

# SIGNAL NOISE QUILTS SHOREDITCH FOR HERE EAST

NOVEMBER 2016



## Data design agency first to relocate from Tech City to London's Home for Making on Queen Elizabeth Olympic Park

Signal Noise, the London-based data design agency recently purchased by the Economist Group, has announced its move to new premises at Here East. Opening in November, this ambitious team of designers, developers and producers will relocate into new offices in the capital's latest creative and digital hub.

Founded in 2010 and currently based in Shoreditch in east London, Signal Noise works with clients ranging from small tech start-ups through to global organisations. Specialists in cutting-edge content and tools for a data-driven age, they produce everything from infographics, to interactive online content and real time business intelligence applications.

The decision to move to Here East is inspired by the community being built there, Design led, open space and a burgeoning community of tech innovators and entrepreneurs will provide the company with the creative environment they need to continue their rapid growth.

Signal Noise was particularly attracted to being part of a community of thinkers and makers, many of whom will work together in Here East's brand new innovation centre, "Plexal" which was launched last week at a gathering of tech experts and entrepreneurs.

Other major tenants at the former Olympic Press and Broadcast Centres include BT Sport, Loughborough University London, UCL, Studio Wayne MacGregor and Infinity SDC Data Centre. In summer 2016, it unveiled its retail and dining hot spot, Canalside, along the Lee Canal which boasts an eclectic mix of independent and local retailers.

Signal Noise Managing Director Matthew Falla said:

*"We are thrilled to be coming to London's home for making. East London has the vibrant tech, financial and media services with which we partner for our work. Here East is the future of that community."*

*"While the cost per square foot in Shoreditch is going up, it's the space at Here East that will pay us dividends. We greatly look forward to being part of a new and creative community that is bold and future facing."*

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**Matthew Falla,**  
Managing Director at Signal Noise





Here East CEO Gavin Poole welcomed Signal Noise’s announcement saying:

*“The move of Signal Noise to Here East is incredibly exciting for us. A data driven company, focussed on collaboration, technology and innovation is a perfect fit for our vision to create a vibrant tech eco-system. Following the launch of Plexal last week, people can see that we are committed to delivering this vision.”*

Delancey Managing Director Paul Goswell said:

*“We were not surprised that the first tenant to sign at Here East since the formal launch on October 11th came from Shoreditch. Once you take business rates into account, Here East is half the cost yet offers state of the art highly connected accommodation together with all the collaborative benefits of being situated next to likeminded companies, academic institutions, a data centre and the biggest innovation centre in Europe.”*

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**Gavin Poole,**  
CEO at Here East





## Notes to Editors

### About Here East

Here East is London's home for making, located in the heart of Queen Elizabeth Olympic Park in London. It is a dedicated place for individuals and companies who embrace and pioneer technology, share expertise and are creating the products of tomorrow.

It is a unique campus where creative businesses growing in scale join businesses of scale growing in creativity. It is designed as a place for start-up, entrepreneurial businesses to co-exist and collaborate with global, established businesses and support genuine product innovation.

Here East provides over one million square feet of dedicated and versatile spaces for creative and digital companies. It combines unparalleled infrastructure with a unique environment to facilitate collaboration and the exchange of ideas. Here East includes shared workspaces and public areas to foster a tight community, alongside a shared yard with space for discussion and events, a landscaped canal side and independent cafes, shops and restaurants.

Here East is being developed by iCITY, a company owned by clients of Delancey, a specialist real estate investment and advisory company. <http://hereeast.com>

### About Delancey

Delancey is a specialist real estate investment, development and advisory company with over 25 years' experience and a portfolio that covers retail, residential and commercial developments across London and the UK. Working with a wide range of assets, partners and clients, Delancey takes a diverse approach to creating value from property. As well as sourcing and negotiating direct property and corporate transactions, Delancey advises on appropriate capital structures, procures third party financing and provides pro-active asset management and development services.

One of Delancey's most high profile assets is the East Village (formerly known as the Athletes' Village). Adjacent to Here East and Queen Elizabeth Olympic Park, East Village offers a once in a lifetime opportunity to operate, develop and deliver a vibrant new residential neighbourhood and community for London. Over 1,430 homes are currently being let and managed, whilst over 1,900 homes are currently in various phases of development. For further information visit [www.delancey.com](http://www.delancey.com)

### About Signal Noise

Signal Noise is a data design agency.

For further information visit <http://signal-noise.co.uk>

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