

NGA

N O G R E Y A R E A

CASE STUDY

80 NEW BOND STREET



ABOUT THE PROJECT

Client: Nulty

Location: 80 New Bond Street, London, UK

Project Type: Interior Architectural Lighting

Located in one of London's most iconic shopping and business districts, 80 New Bond Street is a future-focused redevelopment targeting WELL Platinum and WiredScore Platinum certifications. NGA was brought on board to design and deliver a bespoke curved lighting solution that would reflect the project's premium aesthetic and support the building's wellness-driven vision.

Working in close collaboration with Nulty and lighting designer Martina Alagna, NGA developed and installed a series of striking U-shaped curved lightboxes to form a central design element in the interior scheme.



“Quality is never an accident.
It is always the result of intelligent effort.”



DESIGN, COLLABORATION AND EXECUTION

The original concept called for curved acrylic diffusers, but following a series of detailed mock-ups, our team demonstrated the superior performance and flexibility of stretch fabric as a more effective solution—particularly in handling large-scale curvature with minimal seams or distortion.

There were early-stage discussions around curving the LED backplates to achieve a uniformly diffused light. However, the final decision by the designer was to retain flat LED backplates, deliberately allowing subtle shadows along the box edges to accentuate the curvature and sculptural quality of the luminaires.

All lightboxes were fabricated in-house and installed on-site with meticulous precision by NGA's team, ensuring clean finishes, smooth integration, and consistency across each curved structure.



