



JOURNEY LATIN AMERICA

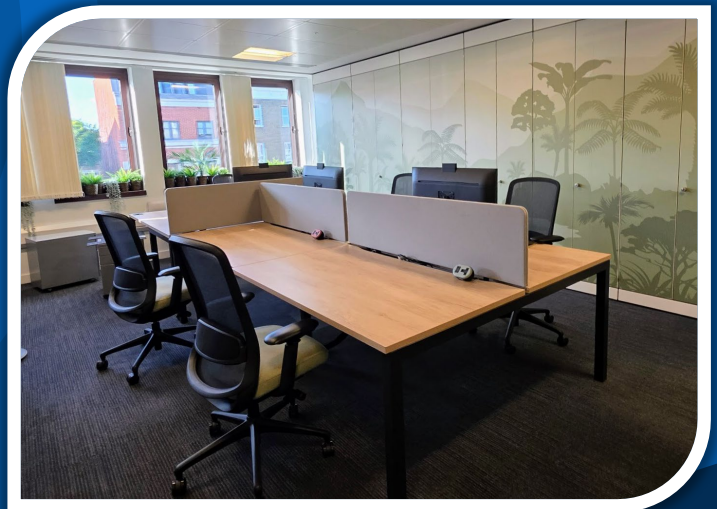
case study

Metric undertakes a full interior makeover for JLA

Journey Latin America is the UK's leading specialist in travel to Central and South America, with over 40 years' experience in tailor-made holidays and small escorted group tours. With a deep passion for the region, their team of travel experts design immersive experiences that showcase the continent's breathtaking landscapes, rich cultures, and iconic landmarks. JLA recently launched a new brand, Journeyscape, offering similarly authentic and inspiring holidays to North America. The JLA ethos combines insider knowledge with a commitment to responsible tourism, supporting grassroots charities and aligning with UN sustainable development goals.

The Challenge

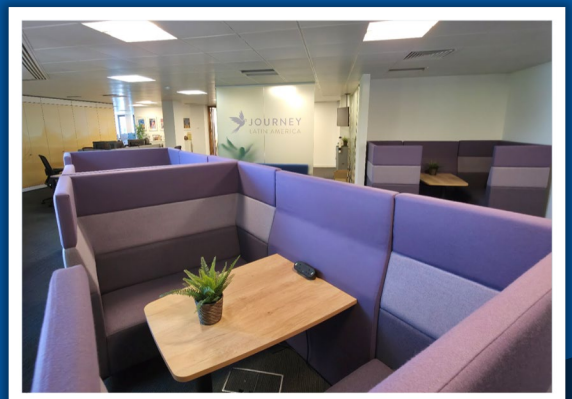
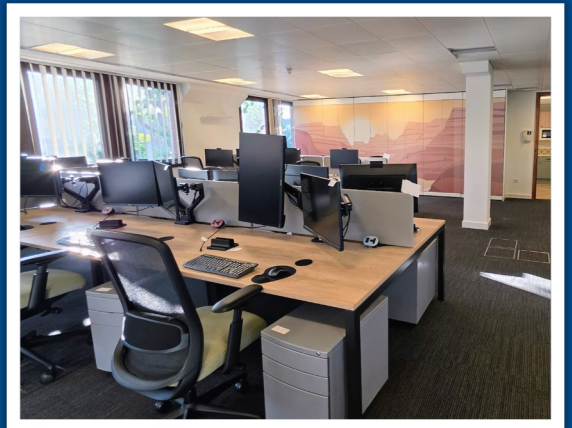
Metric transformed Journey Latin America's offices into a vibrant new space, integrating both company brands, by overcoming layout constraints and integrating functional, collaborative zones. Strategic design choices - including themed meeting rooms, sit-stand desks, and acoustic enhancements – help balance aesthetics with workplace wellbeing while reinforcing the company's refreshed identity.



