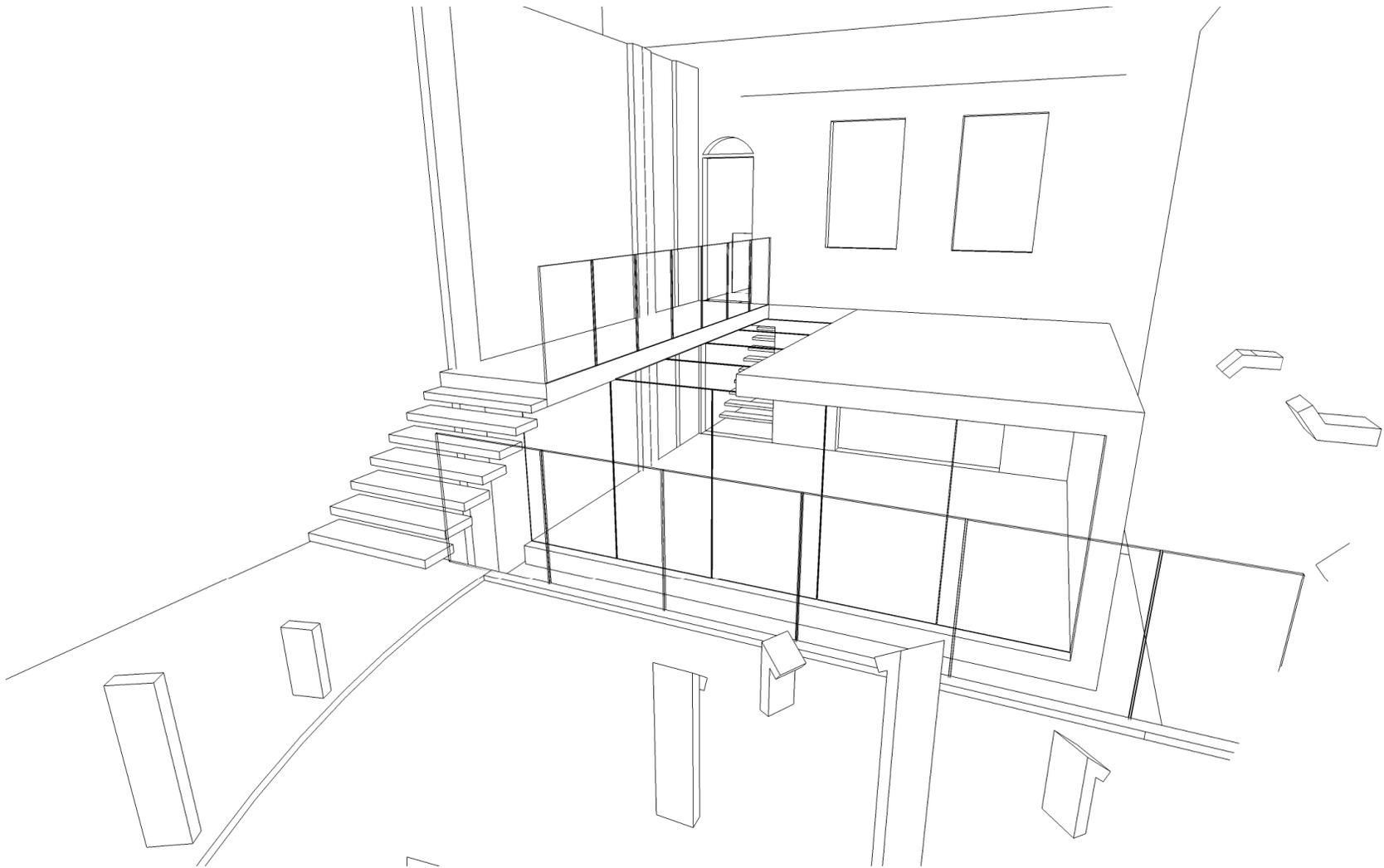


Design & Assess Statement for an extension to the Artemide showroom
106 Great Russell Street | London



