

The ABC Buildings

ENTERPRISE CITY

# ABC

The 1960s changed our world forever. A new creative energy and design ethos emerged, transforming the art, design and creative industries, while creating a sense of endless possibility through new movements.

Look around today's modern world and you'll find that the Sixties was the catalyst for many of the momentous design, music, film and technological developments of recent times. So what is it about the decade that we now find so inspiring? It's simple, it was a defining era that informs so much of our modern lives and shaped a generation.

We had the same vision and optimism for the reinvention of the 1960s Brunswick Centre in London's Bloomsbury. Our time, money and emotion were invested in transforming this unloved place in to a vibrant award-winning urban project that is now a benchmark of regeneration.

When you flick through this book, think about how culture has impacted modern society, think about how we're driven by the aesthetics of fashion, and then think about how you can do something as lasting as those creators from the Sixties.

We love the era, we love the buildings, and we see an opportunity to create something extraordinary. The ABC Buildings are every bit as important and relevant today as they were in the Sixties. Join us in this vision to create something extraordinary and help us revitalise the spirit of an era.

**START  
SOMETHING  
EXTRAORDINARY**

# THE SPIRIT OF AN ERA

TECHNOLOGY FASHION ART MUSIC DESIGN TV FILM ARCHITECTURE

Our inspiration is rooted in the pure ideals of mid-century modernism. Reinventing the world through fresh thinking, audacious design and an unwavering belief in the immense possibilities of a better future. This is the ABC credo and here are some of its greatest creations.

The cultural boom in music exploded into life during the Sixties, and right at the centre was Great Britain. From The Rolling Stones to the Beatles, The Who to The Kinks, the Sixties was most definitely 'swinging' into action as a cultural leader.

# MUSIC



Mick Jagger, The Rolling Stones

Anglepoise Lamp



# DESIGN

The Sixties was the decade in which design definitively established itself as a force that moved all strata of society, it was all about looking forward to the future, fresh ways of thinking and unbelievable creativity. From geometric shapes to neo-organic, psychedelic styles, it was a period defined by experimentation, new materials, and alternative ways of visualising.



Original Mini Cooper



The ABC Buildings



Audrey Hepburn



The Sixties was a classic period in film history with some of the best and most memorable films released, spanning various genres and showcasing the stars of the big screen.



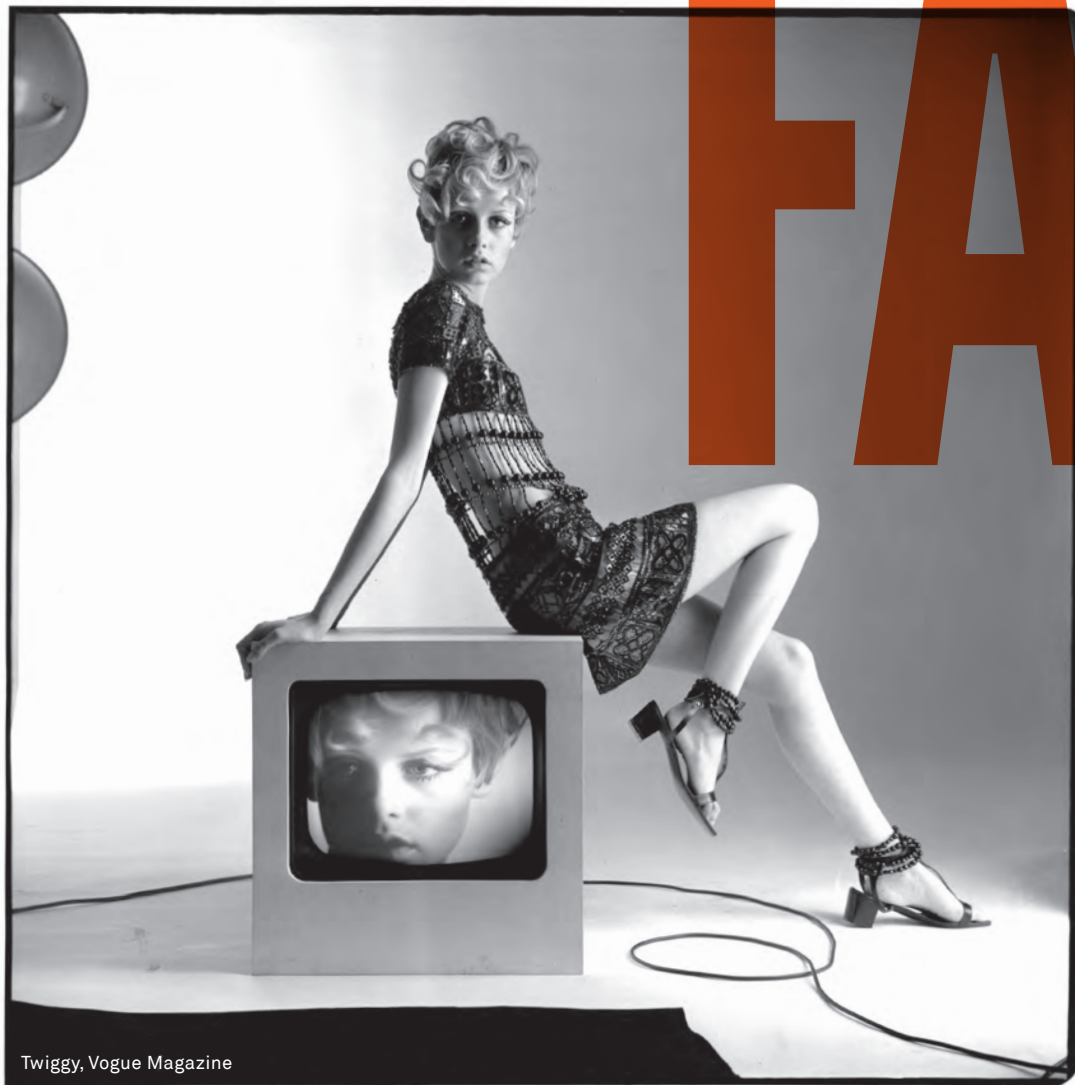
Television changed forever in the Sixties; colour broadcasting heralded a whole new world of viewing. This new freedom of expression and creativity allowed performers, writers and creatives to flourish in this brightly-coloured medium, producing a new wave of seminal programmes such as The Avengers, Dad's Army, Coronation Street, live sports events, and Monty Python's Flying Circus.