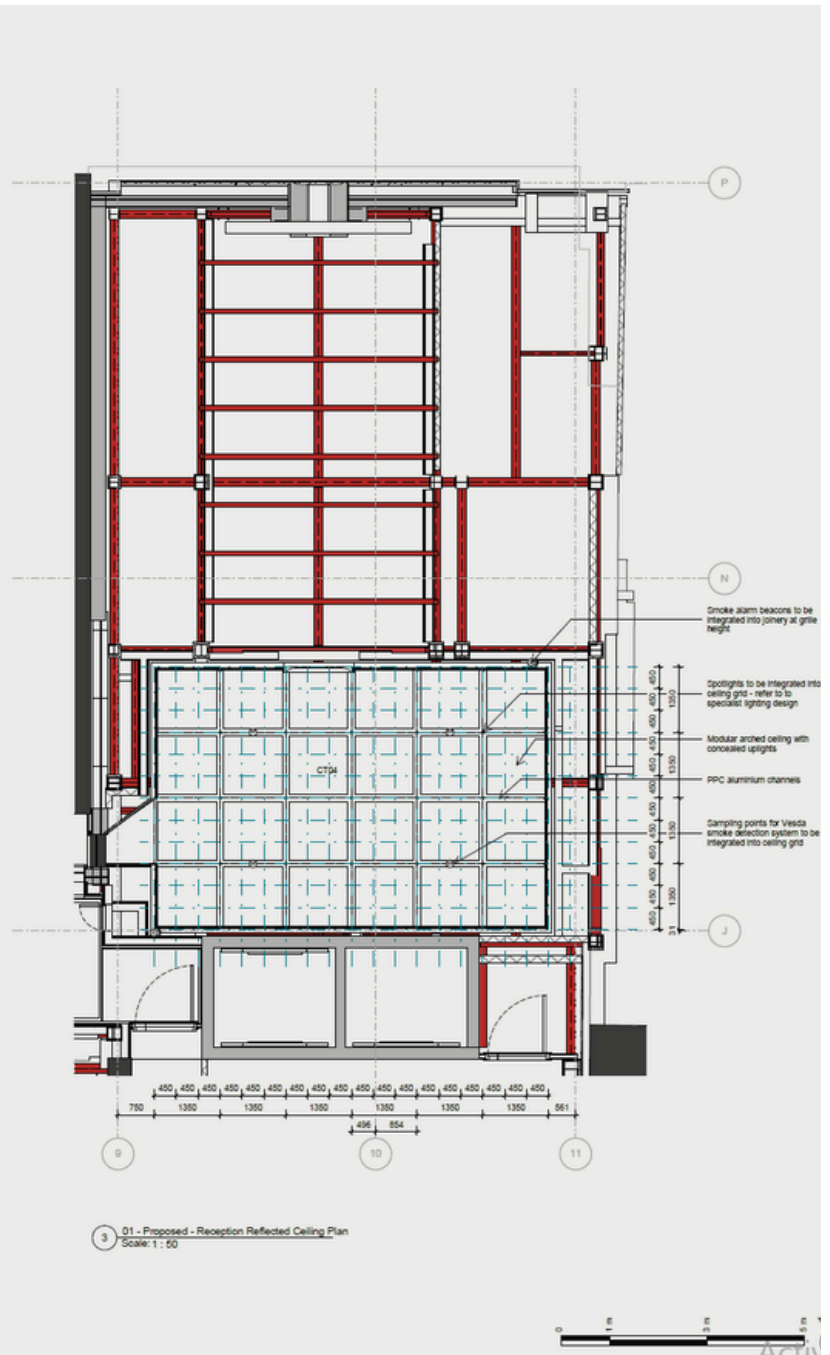
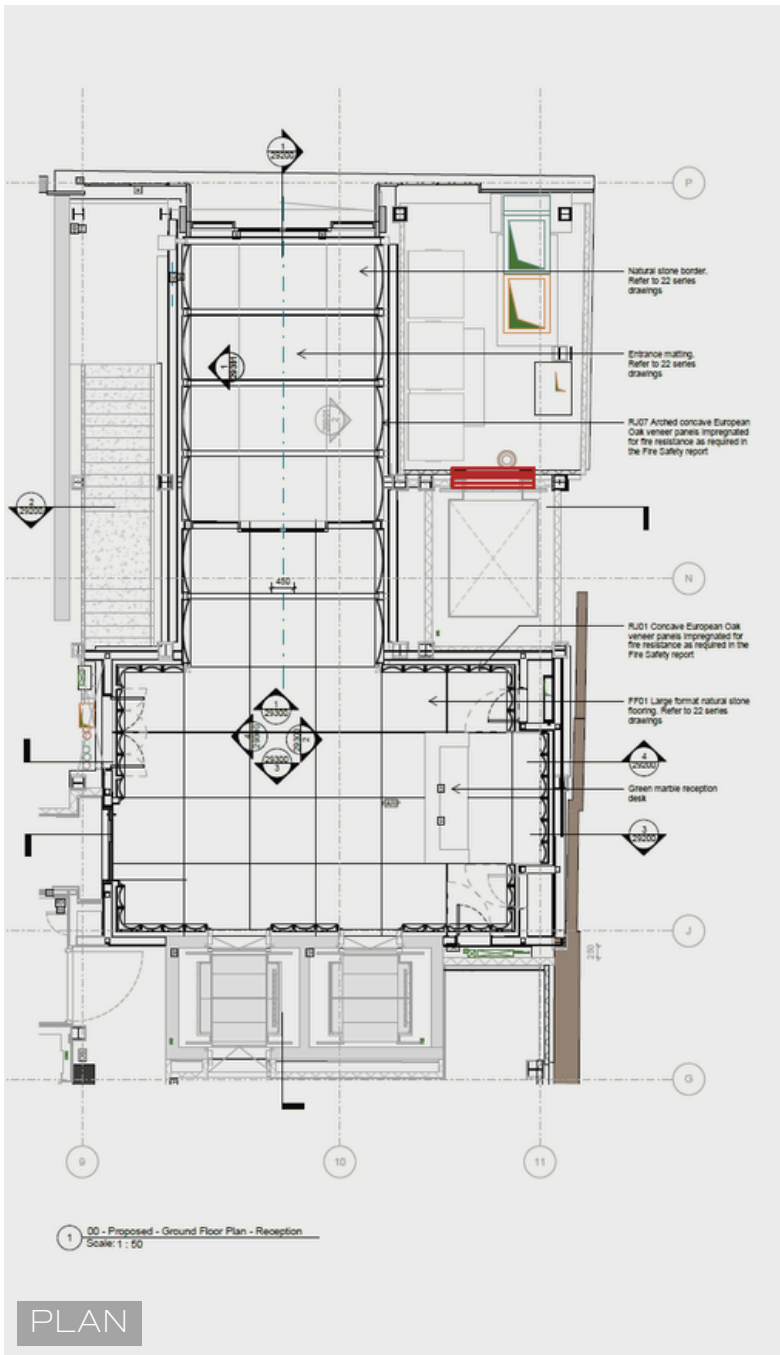
