Designing for your Future

Prasad Penoyre
Our architecture is a direct response to the aims and ambitions of our clients and users.

Sensitive to context, our designs can also be a catalyst for change, helping our clients to achieve their organisational goals and adding significant value to their operations.

Penoyre and Prasad has over 20 years of experience across many sectors and has developed a distinctive design approach which results in functional, sustainable and award winning buildings.
The Richard Desmond Children’s Eye Centre is the largest hospital facility in the world solely dedicated to the prevention and treatment of eye disease in children.
Our design challenge was how to make a highly clinical building feel quite different from a hospital, while stitching into the existing campus on a small footprint.
We have provided the Trust with a building that reflects its world class stature and transforms the immediate neighbourhood with its engaging street presence.

International Healthcare Building of the Year 2009
World Architecture News
Once complete and operational, our development for Crouch Hill Community Park will have added a new school to this neighbourhood while removing 90 tonnes of carbon dioxide emissions per year.

Ashmount Primary is on track to be the UK’s first zero carbon school and achieve BREEAM ‘outstanding’ with its innovative approach to community energy distribution.
The City Hall is one of Sheffield’s greatest civic buildings. Our designs radically improved front of house and access to suit today’s audience, with the auditoria and dance hall refurbished for better sight lines, capacity and atmosphere: a treasured building brought up to date whilst retaining its historic character.

‘A significant contribution to Sheffield’s regeneration’

Architecture Today
The new development at Crawley town centre provides library, office space and county council services to create a major new civic building and a signal of the town centre’s regeneration.
In the first year after opening the number of new memberships at Crawley Library doubled, with 6000 new joiners and lending up by 55%.

We collaborated with artist Gordon Young to create a series of 14 typographic floor to ceiling oak columns installed throughout the library and featuring favourite literary quotes.
A new skin for a significant London tower

Low energy retrofitting is one of the biggest challenges facing the property industry today.

The recladding of Guy’s Tower, one of the world’s tallest hospital towers, tackles energy and performance issues common to many civic and commercial buildings of the period.
Working with a multidisciplinary design team we have devised a way of superinsulating and overcladding the tower while allowing it to remain fully operational. The transformed envelope alone will reduce energy use by 15 – 20%.

The geometric fold-reinforced aluminium panels and a new ‘crown’ will subtly sharpen the image of the tower while retaining its sculptural power and creating additional space.
Penoyre & Prasad have an outstanding record in achieving planning permissions for our clients.

Our success is due to our proactive approach to the physical and social context, our in-depth understanding of planning policies and the potential impact of proposals.

Our expertise is enhanced and kept up to date through the wider research, lobbying and policy making activities that our partners and senior team are engaged in - such as the London Mayor’s Design Advisory Panel, Government thinktanks on subjects ranging from city planning to low carbon construction, and national and local design review.

Joined up thinking resulting in genuine long term resilience.
‘I’ve seen a lot of LIFT projects, but this is a different quality altogether – this is a good as it gets.’

Andy Burnham, Secretary of State for Health 2008
A new urban square in front of the entrance to the University of Portsmouth Library links the building to the town, and creates a lively place for socialising with a café spilling out in summer.
This RIBA competition-winning low energy scheme placed the library at the heart of the campus, doubling student footfall and creating a focal point for activity and circulation.
This development masterplan for Gravesend Town Centre marked the start of an ambitious programme of regeneration.

The innovative 4 step masterplan skilfully resolves potentially conflicting local interests to release the development value of 7 acres of car park. A new neighbourhood of mixed tenure and mixed use is created, close to the town centre which includes 130 apartments, 18 family houses and commercial space.

Each step is designed to be complete in itself so that the masterplan can be reviewed as it progresses with highly manageable risk while ensuring appropriate development.
‘A fanfare for new possibility’

Merchants’ Academy: a transforming school, an award winning design and the first UK academy to be delivered on time and under budget.

Artist Tod Hanson referenced the sponsor’s coat of arms to create a striking mural for the Academy facade. The local and school community have become strongly attached to this new expression of their identity.
A pioneering modernisation programme transforming access to health and social care in Belfast.

‘These buildings spell out something positive, something bright and fresh. They’ve been recognised as something special in Northern Ireland.’

John Cole, Chief Executive
NI Health Estates

70 separate buildings in various states of repair have been replaced by just six innovative treatment and care centres for Northern Ireland Health Estates: better located, better equipped and more cost effective for the client.
Rich Mix: A radical transformation of a derelict garment factory to create a cultural powerhouse in the heart of the East End.
A combination of cinema, café, gallery, performance venue and workspace brings together diverse activities and creative disciplines.
A simple design strategy retaining the best characteristics of the building shell to create a loose fit set of spaces, places and connections that evolve to match the cultural lifeblood of the area, capable of continual change.
Through its ingenious Z-shaped plan the Wick Lane development overlooking the Olympic Park in East London, achieves a density of 223 dwellings per hectare with deceptively little bulk and maximises views across the canal.
‘We’ve ended up with something very special and unusual. The best fusion of design and functionality that I have seen – bar none.’

Michael Whitworth, Principal Wren Academy
‘Penoyre & Prasad operate a very collaborative approach and are very focused in solving challenges. This creates the opportunity to develop innovative designs within very demanding budgets.’

Jeremy Wagge, Design Director Skanska
Our projects are the product of a unique office culture, based on collaborative exploration and shared understanding.