# ARCHITECTURE

Architecture of the Sixties symbolised a period when politics, pop culture and technology collided to form a radical new era of creative building design. Through the introduction of new styles, such as Brutalism and Formalism, architects were able to create more diversity in their designs and develop new profound features and structures that still permeate the modern cities of today. It was a visionary decade of transition and revolution for architectural design.





Twiggy, Vogue Magazine

# FASHION

Generation fashion: the Sixties was a decade of unprecedented social change, rebelling against the establishment and traditional tastes was paramount – it was the birth of the modern age. From the iconic mini-skirt to the disposable dress; from Doc Martens to Mods; the Sixties saw the start of a design-led generation where fashion drove society.

In the Sixties, technology was exciting, it was a remarkable decade of change. New technologies were laying the foundations for future scientific innovations and new products were shaping households across the world. The microwave, the colour TV, the home record player, the computer, a combination of practical, entertainment and sophisticated design all came together to begin a new era.



# TECHNOLOGY

Pop, Minimalism and Conceptual Art were more than just art-forms, they were movements that shaped how we perceive design, society and mass consumerism of the 20th century. From Warhol to Lichtenstein, Richter to LeWitt, their artworks have remained an influential part of modern society since their creation.



Avg floor: 7,000 sq ft  
NIA: 37,861 sq ft  
Levels: 6

**The B building**

Sixties chic, timeless elegance, refined modern style. Space, refinement and precise geometry define the distinctive allure of the B building. Built in 1965, it retains the timeless glamour of the era.

The interior design uses grid patterns and decorative graphical lines, softened by rich coloured teak and luxurious metal finishes. Panoramic views of Manchester and St. John's Garden only enhance the B building's appeal as a sophisticated and inspiring setting for discerning modern business.

Avg floor: 5,200 sq ft  
NIA: 49,865 sq ft  
Levels: 11

**The A building**

Constructed in 1959 as a showcase for the clean lines of Modernism, a building that celebrates and enhances those lines today. Contemporary design principles overlay historic details to create a respectfully eclectic workspace.

The original terrazzo flooring and steel ironmongery are balanced to perfection by exposed concrete, rich timber finishes, classic furniture and angular geometric lighting.

