



SOFTROOM

SELFRIDGES, MANCHESTER 2000

## SELFRIDGES CONTEMPORARY MENSWEAR CREATING THE INTIMACY OF A BOUTIQUE IN A LARGE SCALE STORE, WITHOUT INTERFERING WITH MOVEMENT OR THE SIGHTLINES. SPACE OVERHEAD IS UTILISED WITH A STRUCTURE CONTAINING NEW LIGHTING, BRANDING AND FLEXIBLE DISPLAYS.

THE CEILING STRUCTURE WAS FABRICATED FROM A SERIES OF POWDER COATED MILD STEEL ANGLES WELDED TO FORM FRAMES WHICH WERE IN TURN SUSPENDED FROM THE EXISTING SOFFIT ON STAINLESS STEEL CABLES. COLOURED PERSPEX PANELS WERE FIXED WITHIN SMALL CHANNELS BETWEEN THE FRAMES FOR BRANDING PURPOSES AS WELL AS GIVING STRUCTURAL RIGIDITY TO THE OVERALL CEILING. THEATRICAL TRACK SPOTLIGHTING WAS INSTALLED WITHIN THE FRAME IN ORDER TO PROVIDE GREATER FOCUSED AND FLEXIBLE LIGHTING TO THE CLOTHING BELOW.

FLEXIBILITY WAS THE MOST IMPORTANT ASPECT OF THE CLOTHING DISPLAY SYSTEM. BEING ABLE TO ROUTINELY RECONFIGURE THE FLOOR LAYOUT WOULD ALLOW THE AREA TO CHANGE WITH THE SEASONS AND ALWAYS APPEAR NEW AND EXCITING. THE DESIGN INCLUDED A RANGE OF DISPLAY FITTINGS SUSPENDED FROM THE CEILING STRUCTURE ON STAINLESS STEEL CABLES.

THE EXISTING FITTING ROOMS WERE REFURBISHED IN ORDER TO IDENTIFY THEM AS PART OF THE NEW AREA. A NEW LEATHER SOFT SEATING AREA WAS DESIGNED AROUND THE CENTRAL COLUMN.