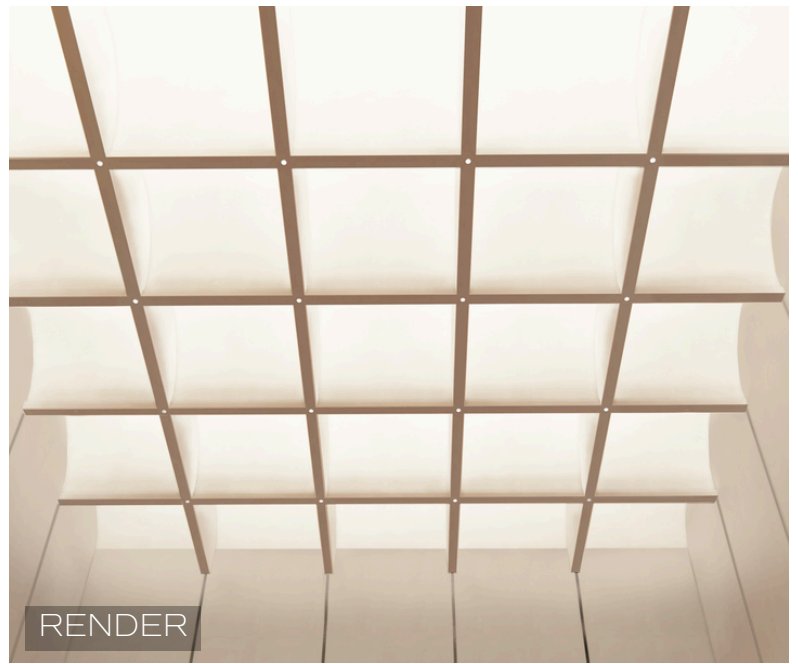


