Welcome to 150 Holborn

Sidara

"

We are on a mission to create visionary environments where humanity and nature harmoniously coexist, elevate how people live, connect communities, inspire global impact, and make room for cultures to shine.

Talal Shair
Sidara Chairman and CEO

"

Sidara HQ 150 Holborn

The Story of our Home

150 Holborn is Sidara's new London headquarters, designed and developed by us and for us by harnessing the expertise of our collective member firms and bringing many of our colleagues in the UK together for the first time.

The vision from the outset was to create a best-in class working environment, underpinned by the concept of creating a place that could allow ideas to thrive and encourage visual and physical connections.

The key design principles of cohabitation and social connectivity are supported by a central atrium linking all floors with a sculptural staircase, creating opportunities for chance encounters. This was conceived as the heart of the building and is characterised by transparency, connectivity and openness. A unifying arrangement of collaborative alternative workspaces, all visible from the atrium, underlines the shared membership of the Sidara's house of brands, allowing each firm to express its individuality in its own space.

There are very few organisations in London that develop and occupy their own building as we have done. A truly collaborative Sidara inter-company design and delivery, we are stronger together.

At a glance:

18,500m^2
Size of the building

18.5%
Carbon Emissions Reduction

Platinum
WiredScore Smart Score & LEED Rated

Outstanding
BREEAM Rating

The rooftop pavilion and garden provide staff and visitors with a place for informal meetings, relaxation or quiet contemplation by day or night.

Bike storage and shower facilities support active travel, while a central staircase invites walking between floors. The ground floor café and 7th floor employee restaurant which offers high quality, healthy food that is locally sourced. Employees also have facilities to prepare their own food.

Sustainability is at the core of the buildings design and operation, using lean, clean, and green principles. Photovoltaic cells at the roof level are providing 47% renewable energy.

All services plant to the roof was sunk into the lettable space on level 07 to allow for a vast roof garden, which is planted with low evergreen and deciduous native shrubs. Rainwater and greywater from basins, sinks and showers is harvested to flush toilets. Water-efficient fittings reduce direct potable water consumption. A blue roof system with large underground attenuation tanks alleviates storm surges into the sewage system, adjusting automatically to a Met Office Yellow storm alert.

Sensors monitoring retention and use will provide information to building management and visitors to create savings and efficiencies in collaboration with regular internal communications to inform occupants of ongoing efficiencies.

60,000
data points collected
every 5 minutes

650
sensors measuring
occupancy, C02,
temperature, humidity,
VOC and Lux

Our collaborative

Sidara house of brands are connected by a common purpose and values. Our companies have worked on some of the most iconic and impactful projects throughout the world. Through livability, sustainability, and digital solutions, we tackle the world's biggest, most ambitious, and most critical challenges. Together, we are Sidara.

Dar

Providing planning, design, management and consultancy for the world's most important and exciting projects.

Areas of expertise
– Masterplanning
– Mobility
– Aviation
– Healthcare
– Water
– Environmental Consultancy
– Energy Transition

Services
– Planning & Strategy
– Architecture & Design
– Engineering
– Environmental
– Economics
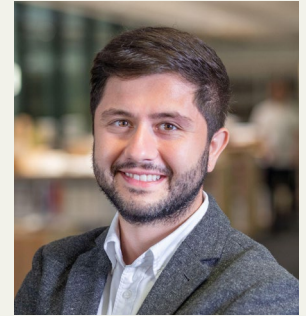– Project & Construction Management
– Digital Advisory

Daniel Horner
Managing Partner

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Princess Nourah Bint Abdulrahman University, Riyadh – Kingdom of Saudi Arabia

Perkins&Will

Perkins&Will is an interdisciplinary, research-based architecture and design firm, founded on the belief that design has the power to transform lives and enhance communities. Delivering hundreds of award-winning projects annually, Perkins&Will is consistently ranked as one of the world's top design practices.