**SDA
ARCHITECTS
& DESIGNERS**

Artemide



Sketch Proposed Extension

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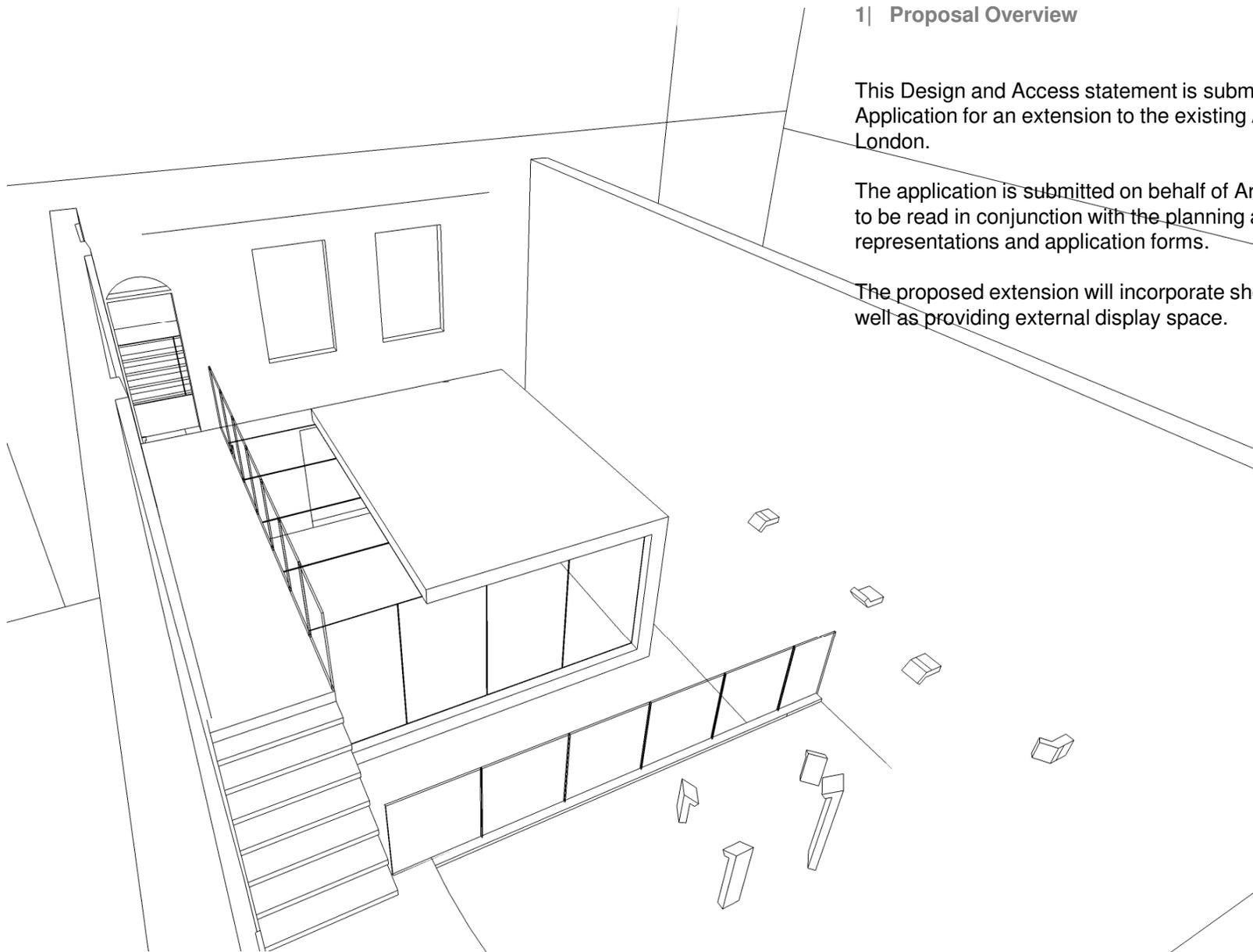
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1| Proposal Overview

This Design and Access statement is submitted as part of the Planning Application for an extension to the existing Artemide UK flagship store in London.

The application is submitted on behalf of Artemide and this document is to be read in conjunction with the planning application drawings, visual representations and application forms.

The proposed extension will incorporate showroom and office area as well as providing external display space.

1.1 External view of extension

2| Introduction

Founded in the 1960's, Artemide is one of the most known illuminations brands in the world. Artemide is nowadays synonymous with design and innovation. The Artemide lamps are considered on an international level as design icons of contemporary design. They are exhibited in most museums of modern art and design collections, MOMA – New York, V&A Museum – London etc. Artemide has always collaborated with the most famous international designers and actively promotes workshops with design schools (for example the Royal College of Art in London) in order to find the best young talents.

With this in mind it is only befitting of Artemide that their UK flagship store located in London receives a new contemporary extension and internal refurbishment that reflects their design ethos.



