



case study

NEW MARKS & SPENCER CAFE FEATURES FORMICA® BESPOKE LAMINATE



Formica® Bespoke laminate has been used in the new 'M&S Kitchen' at Westfield London. The cafe style meeting place is situated outside Marks & Spencer's new store in the brand-new shopping centre, located in Shepherds Bush.

KIWI&POM was appointed to design the space taking into consideration the surrounding architecture of the shopping centre. With the seating area situated under an elliptical void the aerial view above was seen as an important aspect of the design of the 'M&S Kitchen'. Taking inspiration from this striking feature, KIWI&POM created graphic visual impact using offset ellipses, bold colours and repeat shapes in the furniture layout. Emma Young, Director of KIWI&POM, comments: "The mall's interior plays heavily on the metaphor of nature. The elliptical shape of the void, reminiscent of a pond, lent to the idea of creating the 'pebble' shaped forms in the 'M&S Kitchen'. The cleverly designed tables mimic the natural shapes found on a pond bed to create a strong graphic impact from above."

Fact file	
Client	Marks & Spencer
Location	Shepherds Bush
Designer	KIWI&POM
Fabricators	Berkley Projects, Willey and Bunker





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KIWI&POM, created the 'pebble' shaped tables as bespoke items using Formica Bespoke digital laminate, designed as a family set with large and medium size communal tables and smaller three seat tables. Bespoke laminate was used on the smaller tables to replicate a bold, gingham print from an apron sold in M&S in the 1950's. The bold print provided a strong graphic contrast to the white exterior and added a playful element with brand relevance and heritage of Marks & Spencer.

The Formica® Bespoke resource offers a unique artwork service that can produce images on Formica® laminate using digital or screen printing techniques. Customised images and eye-catching graphics can create bespoke furniture, feature wall coverings, signage and much more. Offering highly decorative, dependable and low maintenance surfaces, Formica® products offer the right mix of materials for a diverse range of environments. The company also offers a full specification and fabrication advisory service.