SCOPE OF WORK

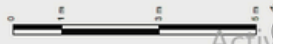
Design Development & Mock-ups
U-Shaped Curved Lightboxes
Stretch Fabric Diffusers

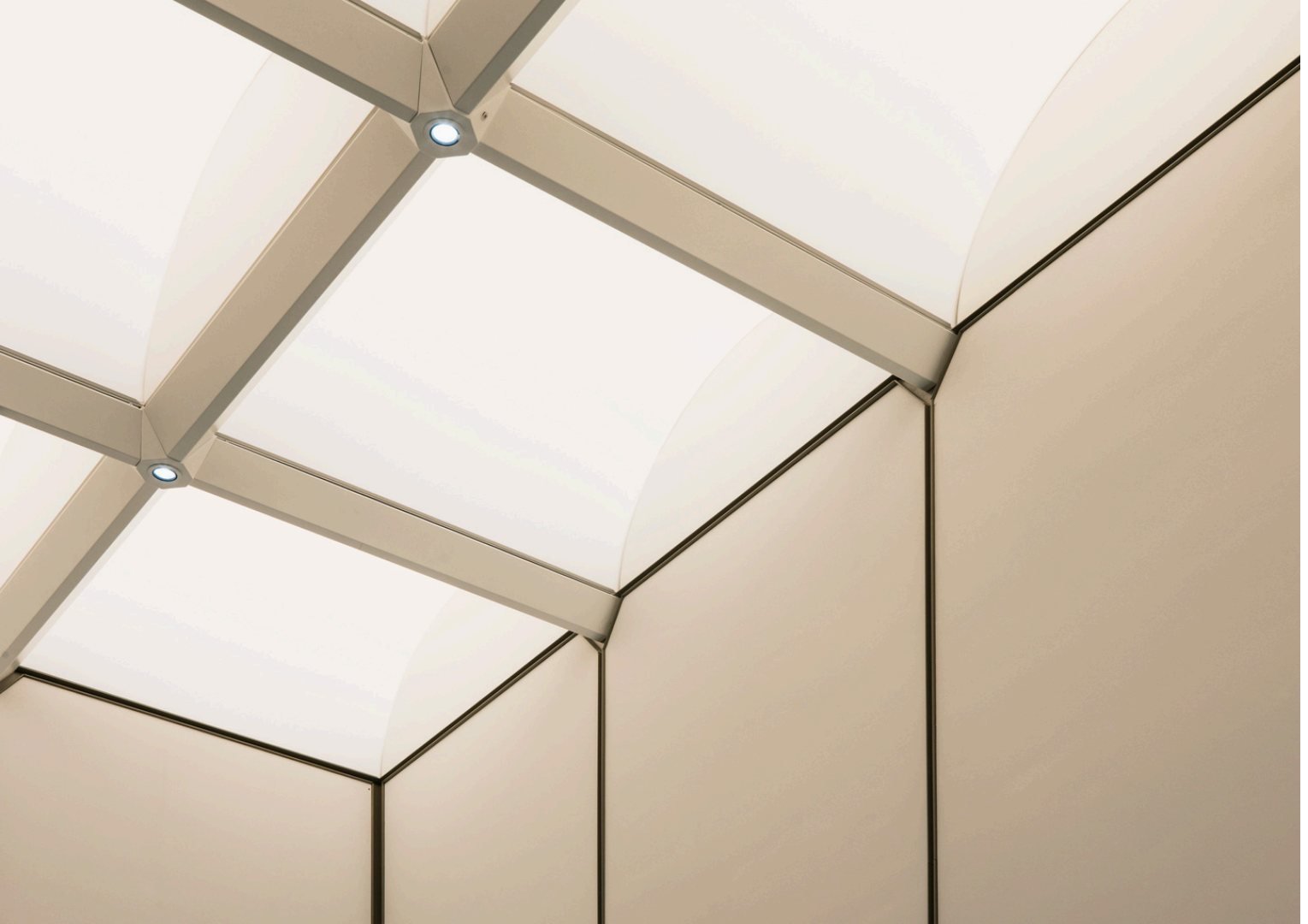
NGA TEAM

Dan Noronha - Partner at NGA UK
Andy Drees - Partner at NGA
Gary Rice - Project Manager
Mark Godfrey - Site Manager
Dan Wilson - Site Manager



