Showroom style DESIGN DESIGN | Showroom style

## Showroom of the month

## Roundhouse, Richmond

Architectural simplicity, a neutral, earthy palette and natural materials all make for a feeling of zen in this London showroom. Francesca Seden reports...



the shop next door, doubling the tactility define this display. showroom's original footprint. It's on the high-street.

Inside, the showroom is an iconic polished marble feature wall. Roundhouse space, with an emphasis on here, despite being on a busy road," he adds, "that all contributes to the ambience."

There are ten displays, with three being fully operational and used for events. Most to showcase our Studio cabinetry, which of these displays are full room sets. "It was is great for those who maybe haven't the important that we create proper cohesive budget for the more premium ranges, or displays that showcase our design skills and those who wish to use this in a utility room show how our kitchens would look in the setting," she says. client's home," Jane Powell, also a senior designer, adds.

vibe in the new part. The two sides are further | for the space. distinguished by two types of flooring used "We used Treske for the chairs and stalls, throughout the space - porcelain tiles on Marie's Corner for the arm chairs and foot the contemporary side and engineered oak stalls, a J Adams Luna pendant in the dining wood flooring in the more traditional side.

with one of the hero displays, a dark, display," Hawkswell comments. kbbr

ituated on a corner plot in handleless display with a luxury quartzite the wealthy London suburb of worktop, which features a leather-effect Richmond, this refurbishment textured finish, as well as a burnished gold was a large project that took over backsplash. Sumptuousness, luxury and

Through the walkway into the newer area of a nice location, and gets a decent the showroom, is what Hawkswell describes amount of passing footfall, but is not as the "main showstopper" - an eye-catching display featuring sage green cabinetry and a

Considering where the business happens architectural simplicity, calm tones, and and projects are discussed and presented, natural materials, including plenty of real Powell explains that every seating area in the wood - something the company is known showroom can be utilised to suit the client and for. This has all been designed to create an the project being discussed. There are three "earthy, organic vibe", as senior designer, main seating areas, a breakfast bar featuring Ben Hawkswell explains. "It's also quite quiet the Studio range, a peninsular with stalls, and the I-shaped bench which surrounds a dining table and chairs.

"The breakfast bar offers us the opportunity

Finally, the extended Richmond showroom doesn't only showcase Roundhouse kitchens The showroom is arranged in two halves, but also the brand's living room furniture and with a modern, contemporary feel in the wardrobes. It also works with lighting and soft original showroom area, and a more classic furnishing brands to provide right products

nook and we used Cameron Design House Walking into the store, visitors are greeted for the feature lighting in the main kitchen





- 1. The refurbishment incorporated the shop next door, doubling the space
- 2. The hero display with quartzite top, architectural lights and Wolf appliances
- 3. This display is beautifully dressed with spice racks and wine glasses. The porcelain material on the wall, and a natural, poured concrete worktop
- 4. The eye-catching 'showstopper' display also sits in the window
- 5. Each of the three seating areas can be utilised depending on the project
- 6. As well as its kitchen ranges, the store
- showcases its bedroom and living furniture 7. Attention to detail and getting the finishing
- touches right is crucial for setting the right tone





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