

Case Study

Retail

Wm Morrison's Supermarket plc Taste Kitchen

Facts about the project:

Morrison's Headquarters, in Bradford, United Kingdom

Architect: Race Cottam Associates

Contractor: R N Woolen & Co Ltd

Project size: 200m²

Project value: £1.1 million

Products: Ecophon Focus Ds XL, Advantage,

Race Cottam have enjoyed a long standing relationship with national retailer Morrison's, and for this project were asked to design and develop their prestigious new taste Kitchen to coincide with the launch of their own-brand "'M Kitchen' range. An existing kitchen was fully refurbished to create the facility which is used to trial food products for the new range.

The facility occupies a prime position by the main entrance of Bradford based Morrison's Head Office. Described by the supermarket as "a brand-new hub of exciting ideas", the kitchen provides an extensive range of facilities, incorporating a professional restaurant kitchen, a demonstration cooking area, five domestic style kitchens and a wine tasting and dining area, to allow development and testing of new products in a striking, functional and stylish environment

While being mindful to make sure the kitchen was bustling and lively, architects Race Cottam were also keen to ensure that excessive noise did not mean it was an unpleasant environment to be in. Saint-Gobain Ecophon worked closely with Race Cottam to come up with an acoustic solution that provided Class A sound absorption but was also in keeping with the contemporary and design-led feel of the whole project.



Ecophon's Focus Ds XL ceiling system was installed throughout the kitchen, wine tasting and dining areas. Opening out onto the atrium, the Taste Kitchen is designed so that staff and visitors can see what's going on. This involved the use of lots of glass, which coupled with the large number of hard surfaces in the kitchens themselves, meant that the acoustic solution needed to help combat reverberation.

It was also important that access to key services in the ceiling was maintained, so the easily demountable Focus Ds XL system ensures any maintenance is not disrupted. The tiles are also easy to clean; essential in kitchen environments which are susceptible to spills, splashes and steam.

Ecophon's Advantage tiles have also been installed throughout many other areas of the building.

For more information please contact:
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