PLAN

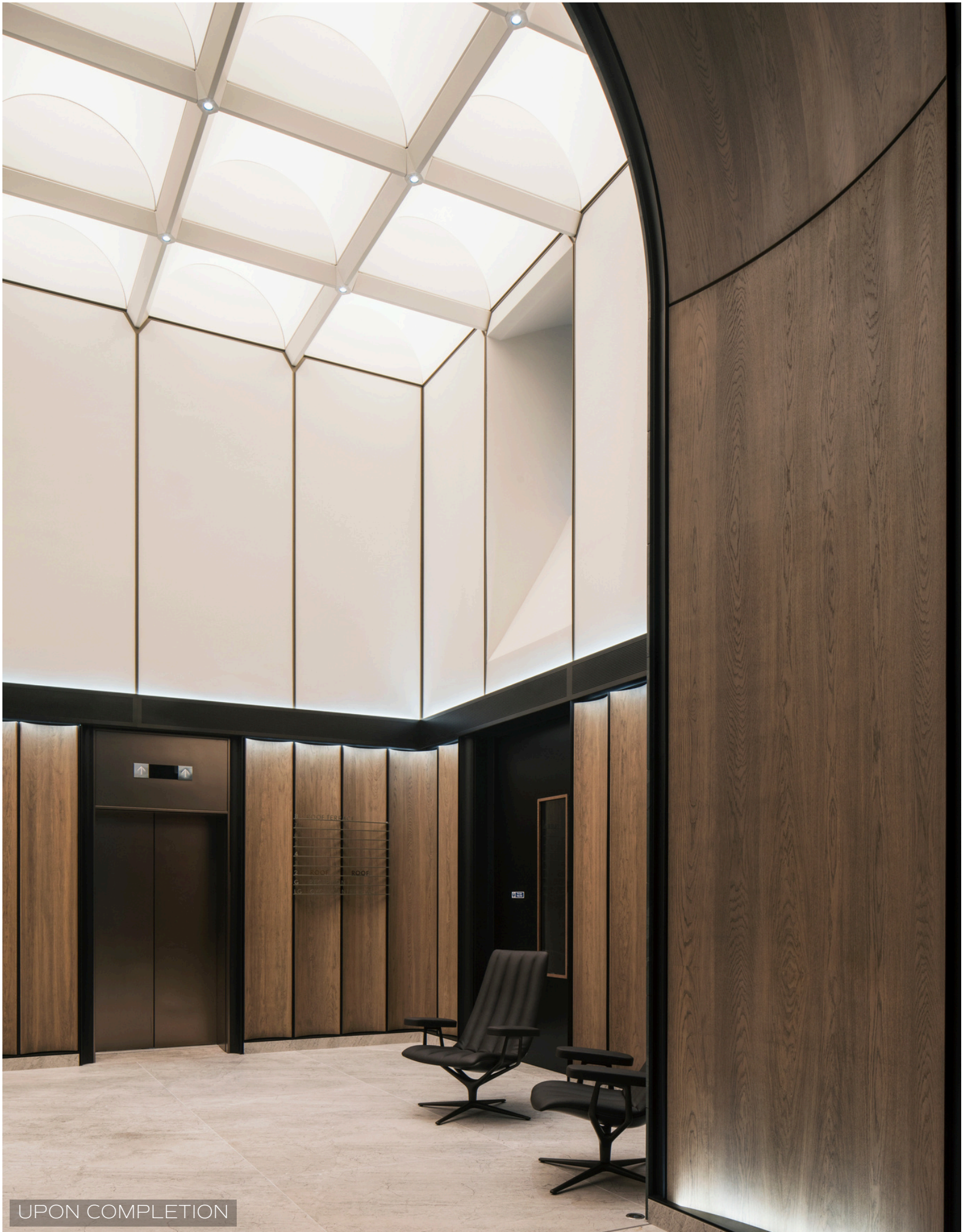




CURVED LIGHTBOXES WITH SCULPTURAL IMPACT

The U-shaped lightboxes were designed to simulate natural skylight, casting soft, diffused light across the interiors and contributing to the building's focus on occupant wellbeing. Installed in key circulation zones, the lightboxes create an elevated and expansive atmosphere, aligning with the building's Category A office fit-out and contemporary retail design.

Each unit features dynamic white LED strips, allowing adaptive lighting from warm to cool tones—enhancing comfort throughout the day and providing designers with full control over ambience.



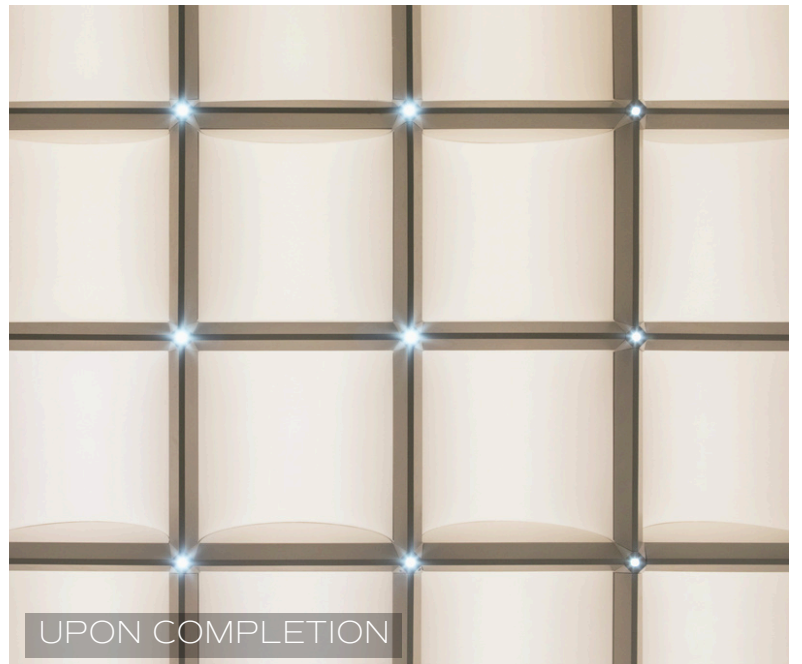
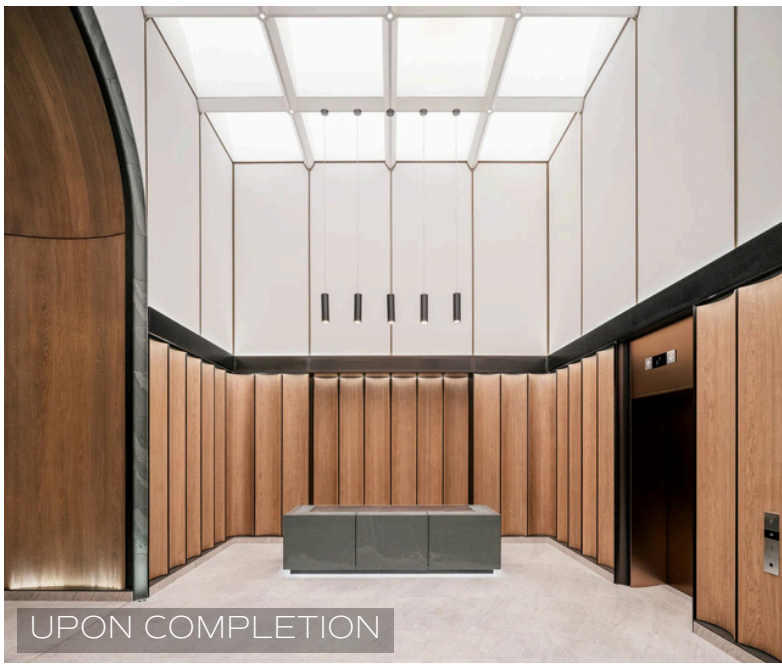
UPON COMPLETION

