



## ► SOFTROOM

KING'S ROAD, CHELSEA, LONDON 2001

# JOHN SMEDLEY KING'S ROAD AFTER THE SUCCESS OF THEIR FIRST STORE IN BROOK STREET, THE FINE GAUGE KNITWEAR LABEL AGAIN COMMISSIONED SOFTROOM TO CREATE A CALM, UNDERSTATED ATMOSPHERE FOR THE PRESENTATION OF THEIR MERCHANDISE.

LIGHT IS USED IN A VARIETY OF WAYS TO HELP PICK OUT THE PRODUCT AND ALSO TO CONVEY SOME OF ITS ESSENTIAL CHARACTERISTICS. THE CEILING AND THE RIGHT HAND WALL ARE MADE FROM A CHARCOAL GREY STRETCHED PLASTIC MATERIAL, USED IN TENSION TO CREATE A PERFECTLY FLAT SURFACE WHICH GIVES A SUBTLE DIFFUSE REFLECTION OF THE SPACE.

AGAINST THIS BACKGROUND, TWO LINES OF GLASS SHELVES FRAME AND ILLUMINATE THE WOMENSWEAR COLLECTION. ABOVE, A SUSPENDED RAFT OF POLYCARBONATE SHEETS SHIMMERS WITH THE EFFECT OF THE TRACK LIGHTING IT DISGUISES.

ON THE LEFT HAND SIDE, MIRROR POLISHED STAINLESS STEEL SHELVES CANTILEVER OUT FROM A WHITE LACQUERED WALL. DISPLAYS ARE ILLUMINATED BY SLOTS OF LIGHT REFLECTED OFF THE UNDERSIDE OF THE SHELF ABOVE.

GLOWING POLYCARBONATE LIGHT BOXES PROVIDE THE FOCUS ON THE SHOPFLOOR. THEY SUPPORT GLASS SHELVES AND STAINLESS STEEL HANGING DISPLAY RAILS, ALL OF WHICH IS REFLECTED IN THE MIRROR POLISHED BASE OF THE UNITS. AN INTEGRATED HANGING SYSTEM IN THE SHOPFRONT PROVIDES A DISCREET WAY OF DISPLAYING THE CURRENT ADVERTISING CAMPAIGN.