

# META HEADQUARTERS, LONDON

## Background

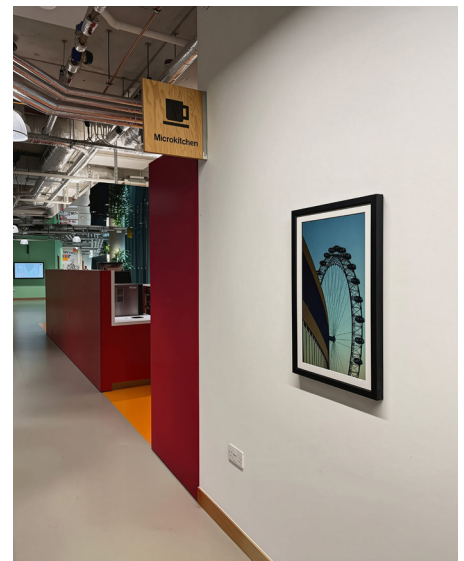
Meta, one of the world's largest technology companies, is renowned for platforms such as Facebook, Instagram, and WhatsApp. In September 2024, a senior Meta employee identified Vieunite's Textura Pro as a potential enhancement for their London office after seeing it in use at Oxford University. Impressed by the product's visual impact and premium design, they proposed introducing it to communal staff areas to enrich the workplace environment. The idea gained traction and was presented to CBRE, the facilities management company overseeing the building. With approval secured, the project moved forward with the shared aim of enhancing employees' daily experience through digital art.

## CHALLENGES

Meta and CBRE outlined several requirements before installation. First, the final location had not been decided, with three different areas under consideration, each offering varying levels of visibility and footfall. Aesthetically, the screen needed to complement the office's modern design and be installed without visible cabling, requiring careful planning within the existing space. The installation also had to be completed quickly to avoid disrupting staff. Meta placed great emphasis on content suitability. All artwork had to be curated specifically for their environment with no imagery that could be considered offensive. In particular, they requested no faces or single figures to avoid potential sensitivities. Finally, the building's strict internal security protocols meant the screen could not be connected to the internet. This ruled out remote setup and content management, so an alternative approach was required.

## SOLUTIONS

The Textura Pro offered the perfect combination of style and performance to meet these requirements. We supplied a black-framed model in portrait orientation, providing a striking yet subtle focal point. After reviewing all options, the chosen location was next to an existing interactive navigation display; a high-traffic, high-visibility position that allowed the Textura Pro to add cultural value while complementing other on-site technology. To achieve the desired clean look, our installation team worked with CBRE to discreetly drill into the wall behind the unit. The Textura Pro's flat power cable and integrated rear groove enabled it to mount flush to the wall while keeping the cable completely hidden, delivering a professional finish that blended seamlessly into the space. For content, Meta collaborated with Vieunite's curation team, led by Cultural Director Benedict Carpenter van Barthold. We introduced several Vieunite artists, and Meta selected the work of Anthony Webb, a photographer known for scenes of London – an ideal choice for their UK headquarters. Together we curated a playlist of 30 pieces, deliberately excluding any works with faces or portraits, as per the brief. This number provided enough variety to prevent repetition while ensuring each piece was seen regularly.



To address connectivity restrictions, all content was preloaded onto the device prior to delivery. This eliminated the need for on-site setup or internet access, ensuring the screen was ready to use immediately.

## RESULTS

The installation was completed smoothly and has been extremely well received by Meta's staff and facilities team. Positioned in a prominent location, the Textura Pro has introduced a fresh dimension of creativity and culture to the office, enhancing the environment without being intrusive. Emily Phuong, Head of Digital Strategies at Meta, commented:

*"The Vieunite Pro digital canvases have revolutionised how we engage with our teams and spaces at Meta's UK headquarters. The combination of stunning visuals and versatile functionality has allowed us to seamlessly blend art, technology and communication. These canvases are more than displays - they are storytelling tools that inspire collaboration and creativity every day."*

By balancing aesthetic needs, technical constraints, and creative vision, Vieunite delivered a tailored solution that has become an integral part of Meta's day-to-day workplace experience.