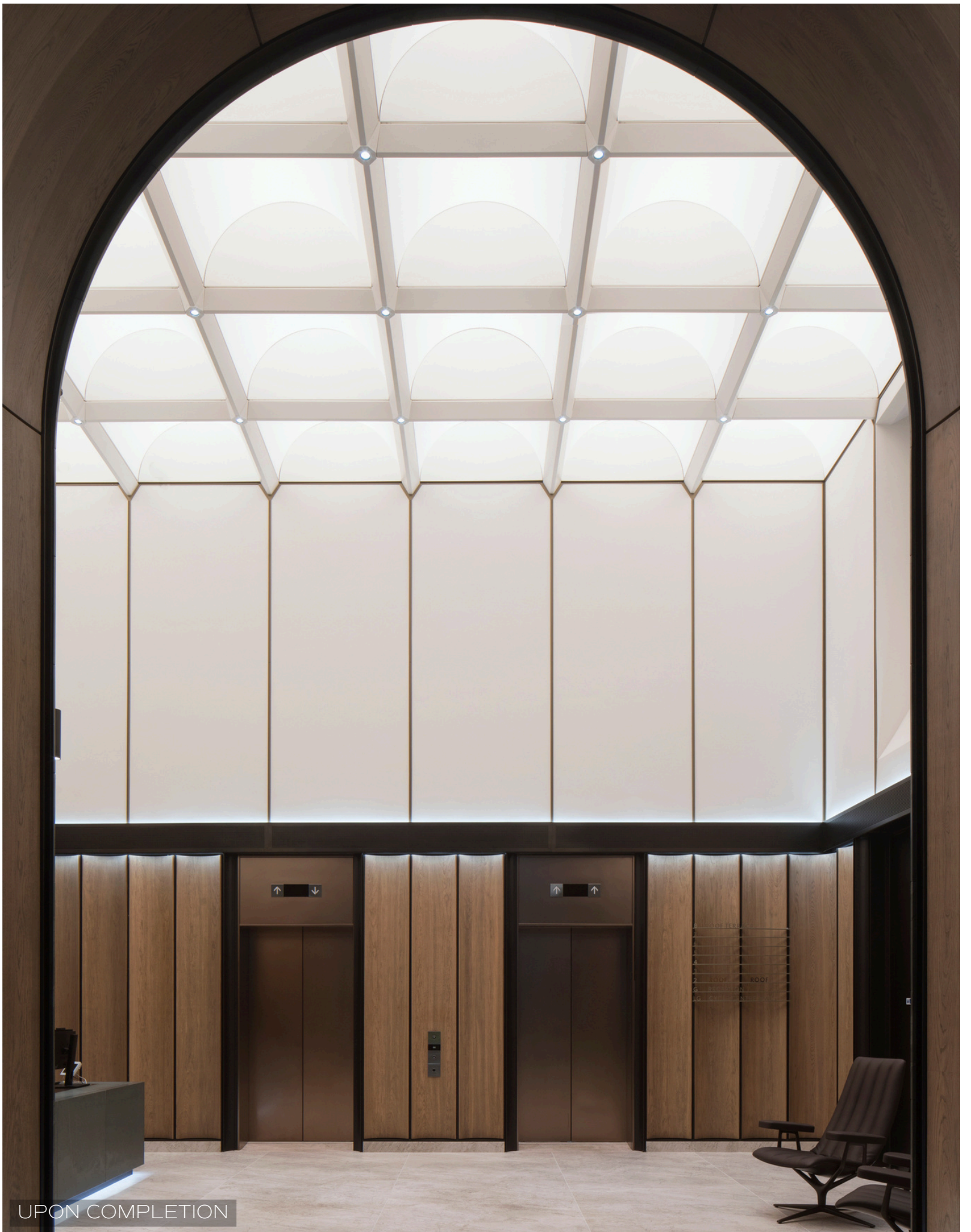


THE FINAL OUTCOME

80 New Bond Street's transformation is one of precision, innovation, and craft. NGA's curved lightboxes bring softness and spatial rhythm to an otherwise linear environment. The final installation not only elevates the aesthetic quality of the interiors, but also aligns with the project's WELL and sustainability targets, supporting circadian lighting principles and enhancing user wellbeing.

