



case study

FORMICA® BESPOKE, A KEY DESIGN FEATURE IN LUXURY BOSCOMBE BEACH HUTS



Get your flip flops and sun hats ready as Boscombe, Bournemouth, is put firmly on the British summer holiday map. The construction of the largest artificial surf reef in Europe, along with stunning beach huts for the surfers or sun lovers among us, makes this one of the largest and most exciting beach regeneration projects to date.

Boscombe waterfront is undergoing an £11million design led and high quality refurb and will offer some of the very best in surf facilities in the UK. The cool beach huts otherwise known as the 'Beach Pods' have been designed by Wayne and Gerardine Hemingway MBE, of Hemingway Design, who have added their unique design flair to the project from the outset.

Wayne Hemingway comments, "This project has been a privilege and great fun to work on. Sustainability is at the core of the Hemingway Design ethos, and bringing a wonderful mid century modern building back to life in a great seaside town, that deserves TLC is right up our street. We believe it is far better to reuse than knock down and start again. One major influence behind the designs for these individual beach pods has been our love of the Great British seaside, which is reflected in the interior design of the Beach Pods with an up to date twist on the traditional."

Fact file	
Client	Bournemouth Council
Location	Boscombe
Designer	Hemingway Design





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Each beach pod includes a kitchen with exclusively designed 'fish' or 'beach' illustrations by Hemingway Design using specially produced Formica® Bespoke laminate on the kitchen cupboards. These designs add a funky twist to the huts and complement the beach theme with its bright seaside colours, bringing the designs to life.

Alongside this, Formica Bespoke has also been used in the wet room changing facilities in the main Overstrand Building. Large bold stripes designed by Hemingway Design have been created using Formica Bespoke laminate with zesty Clementine, Beaujolais sea blue, bright Grotto, and calming Oyster Grey and Pearl colourways. As a practical solution to the washroom environment, Formica® Compact has been used for its moisture and humidity resistant qualities and its overall durability.

Roger Brown of Bournemouth Borough Council comments, "This is a huge project and we are truly privileged to have worked with such great designers. Bournemouth is already an excellent holiday destination, however the Boscombe surf reef will make surfing in the UK far more accessible. The beach huts will provide a great haven for both surfers and holiday makers."

Formica Bespoke offers a unique artwork service that can produce images on Formica® laminate using digital or screen printing techniques. Customised images and eye-catching graphics encapsulated in laminates can be used to create bespoke furniture, feature wall coverings, signage and much more.

