

# Showroom of the month

**Scavolini, West Hampstead, London**

Italian furniture brand Scavolini has collaborated with Multiliving to open a new solus studio in the capital



**Above:** The West Hampstead showroom benefits from a spacious, curved front window. The design team has arranged the displays to capitalise on this eye-catching feature

The launch of this new London showroom, and the collaboration with independent retailer Multiliving on this solus venture, is a key element of Scavolini's strategy to increase its presence in the UK market.

Situated on the ground floor of a new luxury, residential apartment complex, the 230sq m studio showcases the brand's latest design trends and houses six lifestyle kitchen displays, a dedicated bathroom section with a range of bathroom settings, including the classic Baltimora design and examples of the brand's living room solutions.

For brand consistency, the layout for this store was designed by the team of architects behind the majority of layouts for Scavolini's showrooms across the world.

"Our product range covers the interior décor of three vital rooms of the home; kitchens, the living room and the bathroom," explains Scavolini's head of design Giorgio Tonnarelli. "The modular nature of our furnishing solutions means that the compositions on display at the London store can be considered as examples of what can be achieved."

"We wanted to provide consumers with examples of interior décor, so that they can draw inspiration from them and adapt them to suit their own home."

There are a total of 12 models on display which, according to Scavolini designer Licia Ugolini, were chosen in line with the tastes and preferences of its target audience and are "the designs that best represent Scavolini's complete furniture range".

The design team also looked at the strengths of the building, notably the curved front window, for inspiration when designing the showroom layout.

"Our goal was to enhance the value of the attractive and extensive curved front window," says Ugolini. "We used the largest and most inspirational designs in the front part of the shop right behind the window, to draw attention from passers-by, using the space behind to showcase the smaller and more contained compositions."

"The consumers we are targeting are definitely keen on design and quality furniture made in Italy," Ugolini adds. "People who really care about their home and who also consider it as a place to get together and relax with family and friends. It is no coincidence that we chose to display the Diesel Social Kitchen. This kitchen aims to be a place to get together and spend time with your loved-ones for some fun and relaxation."

The Diesel Social Kitchen, which was designed in partnership with Italian fashion brand Diesel, can also be used for show cooking. Visitors are invited to get involved with live cookery demonstrations, which show off the functional features of the kitchen and also help customers to understand which products would suit their lifestyle and work best in their own home.

A neutral colour palette was chosen for the layout in order to emphasise and complement Scavolini's range of furniture solutions for the kitchen, living room and bathroom.

"We used neutral materials and finishes throughout, which do not overbear the models on display: the layout needs to act as a stage for the products on display," explains Tonnarelli. "The only strong colour featured in the outlet was obviously left to the Scavolini brand name, with red lettering across the entire shop window, lending it a very strong look."

**kbb**



**Above:** Scavolini Tetrax gloss glass handleless kitchen in colour scheme K17



**Above and below:** Designed in partnership with fashion brand Diesel, the Diesel Social Kitchen is the showroom's hero display that doubles up as a live cooking demonstration area



**Left and above:** In addition to kitchens, the showroom features examples of Scavolini living room solutions and bathroom displays, including Scavolini's Baltimora bathroom with black lacquered frame and marble top (above) and its Tetrax gloss glass handleless living room furniture in K17 colour scheme with the Gentry sofa by Moroso (left)

**Below left:** Scavolini Tess gloss lacquered kitchen with curved units and island in Periwinkle with a quartz top

**Below right:** Motus handleless kitchen and Fluida system in white prestige gloss lacquered finish and extra-height wall units in titanium grey with a matt lacquered finish



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