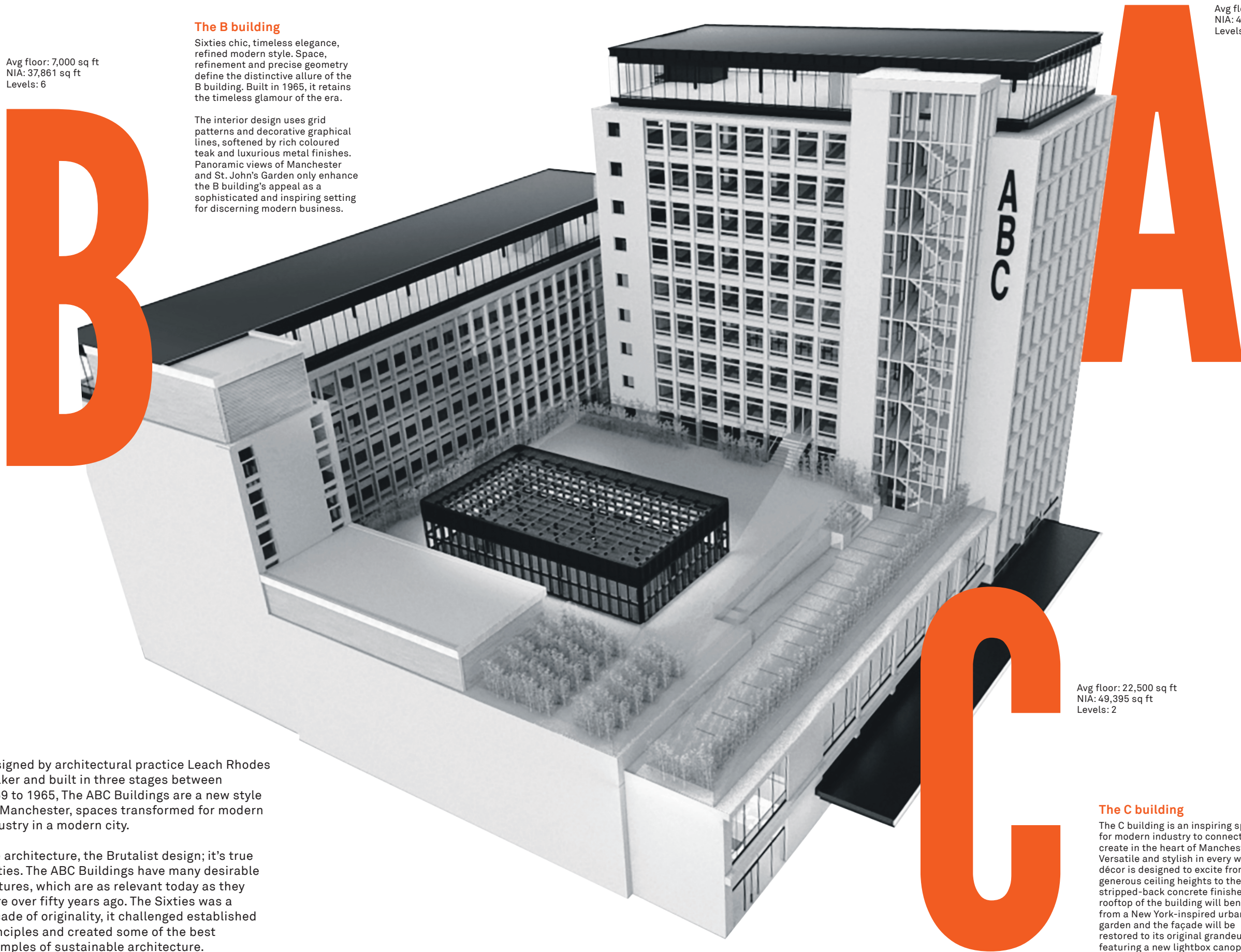
Avg floor: 22,500 sq ft  
NIA: 49,395 sq ft  
Levels: 2

**The C building**

The C building is an inspiring space for modern industry to connect and create in the heart of Manchester. Versatile and stylish in every way, the décor is designed to excite from the generous ceiling heights to the stripped-back concrete finishes. The rooftop of the building will benefit from a New York-inspired urban garden and the façade will be restored to its original grandeur, featuring a new lightbox canopy.

Designed by architectural practice Leach Rhodes Walker and built in three stages between 1959 to 1965, The ABC Buildings are a new style for Manchester, spaces transformed for modern industry in a modern city.

The architecture, the Brutalist design; it's true Sixties. The ABC Buildings have many desirable features, which are as relevant today as they were over fifty years ago. The Sixties was a decade of originality, it challenged established principles and created some of the best examples of sustainable architecture.





**Workspace**

The A building's interior workspace showcases the best in Modernist design principles: Sixties inspired exposed sandwich columns and beams detailed with brushed steel linear lights and exposed concrete soffits. A nod to the building's heritage but designed for contemporary business.





**Workspace**

The B building's workspace interior is punctuated with grid patterns and graphical lines achieved by welded metal frames and flat LED light panels for a timeless design aesthetic.



ABC - The A Building	
11 -	PIXEL STUDIO
10 -	PLY & PARTNERS
9 -	REEL
8 -	POLIFORM STUDIOS
7 -	GAZE MEDIA
6 -	STAR SMART PRODUCTIONS
5 -	QUEST
4 -	CUT & CROP STUDIOS
3 -	BIG BUTTON PLC
2 -	NEW HOUSE FILMS
1 -	MOMENTUM MEDIA

An artist's render of the A building reception.

# LOBBY



An artist's render of the metal detailed lift lobby in the B building.



ABC - The B Building	
6 -	BLOOM
5 -	STUDIO MA
4 -	COLLOREFFAGE MEDIA
3 -	GRAFFIK
2 -	NEW OAK PRODUCTIONS
1 -	BRICKS & MORTAR MEDIA

An artist's render of the B Building reception leading to the C building.

An artist's render of  
The ABC Buildings as  
seen from Quay Street.





Enterprise City connects modern industries to drive Manchester's tech, digital and creative future. It's a bold vision for the city and St. John's is at the centre of this new community.

This community is formed around a cluster of diverse buildings and spaces that define our inventory. It's a true international hub that will create a unique home for media and production in the north of England, building on the legacy of Old Granada Studios and the Bonded Warehouse.

A new economic future is forged, and The ABC Buildings are at the heart of it.

## ENTERPRISE CITY

# THE FUTURE OF WORK

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A

B

C

# ABC

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