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The Solution

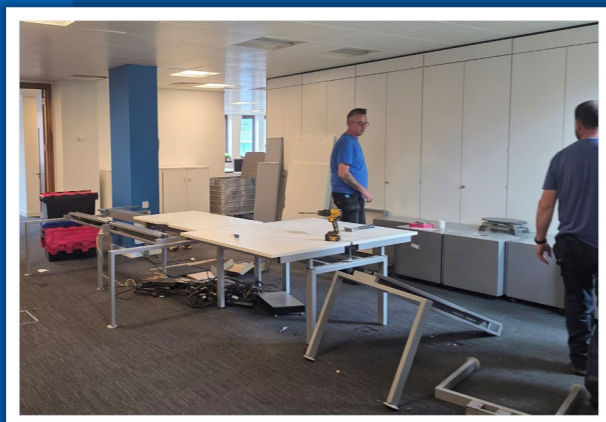
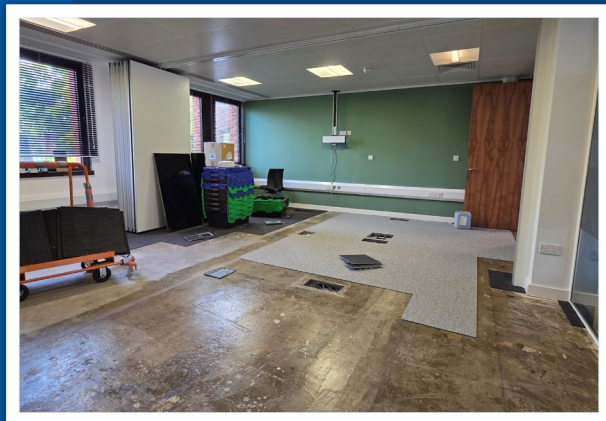
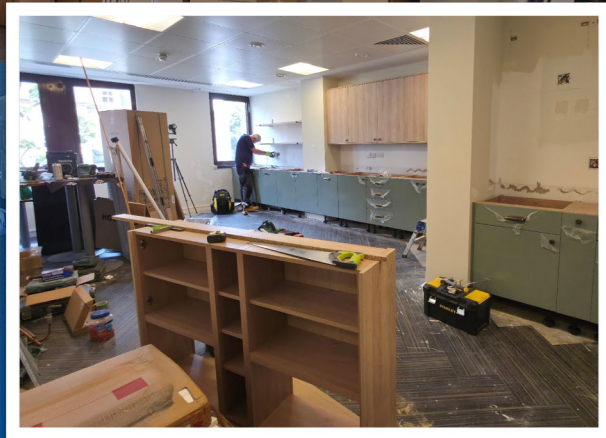
Metric approached Journey Latin America's brief with a vision that prioritised wellbeing, collaboration, and a clear expression of brand values. Each element of the workspace was designed with intention - from open-plan layouts that foster team interaction to ergonomic sit-stand desks supporting employee health and flexibility. The inclusion of textured finishes, with furniture in natural tones, and themed meeting rooms introduced warmth while maintaining a functional space. Acoustic glass partitions and pendant lighting enhanced focus and ambience, and a vibrant kitchen-dining zone with high tables and stools completed the communal experience. Every area reflected a cohesive design language that reinforced JLA's refreshed identity - making their headquarters not just a place to work, but an environment aligned with their ethos.



