



## Background

Getting connected with Yahoo! was not as easy for Peldon Rose as it is for everybody else. After a three stage tender Peldon Rose were appointed as Design Consultants, Project Managers and Contractors for the design and implementation of 108,000 sq ft of new offices at 125 Shaftesbury Avenue. The brief was to create a campus site for Yahoo!'s recently acquired businesses, Kelkoo and Overture.

In creating a tri-branded environment Peldon Rose were able to create a youthful and bright environment that ultimately supported the search engine.

## How we delivered

A crisp, icy colour palette was created thus allowing equal prominence to each of the Yahoo! Group's brand. With an average age of 27 throughout the business the environment is peppered with graphics and communication.

The employees can kick back, relax and share and exchange information. Energy is spun into the space through table football, jukeboxes and fresh food.

The end result is immediate fun and a place for everyone.

