and the practical people at



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Take a seat

Editor in chief and chairman Tyler Brülé in his office, complete with an oak-and-bronze desk by BassamFellows.

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Comfortable surroundings

Erik Jørgensen sofas, Arne Norell chairs and coffee tables by Torbjørn Adfal for Bruksbo in the editor in chief's meeting room.