



BEEFEATER GIN VISITOR CENTRE

Beefeater Gin is the world's number one premium gin and has been made in the heart of London for over 150 years. Beefeater is uniquely placed to call itself the Home of Gin and tell the intriguing story of the entwined history of London and Gin.

Lee Boyd won a limited invited competition in 2008 and joined design consultants Four-by-Two, to tackle the challenge of integrating public facilities into the fully operational distillery which combines industrial buildings from different eras and sits alongside Victorian gasometers. The emphasis on the team was to represent the strength of the famous Beefeater brand.

The new extension provides a distinct point of entry for the centre and links the two existing distillery buildings together with vertical circulation that takes visitors from the exhibition areas to the Stills House.

The contemporary language and more sculptural form of the extension provide a counterpoint to the traditional industrial forms of the distillery buildings and gasometers and yet create resonance with their materiality, rhythms, and tones.

The simple tower is formed in dark precast concrete, and over clad with copper coloured fins that create an ever changing facade. The fin carriers are of contrasting stainless steel, set up with a 'criss-cross' arrangement behind the vertical fins, that has resonance with the braced structure of the adjacent gas works.

Shortlisted in the Edinburgh Architectural Awards 2015

Client: Chivas Bros
Value: Undisclosed
Completion: April 2014