Spanning 24 studios across the globe, our business is home to over 2,500 change makers developing solutions that inspire the creation of spaces where clients and their communities work, heal, live, and learn.

Chris Christophi
Senior Associate

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Areas of expertise
– Higher Education
– Science and Technology
– Healthcare
– Cultural and Civic
– Corporate and Commercial
– K-12 Education
– Sports, recreation and entertainment
– Transportation
– Aviation
– Hospitality

Services
– Architecture
– Branded Environments
– Interior Design
– Landscape Architecture
– Reuse and Transformation
– Urban Design
– Workplace Strategy

TRIBECA, the largest purpose built life sciences development in London.

Portland

Portland is a multi-disciplinary design agency, and one of the most forward-thinking practices in the world. With a human-centred approach, the practice specialises in creating commercial, retail and transit experiences for tomorrow's consumer. As architects, designers and brand builders, we create rich, compelling, and lasting environments, that develop meaningful connections with people. Whether they are post-industrial sites, under performing districts, or new public places, we design from the inside out – placing people at the heart of everything we do to create engaging experiences that resonate far beyond the walls of a building.

Ibrahim Ibrahim
Managing Director

Areas of expertise

– Customer environments for retail, leisure and travel sectors.
– Retail Masterplanning
– Strategic Insights
– Brand Communication
– Public Realm
– Signage & Wayfinding
– Retail & F&B Design
– Digital Engagement Strategies

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Foundry, Eastbourne – a new co-working concept / brand for LGIM, UK

Penspen

PENSPEN

Penspen is a leading global energy consultancy renowned for its expertise in designing, maintaining, and optimising infrastructure. With a mission to enhance energy accessibility and drive the adoption of cleaner energy solutions, its work benefits millions of people in communities across the Middle East, Africa, Asia, Europe, the UK, and the US.

Areas of expertise
– Energy - Conventional/ Low Carbon/ Infrastructure
– Energy Transition
– Consulting
– Digital Transformation
– Aviation

Services
– Energy Consultancy
– Engineering
– Project Management
– Asset Management
– Asset Integrity
– Digital Data Management

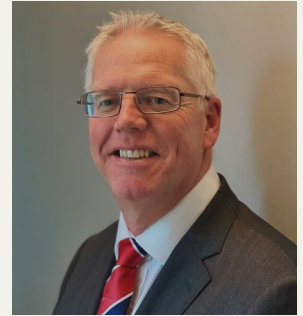### Peter O'Sullivan
Chief Executive Officer

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EET Hydrogen, Low Carbon Project, UK

Currie & Brown

Currie & Brown

Currie & Brown is a world-leading provider of cost management, project management and advisory services, covering the full range of public and private sectors.

Our purpose is to add value that makes building a better future possible. We help clients navigate volatility and unpredictability, providing the certainty that enables better, more sustainable built environments for all.

Our services reflect the complexity of physical assets' uses and integrated lifecycles, addressing every aspect, from concept, design and construction, to the assessment of best-value options for ongoing use, maintenance, operation and eventually deconstruction.

Nick Gray
Chief Operating Officer

Areas of expertise
– Communities
– Healthcare
– Science & Technology
– Aviation
– Environmental Consultancy

Services
– Project Management
– Cost Management
– Advisory Services
– Sustainable Design
– Project Controls
– Contract Management
– Building Surveying

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150 Holborn, London - Nine-storey landmark HQ, Sidara Collaborative

Maffeis

Award-winning facade engineering consultancy, specialized in the design of innovative building skins and advanced curtain wall systems. Maffeis focuses on all the modern necessities of a facade, and answers any specific requests from the architectural, comfort and sustainability points of view.

Areas of expertise

– Facade Engineering
– Energy Transition
– ETFE and Facade Engineering
– Tensile & Special Steel Structures
– Retractable Roofs

Services

– Value Engineering for General Contractors
– Geometry optimization
– Tender documents preparation
– Tender packages and associated reports
– Structural Analysis

Giovanni Gori
Regional Director

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University of Brighton, Moulsecoomb Campus, UK

Introba

Introba

Richard Hansen
Managing Director,
UK & Europe

One of the world's largest building design engineering and consulting firms specialising in sustainability and technology with more than 1,000 employees in offices across the UK, Europe North America and Australia.

