Corr BLIMEY!

Merchant House

Creating a co-lab environment

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Merchant House was conceived as a new creative hub for the heart of Liverpool – a place designed to give the city's next generation of entrepreneurs, makers and creative thinkers somewhere to think bigger.

Starting with a tired but characterful building, the ambition was to create far more than a refurbishment: a destination where people could work, connect, learn and turn ideas into businesses. We developed the concept and brand from the ground up, defining its personality, attitude and point-of-view before exploring how that thinking could come to life across identity, interiors, graphics, materials and architecture.

Inspired by Liverpool's creative energy rather than its heritage clichés, the concept is deliberately contemporary, optimistic and full of attitude. The building becomes the brand — a physical expression of creativity designed to provoke interaction, spark ideas and get things moving. Rather than erase the imperfections of the existing structure, we embraced them, retaining its character while imagining a completely new purpose for the space.

More than a workspace. A brand you can walk into. Merchant House. Make something happen.









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