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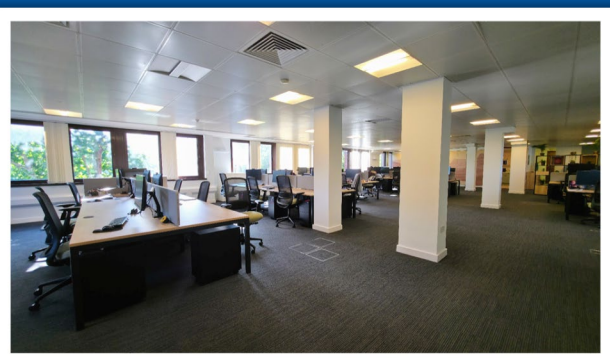
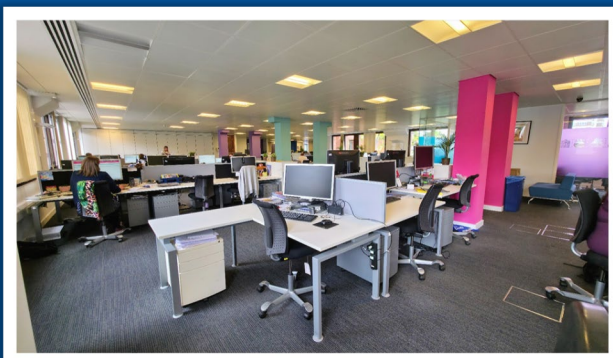
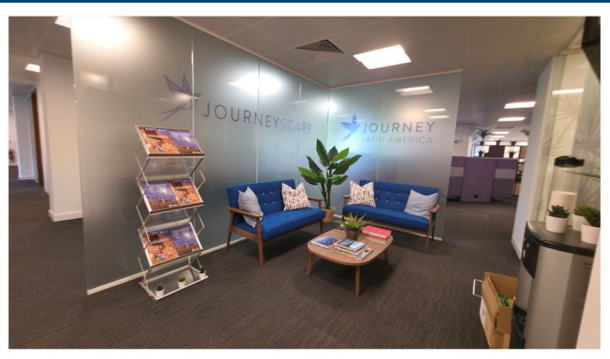
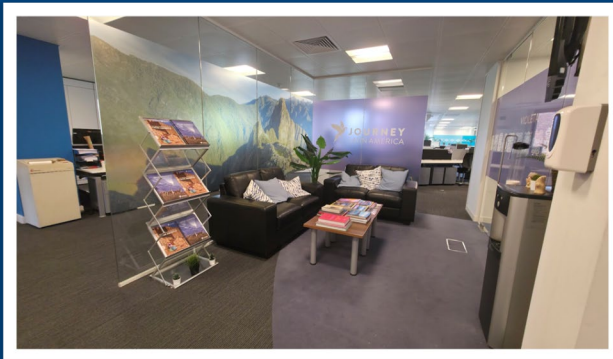
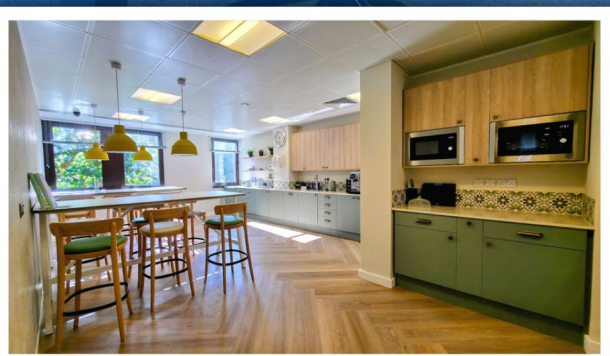
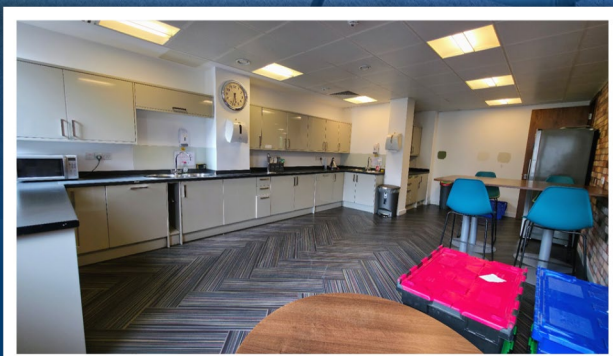
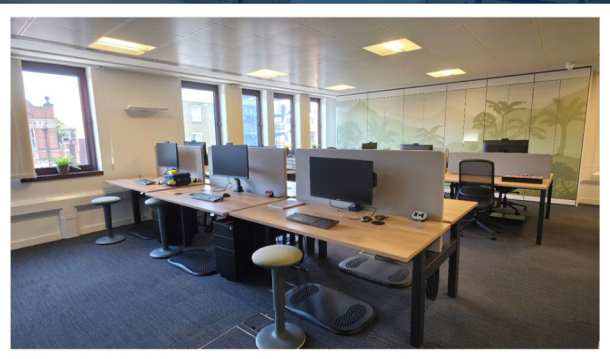
The Refurbishment

