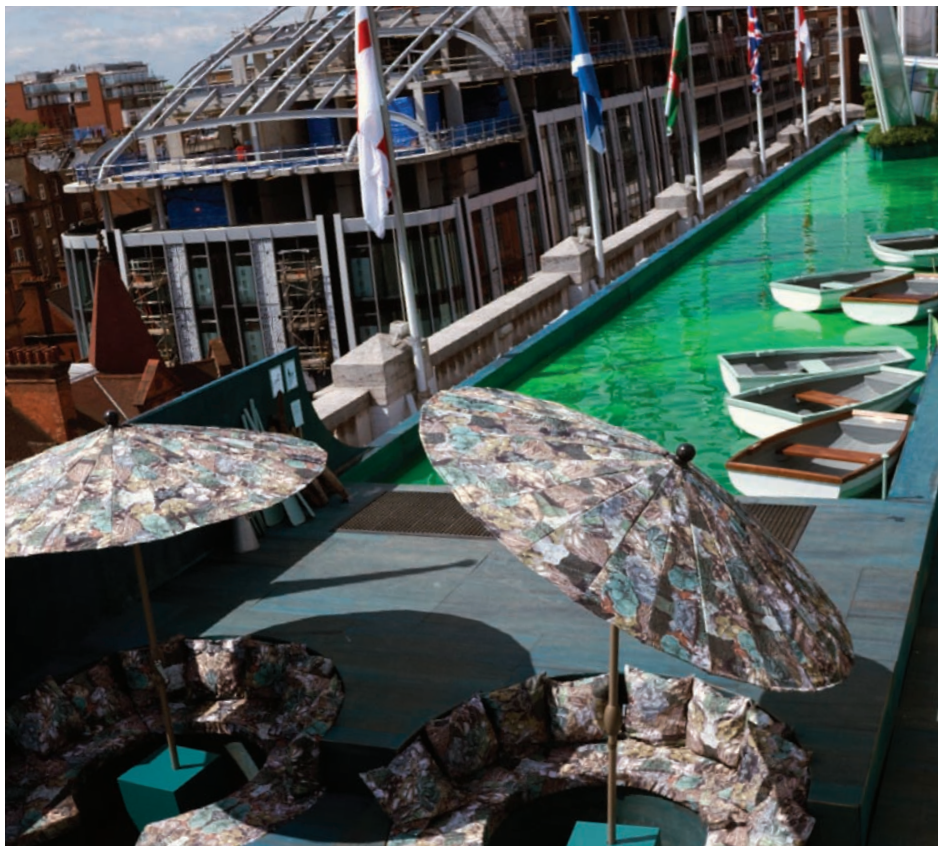




case study

Formica Group takes visitors on Voyage of Discovery at Selfridges, Oxford Street



Formica® High Pressure Laminate (HPL) was used at Voyage of Discovery, Selfridges, Oxford Street in London. A number of striking bar furniture pieces clad with HPL were custom made and designed by Studio Toogood. For four days (21 – 24 July 2011) Studio Toogood and Bompas & Parr, in partnership with Truvia - the American sweetener brand, flooded part of Selfridges' roof to create an emerald green boating lake with a fleet of rowing boats, a crystal island bar and a rushing waterfall, surrounded by fantastic views of the city of London.

Studio Toogood chose to use Dusty Jade and Deep Marina from the Formica® Colors range on the main bar, side bars, tables and stools. "We looked for colours that would fit the 1970s French Riviera meets Pierre Cardin mood. The two colours played really beautifully with the washed out blue plywood floor and the Rock Print on the walls and emphasised the interesting geometry of the furniture", explains Faye Toogood, founder and creative director of Studio Toogood.

Fact file	
Client	Truvia
Location	Selfridges Oxford St., London
Designer	Studio Toogood





case study

The Formica Colors range provides an inspirational choice of subtle, architecturally inspired neutrals, atmospheric hues and accent colours. The incredible breadth of colour presents architects, designers and specifiers with a comprehensive palette to suit most applications.

“We have previously worked with Formica Group on The Hatch pop up installation and architectural eatery, and find the product incredibly versatile”, comments Faye. “It allows for an easy and quick installation and is easy to maintain, which was a very important aspect when designing the ‘Voyage of Discovery’”. Formica laminate is not only aesthetically pleasing, but also durable, hard wearing and easy to clean. Resistant to impact, heat

and scratches, it keeps its looks and requires minimal maintenance. These qualities of high pressure laminate make it an ideal product for the demanding requirements of high-traffic environments.

In depth product development and advanced technology enables Formica Group to create exclusive products that inspire and excite the market. With 98 years of innovation and manufacturing experience, Formica Group has developed an unrivalled expertise, which ensures quality, reliability and products that are fit for purpose. Working closely with architects, designers and specifiers, the company is ideally placed to offer innovative new products and decors which respond to market needs and complement current design trends.

