



Retail Store Fabric Ceiling Panels, Westfield London

Client: Ugg Year of Completion: 2008

Architect/Designer: Visualworks Ltd Main Contractor/Customer: ISg Cathedral

The fit out of the Westfield White City shops was always going to attract some creativity, so Architen Landrell was excited to win the contract for the design, manufacture and installation of 26 wavy panels to be suspended from the ceiling of a brand new footwear retailer's store.

Taking on the original design by Anthony Donnelly at Visualworks, Architen Landrell were tasked with realising the scheme. The layout of the store meant that the panel layout had to be carefully designed. As you look through the shop there is a central timber raft feature at high level and down the sides of the shop are several lower level bulkheads. In between was a void exposing unsightly ceiling and services which the sails were to fill. Our design team, along with the clients designer, adapted the panels to fit around these obstacles and to place the services out of sight.

Lighting was also hung between the gaps of our panels and uplighters have been used to flood light along the panels themselves.

The end result is impressive. This is the retailer's first stand alone European store and it makes a good statement. After being open for less than a month they reported record sales and a second store, at Covent Garden, has also been opened. This design of the wavy panels has been rolled out and is now being featured in their stores worldwide!

Location:
London, UK

Category:
Interior

Market Sector:
Retail

Scope Of Works:
Design
Manufacture
Project Management
Install

Fabric Type:
PVC Glass Mesh - E-Screen

Function:
Ceiling