Areas of expertise
– Communities
– Healthcare
– Science & Technology
– Aviation
– Environmental Consultancy
– Healthcare

Services
– Engineering
– Digital Advisory
– Climate & Sustainability
– Design Analytics
– Medical Equipment Planning
– Technology Systems

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UCL Marshgate, London (c) Morley von Sternberg

About Sidara

Sidara is the world's leading privately owned consultancies, providing , planning, design, engineering, and project management services for energy, buildings, cities, transportation, civil, infrastructure, water, and the environment.

Our global collaborative of specialists elevates how people live, inspires global impact, and makes room for cultures to shine. Together, we are focused on long-term human and social advancement – dedicated to building a healthier, more equitable world.

From decarbonisation to technology advancement and improving the well-being of our planet and human society, we are committed to building a better world where humanity and nature coexist, moving forward as one, to make our big world feel intimately small.

Sidara at a glance:

19,000+
Employees

60+
Countries

21
Companies

300+
Offices

Our impact

Our shared vision and commitment to enhancing livability, sustainability, and digital solutions aim to create innovative places where humanity and nature coexist, connecting people, empowering communities, and protecting the place we all call home.

Livability

We believe the built environment should bring people together and improve the quality of life for all. Yet, in today's world, all too often, those who use our buildings, cities and transport networks can be an afterthought.

Our collective of architecture, engineering, and consulting brands shift this paradigm. Wherever we operate in the world, we shape places that unite communities, empower their economies, and inspire a more equitable, seamless and delightful world for all.

Sustainability

The planet and its systems are under immense and growing pressure from human activity. Cultures, communities, and clients are increasingly needing to shape a more sustainable world and lighten our footprint on the planet.

We need to deliver solutions that reduce carbon emissions, protect biodiversity and safeguard the place we all call home – at scale. Our network of architecture, engineering, and consulting brands strives to answer this call.

Digital Solutions

The physical and digital worlds are merging rapidly. Today, we demand more than ever before of the places and spaces we occupy each day. To keep pace, the built environment must stand ready to embrace data and emerging technologies.

Our collaborative of architecture, engineering, and consulting companies is at the forefront of this mission, creating harmonized connections between people and place.

Schneider Electric

At Schneider Electric, we are more than a global leader in energy management and automation; we are your digital partner committed to efficiency and sustainability.

Our mission integrates world-leading energy technologies to unlock full efficiency and sustainability opportunities for businesses worldwide. We merge the needs of developers and designers, ensuring our partnerships not only meet but exceed the contemporary benchmarks of sustainable building practices.

The transformation of 150 Holborn into a beacon of sustainable and efficient design underscores the vital role of partnerships in the architecture, engineering, and construction (AEC) industry. Schneider Electric proudly stands as a trusted technology partner, spearheading innovation and decarbonisation.

We facilitate the integration of digital technologies across electrical systems, buildings, and industrial automation. This holistic approach enhances design efficiency, project delivery, and client outcomes, firmly embedding sustainability into the fabric of every project we undertake.

The development of 150 Holborn exemplifies the harmonious blend of innovative smart building technology and a commitment to sustainability and efficiency. Schneider Electric's engagement as both the smart building consultant and Master System Integrator (MSI) for the project showcases our comprehensive expertise.

"The importance of partnership and early engagement with technology providers has been vital to understanding how technology and systems must be designed to enable continuous innovation and building optimisation.

Since the building was delivered in 2023, ongoing engagement with our technology partners has been key to learning and understanding the natural behaviour of the building. This allows us to benchmark ourselves and to deliver the improvements that were set out under the 'blue sky' approach."

