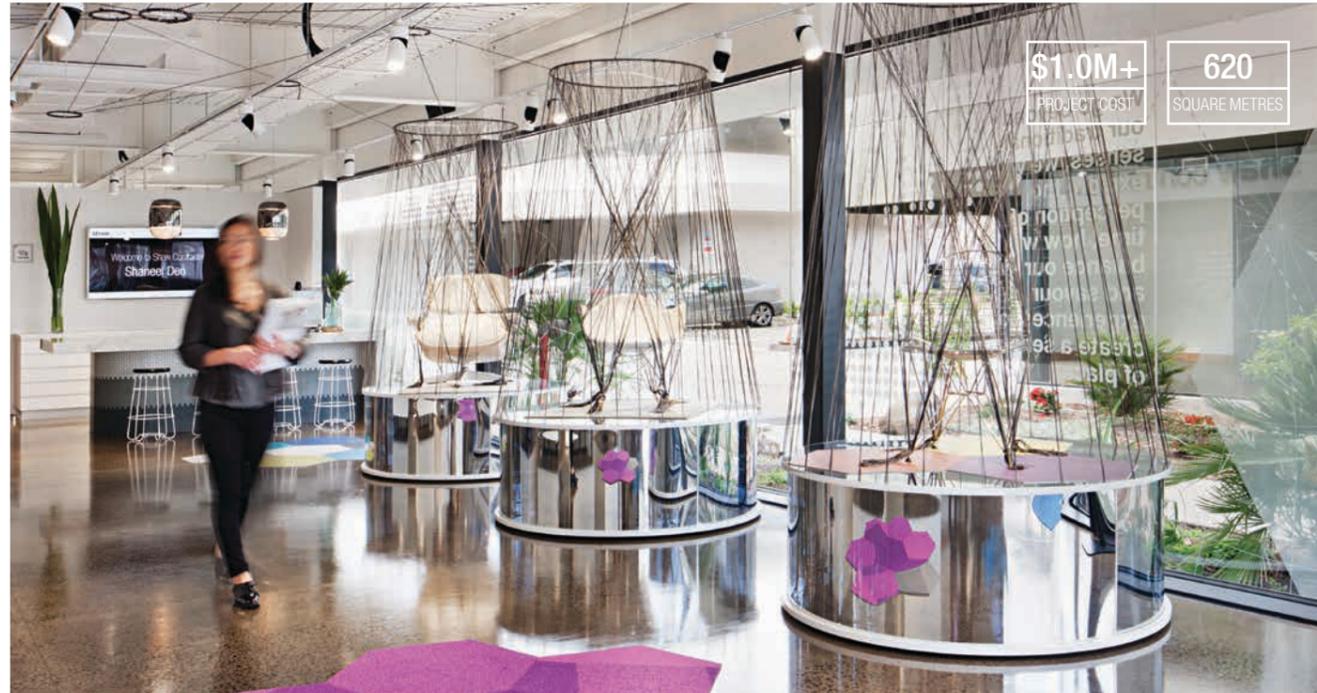


SHAW CONTRACT DESIGN LAB

A COLLABORATIVE SPACE WHERE THE LOCAL DESIGN COMMUNITY CAN EXPERIENCE AND BE INSPIRED BY US-BASED GLOBAL FLOORING BRAND.



\$1.0M+
PROJECT COST

620
SQUARE METRES

Officially launched at Melbourne Indesign, Design Lab combines a ground floor retail showroom and warehouse, and a first floor open plan space for 25 people that includes collaborative and quiet work areas and a multi-function meeting room.

Managing Director at Shaw Contract Australia Bill Magee said Shaw Contract's passion to provide designers with an interactive showroom in a premium location within the Richmond design precinct inspired their move from their former address in Port Melbourne.

"This space will become a hub for the local design community, where they can experience flooring solutions and also a place to learn, connect and be inspired," Magee said.

"Central to our design philosophy was to create a story around good design using quality materials, classic furniture and an acknowledgment of the importance of good partnerships in design. It was quite an honour to be selected to design the Shaw Contract Design Lab," said Dale O'Brien, Senior Associate at Gray Puksand and Design Lab Project Leader.

"The challenge was to create a space that tells the story of classic design and to combine this with a functional showroom that designers can use when developing schemes for projects. We also made a strategic decision to incorporate spaces that allow for changes in seasonal and new release flooring designs, including a collaborative area with inset carpet tiles."

Gray Puksand and Shaw Contract partnered with well-established global brands featuring bespoke furniture designed by Patricia Urquiola throughout this new space and classic Eames chairs which sit on display pedestals along the shopfront.

Shopfront installations are shrouded with yarn that breaks off into a constellation arrangement via 40 rings that are strategically positioned across the showroom ceiling. The use of this raw product creates a secondary architectural way-finding link to the 16m long feature Yarn Wall at the rear of the showroom as a nod to the manufacturing process. Gray Puksand's design team installed the Yarn Wall in collaboration with Shaw Contract over six days.

Also designed by Gray Puksand, the Design Lab incorporates a bespoke graphic design solution which includes shopfront graphics and internal signage based on the periodic table.

graypuksand

2017 INTERIOR DESIGN EXCELLENCE AWARDS (IDEA), RETAIL, SHORTLIST