‘I find working here very enabling. I teach, give talks, work on research projects all of which helps us anticipate future trends.’

Suzi Winstanley, Senior Architect

‘We are constantly asking what a building will do for you and say about you.’

Gillian Horn, Partner

‘Some of what our buildings achieve for clients can’t be captured in a photograph but is better understood by people’s experience of working with us or in one of our buildings.’

Jamie Wakeford, Architect

‘There is no question that good design adds value to a client’s activities. The pay off is improved operational efficiency, a stronger identity and happier staff. The real question isn’t ‘can you afford to have good design?’, but ‘can you afford not to?’”

Greg Pennoyre, Senior Partner
Selected projects

The first UK Academy to be delivered on time and under budget
2008
Merchants’ Academy for The Merchants’ Academy Trust
£22.4 million

A low carbon retrofit of this iconic London hospital tower
2013
Guy’s Tower External Retrofit for Guy’s & St. Thomas’ NHS Foundation Trust
£30 million

A robust arts centre supporting diversity in the East End
2006
Rich Mix for Rich Mix Cultural Foundation
£12.7 million

A beautifully restored performance space provides better access for all
2005
Sheffield City Hall for Sheffield City Council and Sheffield International Venues
£10.8 million

An innovative treatment centre supporting new ways of delivering healthcare
2007
Carlisle Health & Wellbeing Centre for Belfast Health & Social Services Trust
£6.4 million

A landmark health and community building for a rapidly developing area
2012
Health and Community Centre for Land Lease/ODA
ENA
£NA

International education campus providing world-class facilities
2008 – ongoing
Kings College Dubai for Kings Education Partners
£37 million

A single building efficiently houses community, sports and healthcare facilities
2005
The SCORE Complex for SCORE Trust with English Partners
£8.5 million

A materially rich Academy befitting its specialism in the built environment
2010
Rich Mix for Rich Mix Cultural Foundation
£12.7 million

An exemplar health centre in the restructuring of the NHS
2007
The Heart of Hounslow Polyclinic for Building Better Health West London LIFT
£15 million

An energy efficient library helps connect the University to its wider surroundings
2007
The University of Portsmouth Library for University of Portsmouth
£7.6 million

An ingenious plan maximises dwellings on a tight urban site
2009
Wick Lane for Silverpeak Ltd
£20 million

Energy efficient school using pre-cast concrete system for rapid construction
2009
John Parrryn School for London Borough of Ealing
£7.5 million

A striking design for a new local general hospital to meet future needs
2013
New QEII Hospital for Assemble Community Partnership Ltd
£20 million

Pioneering project showcasing sustainability methods and materials
1997
The Millennium Centre for London Borough of Barking & Dagenham
£0.7 million

A highly clinical yet non institutional children’s hospital
2012
Ashmead Primary School, Crouch Hill Community Park for London Borough of Islington
£13.5 million

A significant civic landmark on the edge of a newly created public square
2005
The Richard Desmond Children’s Eye Centre for Moorfields Eye Hospital Foundation Trust
£12.5 million

A phased masterplan rebalances business and living needs
2009
Crawley Library for West Sussex County Council
£12.5 million

A 4-storey spec office built in Notting Hill let off plan
2001
Freshtonia for Stada Properties Ltd
£3.3 million

Enhanced performance and social spaces for world-class concert venue
1999
Snape Maltings Concert Hall for Aldeburgh Productions
£5 million

New state of the art drama and music spaces for expanding University
2009
Guildford School of Acting and Performing Arts Centre for University of Surrey/Guildford School of Acting
£5.1 million

Award winning non-institutional elderly housing
2010
The Gardens for Agudas Israel Housing Association Ltd
£5.3 million

Set to be the UK’s first zero carbon school
2013
Ashmead Primary School, Crouch Hill Community Park for London Borough of Islington
£13.5 million

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£12.5 million

A phased masterplan rebalances business and living needs
2009
Crawley Library for West Sussex County Council
£12.5 million

A 4-storey spec office built in Notting Hill let off plan
2001
Freshtonia for Stada Properties Ltd
£3.3 million

Enhanced performance and social spaces for world-class concert venue
1999
Snape Maltings Concert Hall for Aldeburgh Productions
£5 million

New state of the art drama and music spaces for expanding University
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We support excellence in our clients’ businesses through excellence in our architecture.
‘More than ever now, delivering more with less is our first rule.’

Mark Rowe, Associate

‘For us sustainability means systems thinking. We take a 360 degree view of location, site, energy, carbon, cost and waste together with the impact of design on quality of life. It’s all connected.’

Ian Goodfellow, Partner

Penoyre & Prasad’s programme of practice events regularly brings together practitioners and policy makers with an invited audience, to debate issues such as value, collaboration and identity.

Our staff are engaged in a range of external activities which reflect our passion and enthusiasm for the things we do - whether it’s public workshops, drawing events, festival installations or our annual study tours.

‘Our diverse experience allows us to bring international expertise to specific local conditions. We design for growth and development in a rapidly changing world.’

Rafael Marks, Associate
23 years of practice
60 people
7 partners
10 associates
£2.2 billion of projects
120 projects delivered
80 awards

Nobody will be able to say of our projects in 30 years time ‘they missed an opportunity’. We are designing for the future – maximum flexibility, minimum energy.

Sunand Prasad, Senior Partner