

Interaction's coworking fit out earns top flex space award for x+why

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An exclusive private members' club and coworking space in London, delivered by workplace design and build firm Interaction for premium commercial hospitality and workspace operator x+why, has won a prestigious national award.

The premium workspace in Clapham's iconic Arding & Hobbs building won Best Fit Out at theFlex and The City Awards which were held at London's Ministry of Sound. The awards highlight the very best of the flexible workspace sector, honouring the visionaries and trailblazers shaping the future of the industry.

Working to x+why's cutting-edge design brief, Interaction fitted out 22,000sq ft of flexible workspace on the third floor of the landmark Clapham building, a grade II listed former department store. The building's beautiful period details have been lovingly preserved and celebrated throughout the design.

The recently refurbished space features Clapham's only private members' club and restaurant – The Arding Rooms – alongside private serviced offices, dedicated desking, meeting rooms, breakout spaces, an events venue, and a rooftop terrace boasting panoramic views across London.

One of the standout design features is the building's magnificent domed roof light, flooding the space with natural light, while the iconic clocktower has been transformed into a rooftop bar.

Explaining the decision to hand the best fit out award to x+why, the award organisers said: "The operator masterfully transformed a Grade II-listed landmark, combining heritage architecture with cutting-edge design, sustainability and craftsmanship to deliver a workspace of true distinction."

Phil Nevin, CCO of x+why, said: "We're thrilled that our space at Arding & Hobbs has been recognised with

this award, which is a real testament to the creative partnership between x+why and Interaction.

“From the outset, Interaction shared our vision to celebrate the heritage and character of the Arding & Hobbs building while creating a stylish, inspiring environment for our members. We couldn’t be prouder of the result – a private members club and a workspace that both blend heritage, design, and purpose in a way that supports community, wellbeing, and collaboration.”

Martha Gray, creative lead at Interaction, said: “We were honoured to collaborate with x+why on this landmark project in London.

“Our shared aim was to create a premium, highly detailed workspace and private members’ club that would honour the building’s heritage while fostering a new, vibrant community in Clapham.

“Winning the award for best fit out is independent recognition that we have succeeded in our mission to build a truly unique workspace that will stand the test of time.”