The refurbishment process began with a full strip-out of the existing interior, reducing the building to an empty shell in preparation for a fresh start. From there, walls were redecorated throughout, with carefully selected colours to reflect the brand and enhance natural light. New glass partitions were built to define spaces without sacrificing openness, with manifestations added for privacy and identity. Existing wall storage was wrapped in complementary finishes to unify the aesthetic. Acoustic soundproofing was installed across key areas to manage noise and improve audio clarity. A complete kitchen rebuild brought fresh cabinetry, surfaces, and improved functionality – this included a dining area. Floor boxes were replaced and repositioned to align with the revised layout and ensure seamless connectivity across the open-plan space. Provision was made for staff lockers and plenty of coat hanging space. Throughout, the focus remained on blending performance, comfort, and visual clarity - delivering a high-functioning environment that supported productivity without compromising character.



BEFORE

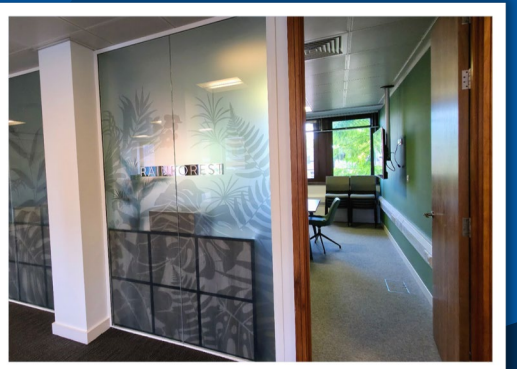
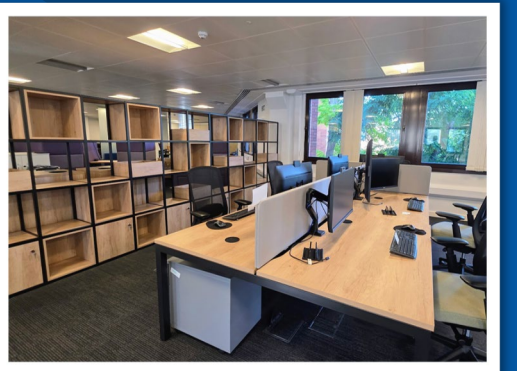
AFTER



JOURNEY LATIN AMERICA

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Key Takeaways

- **Strategic Collaboration:** Engaging closely with Journey Latin America's leadership and marketing teams, Metric established a shared vision for the refurbishment that aligned operational needs with brand expression.
- **Intentional Space Planning:** Considered space planning begins with understanding user flow, functional zoning, and the emotional tone each area should convey.
- **Cohesive Brand Integration:** Beyond structural updates, careful wrapping of existing features and consistent material and colour choices helped reinforce JLA's refreshed identity across all zones.

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"We're delighted with our newly refurbished office space, which Jim at Metric helped us create. Jim couldn't have been more helpful. His experience and expert knowledge was invaluable in leading us through the process of design, selection and implementation, which had felt daunting at the outset. Jim and designer, Sara, gave excellent advice and suggestions, saving us lots of time in the process. The actual work was well-planned and co-ordinated and completed on time, to a high specification. The whole project was tightly managed throughout and made us feel confident and well-looked after. We've also been wholly reassured by the after-sales / post project care, with any snagging issues dealt with promptly. We would not hesitate to work with Jim and Metric again and can recommend them wholeheartedly."

- Sarah Bradley, Managing Director

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