Dan Cope, Sidara

Schneider Electric aligned the 150H solution with Sidara's vision for Buildings of the Future:

People-centric

Designed to delight people and optimise experience

People Centric

To create a healthy and safe workspace that encourages and improves the productivity of Sidara employees and maximises interaction and collaboration between Sidara subsidiary employees. The design focuses on occupant experience to allow Sidara employees to interact with their building (personalising comfort, booking meeting rooms), to promote an innovative and interactive working environment.

Sustainable

On the path to net-zero, digital and electric for decarbonisation

Sustainable

Sidara is at the forefront of sustainability, with a vision to reach net zero operational carbon by 2030 , including all their existing assets, new buildings, and major retrofit projects. As such, use of space and the operation of HVAC, lighting and blinds systems are optimised at 150H to deliver energy and carbon savings by conditioning spaces based on occupancy and utilisation data.

Resilient

Stay competitive with minimal business disruptions

Resilient

150H enables a comprehensive asset maintenance process that will result in the improvement of the cost efficiency and effect of the maintenance efforts. This enables the facility management team to eliminate local administration and increase control of costs, planning, and execution of maintenance.

Efficient

Flexible energy assets seamlessly controlled by end-to-end digital platform

Efficient

Sidara wants to ensure interoperability of data for energy and operational efficiency. This requires an open platform approach that integrates the power distribution, building automation and IT systems to capture and analyse data in near real-time – therefore enabling lower operating cost and improved employee productivity. The smart technology must be agile and able to adapt to new change requests and space layout designs, which will enable the workplace strategist to make optimal decisions about how the office space is being used.
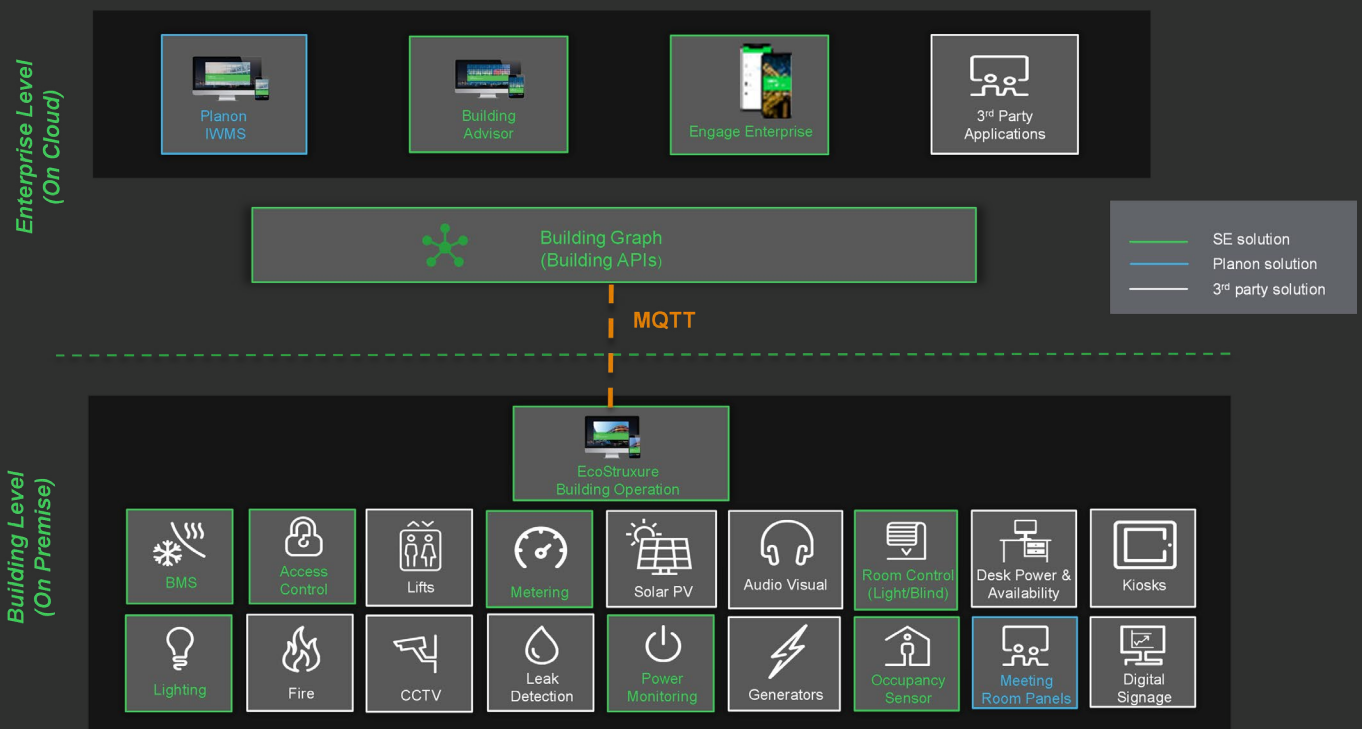
Schneider Electric