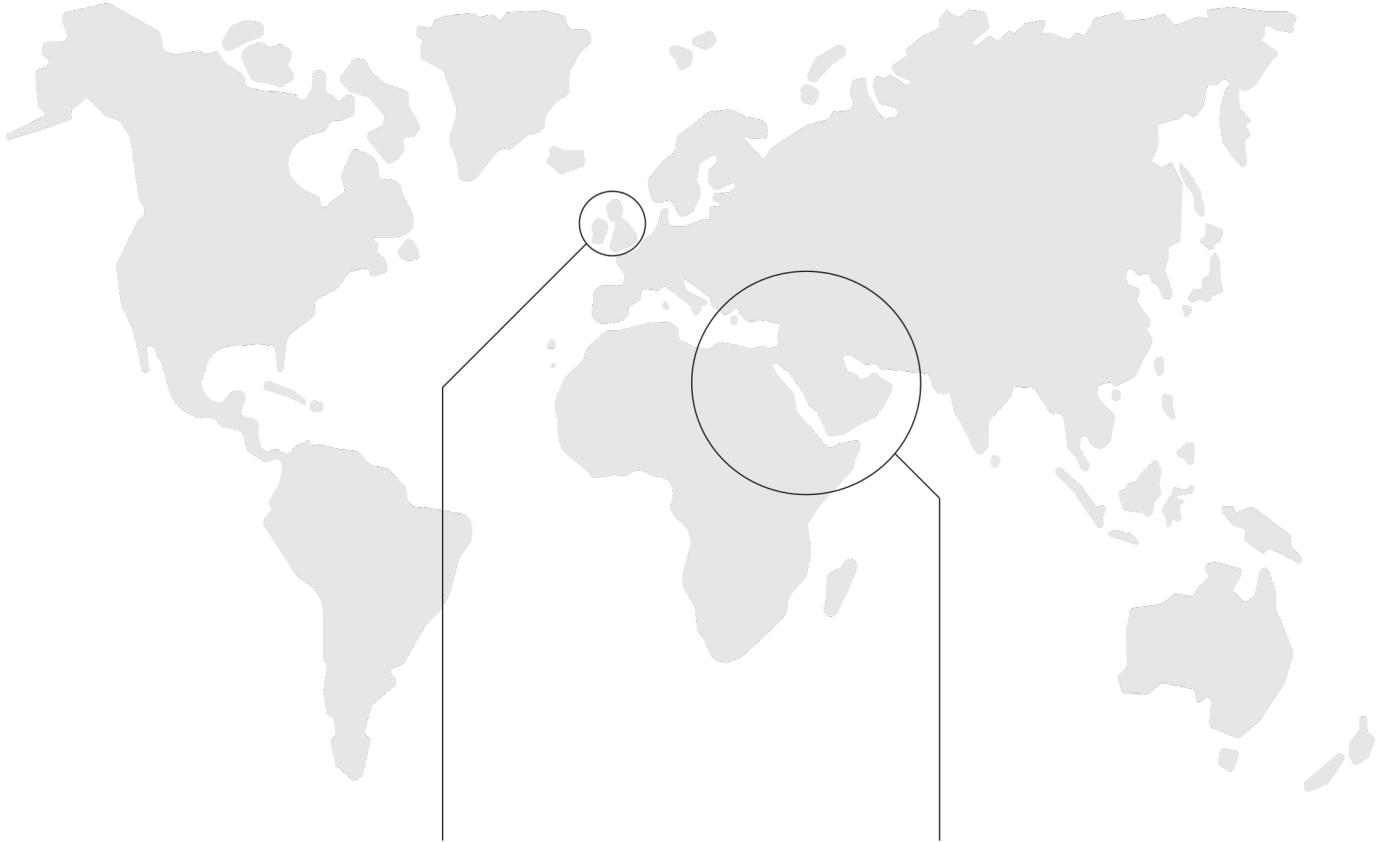
This project highlights how early-stage design collaboration and material expertise can reshape project outcomes—turning technical challenges into standout architectural features.





UPON COMPLETION

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