



## Case Study: Shell HQ – Waterloo, London, UK

**Client:** Shell

**Contractor:** Overbury PLC Major Projects

**Building Project Management:** Turner Townsend

**Architect:** Perkins & Will

**Project Managers:**

ARC UK – John Perrott, Kevin Durrant.

**Studio Manager:** ARC UK – Rhys Burton

**Design Project Managers:**

ARC UK: Neil Evans

Shell: Andrew Steer

**Project Title:**

Project – Shell HQ / 20 YR Environmental Graphics

**Scope of Works:**

Design & Print Graphics Package: Shell HQ.  
Consult, survey, assess, design, produce, deliver, and install branded – visually descriptive, printed Magnetic graphics to 23 Floors inclusive of printed manuals, which contained layout and fit-out details for each location on every floor.

### DESIGN

ARC designed, artworked, printed and installed the environmental graphics at 20 York Road and the Shell Tower over an 18 month period.

The ARC studio was asked to assist with creative concepts and developments for many areas of the project. Working closely with Andrew Steer and Shell Brand, a theme was developed for each floor which were appropriate to the occupiers of each floor, with a particular emphasis on ‘hero’ graphics which featured in prominent locations.

Shell was keen to reduce the environmental impact of the materials used, and consulted ARC to propose creative solutions to the requirements of the project. Magnetic media was used throughout the project, enabling the graphics to not only be moved from one floor to another floor when departments moved floors, they are also easily replaceable without any damage to the building wall surfaces, and the media is also completely recyclable.

ARC also developed and created bespoke magnetic picture frames featuring a ‘floating effect’ graphic.

ARC also designed and produced graphics for 3D lettering, removable graphics, wall vinyl, dry wipe walls, window frosting and window manifestations.

### PROJECT

The SHELL HQ Project was due to be handed back to Shell over 4 Phases. The Program of works ran for 18 months.

**Phase 1** – Floors 23 – 18

Magnetic ferrous + 3D Lettering & Printed Frosting

**Phase 2** – Floors 17- 13

Magnetic ferrous + 3D Lettering

**Phase 3** – Floors 12- 10 unique floors

Gym, Café

**Phase 4** – Floors 9-3

Magnetic ferrous + Vinyl

On approval of all the artworks by floor working down from 23 – 3, ARC set out Production timelines in line with OPLC Project dates. This required weekly meetings with OPLC on site attended by John and the ARC Installation Manager.

### Production & Installation

The ARC Production Team printed and installed a total of 20000 sq. meters of Magnetic base, printed ferrous and over 500 letters of 3D Stadur-19mm Lightweight printed cut letters over the 18 month period.

Over 2000-man hours, which were required to deliver the project by the team, which included 2 designers, Production, 10 x installers, procurement, customer services support, senior management; all levels of the ARC team were involved in making sure the job was a complete success.

**As a result of the work produced for the Shell Tower, ARC was also then invited to produce the Environmental graphics for 20 York Road – a connecting building adjacent to the Shell Tower – with design and installation across 8 floors.**

### CLIENT RESPONSE

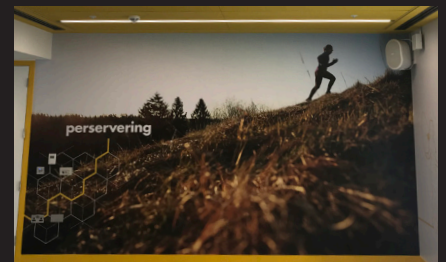
Shell's staff are delighted with the transformation of their offices incorporating the Environmental graphics on every floor. It brings inclusion and ownership to every member of their team, and with Shell using the magnetic graphics to change frequently – and continually update corporate messaging and statements – it has certainly delivered above everyone's expectation.

**Please see the following pages for examples of the work produced.**



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### Gym Graphics, Shell Tower







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Custom made wood picture frames with a 'floating' magnetic panel for placing replaceable printed graphics

ARC | Unit 014, Metal Box Factory, 30 Great Guildford St, London, SE1 OHS  
| Unit 5, Dartford Trading Estate, Dartford, DA1 5XS  
| +44 (0)20 7582 9000 | [info@e-arc.co.uk](mailto:info@e-arc.co.uk) | [e-arc.co.uk](http://e-arc.co.uk)

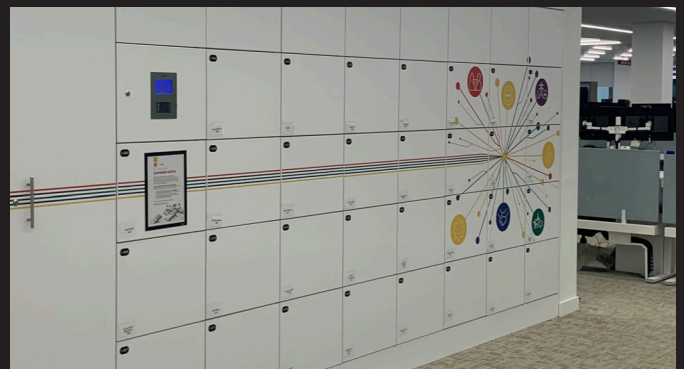
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### Dining floor and lockers



ARC | Unit 014, Metal Box Factory, 30 Great Guildford St, London, SE1 0HS  
| Unit 5, Dartford Trading Estate, Dartford, DA1 5XS  
| +44 (0)20 7582 9000 | [info@e-arc.co.uk](mailto:info@e-arc.co.uk) | [e-arc.co.uk](http://e-arc.co.uk)



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**DELIVERING ENERGY IN A RESPONSIBLE WAY**

**SKY - A possible pathway to Paris...**

The chart illustrates a possible pathway to the Paris Agreement goals, showing CO<sub>2</sub> emissions (Gt per year) from 2010 to 2100. The pathway shows a sharp decline in emissions starting around 2040, reaching near-zero levels by 2100.

**Key Milestones and Projections:**

- 2020:** China's emissions peak at 100,000 GW.
- 2030:** Renewable energy capacity in 100,000 GW.
- 2040:** Renewable energy capacity in 100,000 GW.
- 2050:** Renewable energy capacity in 100,000 GW.
- 2060:** Renewable energy capacity in 100,000 GW.
- 2070:** Renewable energy capacity in 100,000 GW.
- 2080:** Renewable energy capacity in 100,000 GW.
- 2090:** Renewable energy capacity in 100,000 GW.