

SMEG

ST JAMES'S MARKET, LONDON

Design: Deepdesign
 Opening date: September 2017
 Store size: 594 sq m



Italian luxury kitchen appliance manufacturer Smeg has launched its state of the art flagship store on Regent Street in London at St James's Market. Housed in beautifully restored architectural surroundings, the store showcases Smeg's extensive collection of large and small appliances. The experiential store will target business people located in the surrounding developments, foodies visiting neighbouring restaurants and eateries, along with boutique shoppers and tourists to the capital. The store's fit-out was designed by Deepdesign as a contemporary, modern and spacious interior to inspire and share Smeg's design values.

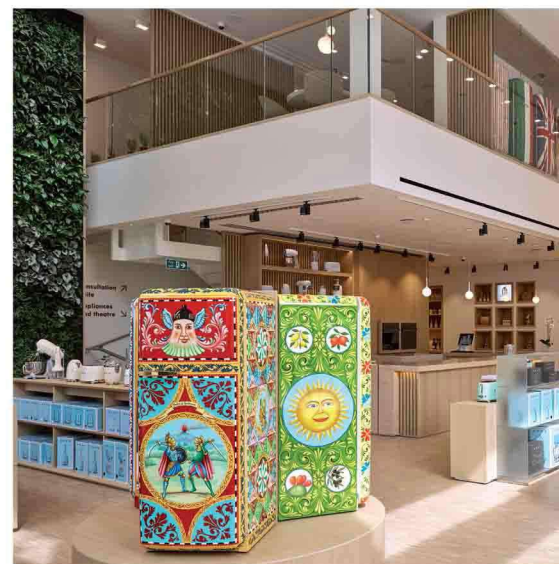
Architects Matteo Bazzicalupo and Raffaella Mangiarotti at Deepdesign - the designers of Smeg's small appliances - have curated the overall design of the new international flagship store along with Edoardo Radice. 'This project was at the same time complex and interesting as the briefing phase developed. The brief has been defined thanks to an in-depth comparison with Smeg and the Crown

Estate,' say Bazzicalupo and Mangiarotti. They say the aim was 'to create a store of excellence in the heart of St James's that could help to enhance the context thanks to its elegance and style, innovation and the distinctive character of Italian design, the foundation values for the Smeg brand.'

The store front boasts the largest single pane glass windows in London. Measuring 594 sq m and split over three floors, the store also boasts 7m high ceilings, making for an impressive open plan space to display Smeg's 300+ products.

The ground floor focuses on the brand's range of colourful small and large domestic appliances and accessories, as well as the all-important family produce from Montecoppe, Smeg's very own Italian farm, including Parmesan cheeses, balsamic vinegars and wines. To enhance the Italian experience, the store also serves customers with a customary espresso or coffee from its machines.

The ground floor also includes extensive displays from Smeg's collaboration with Dolce&Gabbana. There is also a living wall >





'ALL THREE FLOOR LEVELS ARE COVERED WITH THE SAME BEAUTIFUL INDUSTRIAL WOOD FLOORING IN SOLID WHITEWASHED OAK!'



on this floor, featuring lush greens with red, white and silver accents, reflecting the brand's love of natural materials and the environment.

The mezzanine level has been designed with a library feel in mind, featuring a dedicated design lounge and meeting space. Looking out, iconic and limited edition FAB fridges are visible to passers by from street level.

Downstairs in the basement sits a purpose-built theatre for cooking demonstrations. The theatre comprises tiered seating and HD AV equipment filming and screening live action to ensure audience members can get involved.

Smeg has maintained its keen eye for detail through the choice of materials used. The finishes and furniture are made from oak and roman travertine stone, and semi-transparent walls constructed from slats in oak or glass. Products are elegantly displayed on a number of large, minimalist modules finished in travertine stone, glass, Carrara marble and wood, alongside architectural and LED lighting for the finishing touches.

'All three floor levels are covered with the same beautiful industrial wood flooring in solid whitewashed oak. The way in which it has been laid gives the perception of infinite wooden strips. Features such as glass surfaces, large modular display furniture, counter tops in marble,

open-pore travertine and wooden slats that elegantly cascade down the staircase all resemble the architecture of Mies,' explain the architectural duo.

'The launch of Smeg's flagship London store - a project over four years in the making - comes at a momentous time for Smeg UK. With continued growth across the company, we're excited the store will enhance the brand's development and engagement with consumers in London and beyond - a platform for regular events, exciting launches and new displays,' says Mike Giddings, managing director of Smeg UK. **RF**