From inception to completion, every aspect of 150 Holborn's smart infrastructure was meticulously planned and implemented.

With Schneider Electric's EcoStruxure IoT architecture at its core, the building utilises a sophisticated network of sensors and controls designed to adapt to usage patterns and environmental conditions in real-time, optimising energy consumption and enhancing comfort levels.

Key features of the 150 Holborn solution:

Building data platform: This facilitates a seamless bidirectional flow of information between cloud-based data systems and on-premises networks. The platform enables the real-time collection, analysis, and management of vast amounts of data related to energy usage, occupancy patterns, and environmental conditions, fostering an unprecedented level of efficiency and responsiveness in building management.

Customisable room conditions: At the heart of the EcoStruxure architecture's functionality is the ability to tailor the environmental conditions within office spaces to meet the specific needs and preferences of occupants. Whether it's adjusting lighting levels, modifying temperatures, or optimising air quality, the system ensures that workspaces are not just habitable but are personalised sanctuaries that promote well-being and productivity.

Enabling Responsible and Responsive Real Estate To Maximize Profits and Minimize Risk

Scan for e-guide

Life Is On | Schneider Electric

Ideal

![ideal logo]

From designing, to project delivery, and through to providing Smart Managed Services to 150 Holborn, Ideal have ensured a secure, scalable, flexible, and future-proofed network infrastructure.

Technology enables buildings to become intelligent, connected, and sustainable structures.

Why chose a Converged Network System (CNS)
The Converged Network System (CNS) is the backbone and technological foundation that allows the integration of the IT (Information Technology), OT (Operational Technology) and the IOT (Internet of Things) devices. The CNS is essential to supporting buildings becoming increasingly smarter as they harness technology to create sustainable, comfortable, and efficient spaces for occupants and the environment.

'The Art of the Possible' driven by Early Engagement

The CNS should be amongst the first considerations when planning the technological functionality of a building, to ensure that all the ambitions for the building can be achieved. With 150 Holborn we were fortunate that Sidara had such clarity of their vision for the building, and that we were able to engage with Daniel Cope and the team from an early stage.
We pride ourselves in our consultative approach to developing solutions, offering the benefit of previous experience, challenging assumptions, and ensuring that network capabilities are being maximised.

"It has been great working with Sidara on the CNS network project as they had a clear vision of their requirements from the offset. They knew that CNS needed to support each Sidara member company and the landlord and guest in one network, which would support their holistic view of the 'Living Lab' once the building went live. They were open to our consultative approach to the network design to ensure they were able to deliver on their goals.."

Pat White,
Business Operations Director,
Ideal.

