

## **Design and Access Statement - The Holly Bush**

Fuller, Smith & Turner P.L.C.'s mission is to be the benchmark in retailing and brewing, delivering quality, service and pride in everything they do. Operating from the historic Griffin Brewery site in Chiswick, Fuller's is an independent family brewer and pub company whose brands include the world-famous ESB and London Pride, the UK's best selling premium

The company's profile is conveyed through their signage with the use of hand painted signs & gold leaf displays promoting pride & quality. Traditional colours and materials help portray the company's image and enhance the appearance of their public houses.

The signage at these premises are being undertaken to coincide with the refurbishment of the house, however this does not involve any structural redevelopment of the building itself. The signage for this property, in regards to design, has taken a sympathetic consideration of the listed building status, whilst also portraying the company image of Fuller Smith & Turner.

We are planning only to replace the signage on a like for like basis with slight variation, keeping in proportion with the building features. The colours used relate to the building colours and the internal décor keeping a consistency throughout the establishment. We feel the signage, due to its scale and colour, does not detract from the listed building and only enhances its appearance.

The external decoration will revitalise and freshen up the building portraying a classy upmarket feel whilst keeping the building traditional and allowing the features to show through.

### **Cartouche**

The cartouche is full 3D and is produced from moulded GRP. The production method used for this particular element allows it to be made in quantity and in a number of standard sizes, each to the exact same proportional detail. Although this could be classed as a modern material, most tend to think of it as looking like plastic, it is in fact only the substrate of the sign and none of this is visible. Each cartouche is always hand painted and gilded ensuring that it portrays the traditional quality and feel required.

Fuller's own a number of important listed buildings which have the cartouche fitted, they are proud to advertise the fact that they own their premises and the cartouche is considered the hero of the signage elements. By using a blend of both modern materials with traditional finishes the lifespan and quality appearance of the sign is increased.