

Convene: a space to connect and create

7 months

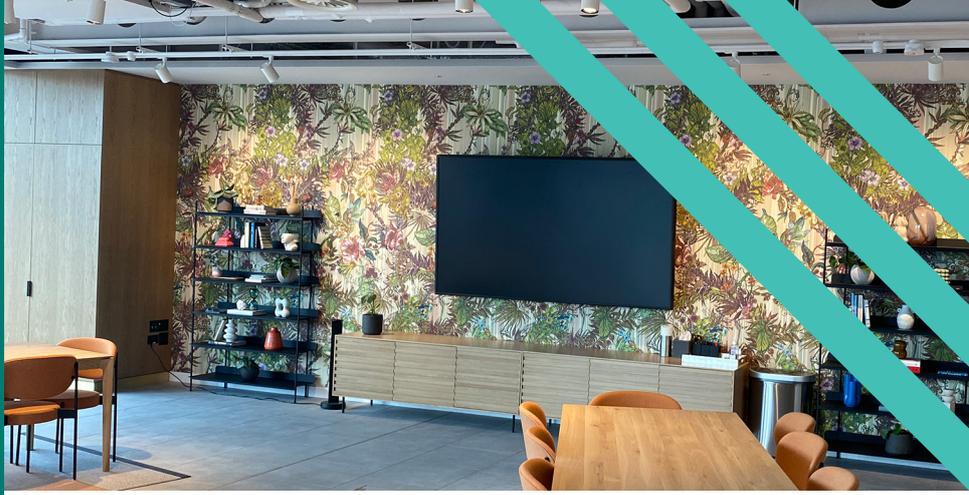
Project length

40,000 sqft

Size of site

AV Installations in:

- Huddle conference rooms
- Boardroom
- Reception halls
- Green rooms
- Studios
- Multiple digital signage zones
- Background music and paging system throughout the facility



Project background

With 23 locations in 6 cities occupying 1.3m square feet across the US and the UK, Convene is a hospitality and event space company founded on the simple question: “What if you ran an office building like a hotel?”

Combining meeting, conference, and event spaces, complete with audio visual (AV), IT communications infrastructure, and security systems, these facilities are more than workspaces. They are places to meet, to collaborate, to create and to experience things together: to convene.

The newest location, in the heart of London, was launched in Spring 2022, spanning 40,000 square feet and providing spaces for a multitude of workspace and event needs. The multi-floor build-out included a range of event spaces and break out rooms, as well as facility-wide background music and paging system.

LMG was invited to manage and deliver the AV requirements for the project, selecting, installing and overseeing all AV hardware and software throughout the facility, following the AV design provided by USIS AV systems.

The challenge

The build was complex, spanning several different room spaces, sizes and types, over multiple levels. The technology needed to be a cookie cutter adaptation of Convene’s successful US solutions, applied in a European setting and adhering to regional quality standards.

The project required a seamless balance between sophisticated, aesthetic spaces and complex, technical hardware, meaning that expert installation and connectivity was required to ensure the solutions were implemented without compromising the look and feel of the facility.

Why LMG?

LMG’s reputation as a skilled smart building integrator, as well as a technical expert in AV solutions and connectivity was invaluable in this project. Acting as a key bridge between the client, the AV consultant and the main contractor, LMG was able to manage the AV aspects of the project and ensure the installation was completed within time and budget.

The fact that LMG had an unrivalled portfolio of high-end hospitality clients such as the Four Seasons, Rosewood and Raffles in addition to a proven partnership with AV consultant, USIS, was the deciding factor in securing the contract.

A centralised approach

The facility houses the latest Panasonic projectors combined with a hybrid AV design supporting both direct and networked connections as well as bring your own device (BYOD) capabilities.

LMG installed a centralised comms room to encompass all the AV technology and operate all the hubs, forum and library areas for the facility, while allowing these areas to remain clear of AV hardware that often fills the in-room credenzas.

Other specific installation features included:

- **Wall plates for both presenters and admin users** have been placed at strategic locations to allow for both the customer presenters and admin requirements.
- **Generic meeting and huddle room designs** provide the latest technology with a simple to use meeting space, allowing for BYOD and table-top connectivity.
- **BYOD connectivity** throughout the facility enables ambient music to be heard on all floors via ceiling-mounted speakers.

The result was an impressive, stylish space, echoing the look and feel of Convene's high quality and successful US facilities. Dominated by state-of-the-art AV technology, the London Convene location at the iconic 22 Bishopsgate, is a natural and exciting extension of their global network, providing an inviting and collaborative space for events, meetings and co-working.

Mike Hook, executive director at LMG, comments: "Crossing into a different continent while keeping true to the Convene brand and the quality of its spaces was a somewhat daunting challenge, but one which we leapt to, along with our partners at USIS.

"Our own expertise in connectivity, installation requirements and our access to the latest innovative AV technology was a winning combination, resulting in a space that perfectly echoed Convene's other global hubs while boasting a personality of its own to match its stunning London location."



Conference room allowing for BYOD and table-top connectivity



Event space complete with audio visual and IT infrastructure



Centralised comms room