



► SOFTROOM

PIMLICO, LONDON 2003

EBONY AND CO SHOWROOM FOR SUPPLIERS OF HANDCRAFTED WOOD FLOORS OF THE HIGHEST QUALITY. THE SHOWROOM HAS BEEN DESIGNED TO ALLOW VISITORS TO APPRECIATE AS FULLY AS POSSIBLE THE CHARACTERS AND QUALITIES OF THE WOODS.

SOFTROOM WERE COMMISSIONED TO REMODEL A SPACE OPPOSITE ORANGE SQUARE IN PIMLICO TO BE USED AS THEIR NEW LONDON SHOWROOM. SOURCED EXCLUSIVELY FROM THE EASTERN SEABOARD OF THE UNITED STATES OF AMERICA, THESE FLOORS USE THE FINEST AIR DRIED BOARDS IN UNUSUALLY LARGE WIDTHS, UP TO 550MM.

THE SHOWROOM IS ARRANGED OVER TWO FLOORS ON THE ENTRANCE LEVEL, THE LONG SLANTING SPACE HAS BEEN DIVIDED INTO FOUR DISTINCT BAYS.

SEPARATED BY NEUTRAL GREY FRAMES, THE ARRANGEMENT OF THE BAYS CREATES THE IMPRESSION OF A SEQUENCE OF ROOMS, EACH FLOORED IN A DIFFERENT WOOD. MIRRORS HAVE BEEN INSTALLED AT LOW LEVEL ON THE WALLS TO AMPLIFY THE APPARENT SIZE OF THE FLOORS.

SAMPLE PANELS, IN SIZES UP TO 1.8M SQUARE, ARE DISPLAYED AGAINST WHITE WALLS, LIT SIMPLY FROM SLOTS IN THE CEILING

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