

Kbbreview Industry Awards 2007

CATEGORY: Showroom Award for Kitchens

FINALIST: Extreme Design, Sunningdale, Berks

What is your overall Showroom Strategy?

Our studio represents a design philosophy which concentrates on sculpting internal spaces. Modern trends and contemporary living promote much larger living spaces in which we cook, eat and entertain, calling what we do 'kitchen design' really just describes part of the process that we go through when we are commissioned by a client.

Our strategy is to promote new, fresh and innovative design solutions for your home. Each room set in our studio incorporates so much more than just furniture, as part of any project we work on we promote creative thinking considering all aspects of room lighting, wall coverings, art work, media systems, colours, shapes and most importantly a sense of harmony in the room. The showroom is designed to inspire clients and open up their minds to the potential there is for their home.

No Extreme Design kitchen is the same, each design is unique and tailored completely around our clients needs. Our aim is to establish an identity or a signature with every design we work on and we constantly strive to push the boundaries of design.

How have you considered the customer's journey through the store?

The showroom has been designed to make an immediate impact as soon as you walk in. A unique door, which was designed in house and has now been copy written, is the first image which welcomes you into our showroom. Being a one off design, our clients are immediately made aware that they are entering a truly unique studio. From this area the showroom then opens up inviting you into a colourful and modern space. Soft curves clashing against rigid geometric shapes echoes' our vision once more, showing no limitations on direction when creating your design. The showroom naturally progress's through design themes, from a hand made solid wood kitchen when you first walk in, to a soft flowing painted kitchen with striking colour, onto a clean line contemporary kitchen. Our displays in the back room creep's into focus from the main showroom view and encourages you to look further. Even our offices have been designed as displays to show off some of the other areas of the home with which we get involved.

We have also considered the appeal that the showroom will have to those passing by. Loud colours and detailed lighting shows off our furniture and ideas beautifully in the evening as well as in the day. We have designed some of the islands close to the window so that even when viewing from outside there is a feeling of standing within the kitchen. For presenting our work to clients we have provided a dedicated private area away from the main traffic of the busy showroom, thus giving our clients the privacy they deserve.

What innovative ideas have you come up with for your showroom that set you apart?

The vision for Extreme Design is to constantly create new and exciting ideas in all of the projects we work on, the showroom was no different.

The first thing we did was develop a selection of unique furniture ranges which were only available through Extreme Design. The first display shows an example of this with our 'handle less bespoke' furniture, incorporating a European Oak finish mixed with a zebrano wood insert. However the finishes we show are just a taste of the combination's available within this unique product. Handle inserts of glass, suede, leather or steel combined with both wood and painted finishes have all been considered when using this furniture design in our clients projects. This particular range has been designed so that the client can change the inserts whenever they feel they want a fresh new look, thus giving them a timeless kitchen.

To promote furniture design throughout the home we have incorporated some unique individual pieces, one example of this is the beautiful drinks cabinet we have designed in the matching oak and zebrano wood finish. Individually designed pieces as well as a other room sets show the potential there is for Extreme Design to be involved in a big part of our clients project and not just the kitchen.

With constant advances in technology it was important that we made our clients aware of how new technological improvements could be incorporated into their design. State of the art media units have been designed into our furniture to appear seamless, the idea is that the display looks like a piece of furniture and not a TV surround. Mirror finishes and framed centre pieces show off the designs when the TV's are both on or off.

Each display we have is a working display and we regularly invite old and new clients to see the latest appliances being demonstrated. The showroom has been designed to allow spectators, both in the showroom and outside, to view a chef at work without intruding into their space. A variation of seating heights and lighting set ups helps accommodate our clients no matter what we are demonstrating.

Innovation is part of our 'Culture For Design'. All our designers are constantly seeking new ways to exceed our clients expectations through creative thinking, training and a combined passion for constant improvement.