150 Holborn has maximised the opportunity to enable data gathering and operational efficiency, implementing secure visibility and communication between buildings systems.
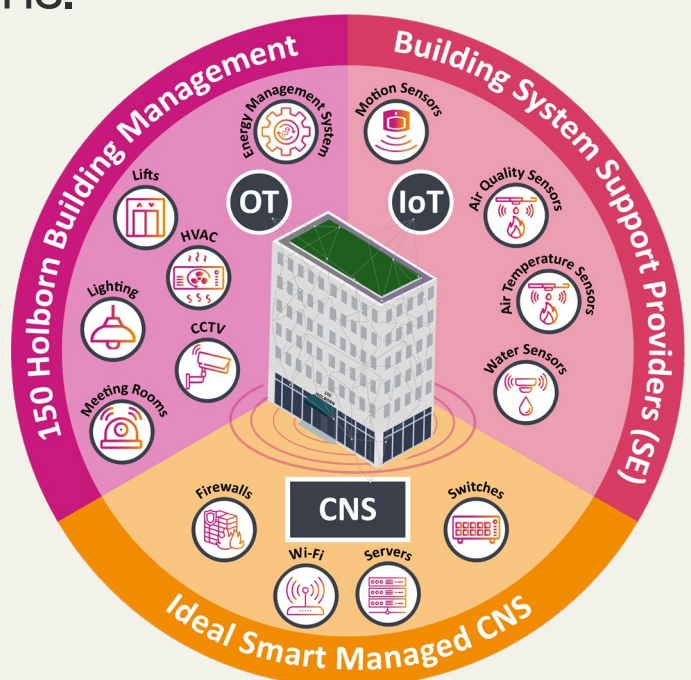
Integrating Building Systems

Securely integrating each function into the infrastructure whilst considering the individual requirements of the building systems both physically and logically is where the convergence of IT teams and Buildings or Facilities teams takes place.

Through the CNS, 150 Holborn has been able to integrate the numerous buildings system to operate seamlessly together, gathering and normalising system data into a single pool, and enabling analysis and automation across the building's:

- Wi-Fi
- Audio visual and meeting room management
- Mobile regeneration
- BMS (building management systems)
- HVAC (heating, ventilation, and air conditioning)
- Access control
- CCTV
- Energy Management Systems
- Schneider Electric's Smart EcoStruxure IoT Architecture
- Planon's Integrated Workplace Management System (IWMS)

Designed for Sustainability

150 Holborn and Ideal share a common vision to drive Sustainability through design and technology. With a CNS at the heart of this Smart Building, integrating sustainable practices can be effectively implemented, leading to greater energy efficiency and reduced carbon emissions.

Strategic Management and Collaboration

Ideal's relationship with Sidara is not simply one of a customer and supplier, it is a partnership that creates operational stability and excellence, has a joint passion for technological advancement, and focuses on strategic lifecycle management at all levels of the relationship. The constant open dialogue that exists between the teams, and the trust that 150 Holborn have put in Ideal, has created a culture of total transparency. We are very proud to be a part of the 150 experience.

By understanding the outcomes that the 150 team is looking to achieve at every step of their journey, Ideal are able to proactively advise and explore the most suitable technology roadmap for the building. Collaboration extends beyond the 150 Holborn team, through to their partner ecosystem, particularly Schneider and Planon whose software applications are also essential to the building.

Supporting the Living Lab

It is the data taken from Ideal's CNS network, Schneider Electric's Smart EcoStruxure IoT Architecture, and Planon's Integrated Workplace Management System (IWMS), that allows 150 Holborn to make informed decisions, allowing a fully flexible approach into how the building is both operated and managed.

As more data is available and analysed, the building becomes smarter and helps inform decisions for continuous improvement and allows the 150 Holborn to continually become smarter.

ideal

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Many organisations have a Technology Champion who innovates for change, but it is the true uniqueness that Dan Cope brings to the role at 150 Holborn that makes working with Sidara one of our most ambitious and rewarding relationships.

Whilst Dan manages the technology for the building, he has such a depth of understanding and passion about the overarching operations and vision for Sidara. Utilising technology partnerships. he strives to deliver inspirational user experience, using data to support technological improvements for the building.

His ways of working should be a blueprint for any organisation looking to drive smart building change.

Moto Shakoori, CEO, Ideal

Notes

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