

Rose Shure Experience Centre

Complete

Area

Clients

Architect

2019

UK England

Shure Inc

Perkins + Will

The first London city centre space for Shure Inc provides an interactive location for product demonstrations with corporate, government and education customers looking for audio solutions.

The centre, located on Level 5 of 24 King William Street, London is approximately 8,500 sq ft in total size and includes conference rooms, huddle rooms, studio, training room, cellular & open plan offices, cafe, showcase area, wellness room and reception area.



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The brief requested was for very high acoustic performance to provide an optimal space to showcase Shure's Integrated Systems products. The client technology space comprises three meeting rooms to demonstrate the performance of various AV systems in an office setting. It also features a state of the art training space with voice-lift camera tracking functionalities.

Sandy Brown provided advice on all aspects of the design including architectural acoustics and building services noise & vibration control. A high level of sound insulation performance in excess of D_w 50 dB was achieved through staggered-stud wall build-ups and close monitoring of construction quality on site. Extensive assessments of the building services strategy were carried out during design stage to meet low background noise levels and stringent sound insulation performance requirements within key spaces. Acoustically absorbent finishes were specified for showcase spaces to achieve well balanced and controlled reverberation times for optimal speech intelligibility and also in breakout spaces to reduce the reverberant noise build-up during busy times.



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