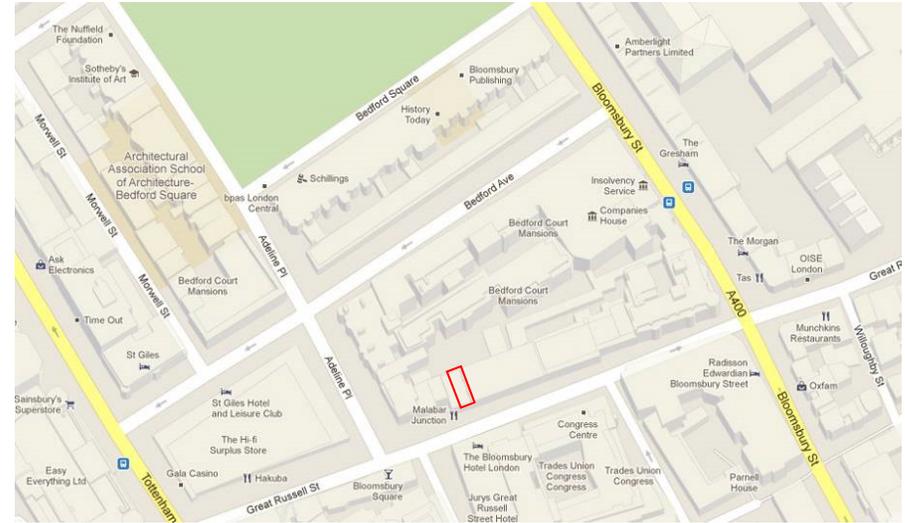
Artemide

3| The Proposal

3.1 Use

Artemide currently have their UK flagship store located at 106 Great Russell Street which is within the Bloomsbury Conservation Area. The front elevation as shown in photograph 3.2 is Grade II listed. The Listed Building Ref: No is 798-1-69499.

The showroom is situated on the Ground Floor of the building. The proposals are to refurbish and extend the Basement and Ground Floor of the building to provide additional showroom and office space along with external display space. The proposals are to the rear of the property only and no works will be taking place to the Listed part of the building.



3.1 Location



3.2 Artemide Store

Artemide

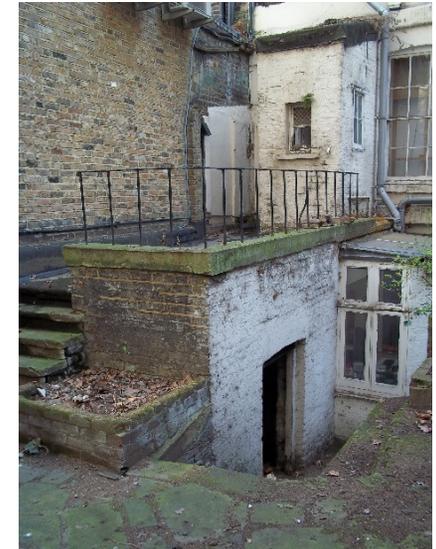
3| The Proposal

3.2 Layout

The adjacent photographs show the area that is to be developed under the proposals. As can be seen the existing buildings are in a state of disrepair and the intention is to demolish these number of ad hoc extensions to make way for the new extension.

The design has been developed to have a minimum impact from a structural point of view. The whole extension will be constructed off a new concrete raft foundation to the rear of the existing building and in bound from the existing boundary walls. This should enhance the appearance of the building but also means that there will be no impact on any adjoining properties. The new external side walls and roof will be constructed in water-proof concrete with a polished finish externally. The rear façade will be constructed in frameless double glazing with a frameless glazed roof light. The main part of the new concrete roof will be joined sympathetically to the rear of the existing building with a glazed roof link.

It is proposed that the tree to the rear of the site which can be seen in the top right photograph is retained and a landscaped area is provided to highlight the external lighting display.



3| The Proposal

3.3 Amount

The proposed extension is to the rear of the property and will provide accommodation at Basement level. The new roof to the basement extension will form an external link with glass balustrade to external basement garden display.

The visuals adjacent showcase the proposals.

3.4 Scale

The proposals will be in keeping with the scale of the existing building with new floor levels to match existing floors. The extension will take up less than half of the external space that is currently available.



Artemide

3| The Proposal

3.5 Appearance

The existing front of the building will remain as is. Please see adjacent visuals. The new rear extension will be constructed in situ waterproof concrete with a polished concrete external finish. The rear façade will be frameless clear double glazing which will continue up to roof level and form a full length roof light. The rooflight will then wrap around forming a link between the new concrete structure and the existing building thus creating an invisible link between the two. One section of the concrete roof will cantilever out from the side wall and form a walkway link to the display garden. There will be concrete cantilevered steps leading down from the roof walkway to the garden. The development has been designed to create a clean, crisp, contemporary extension using very high quality materials which we believe reflects the Artemide brand.

3.6 Landscaping

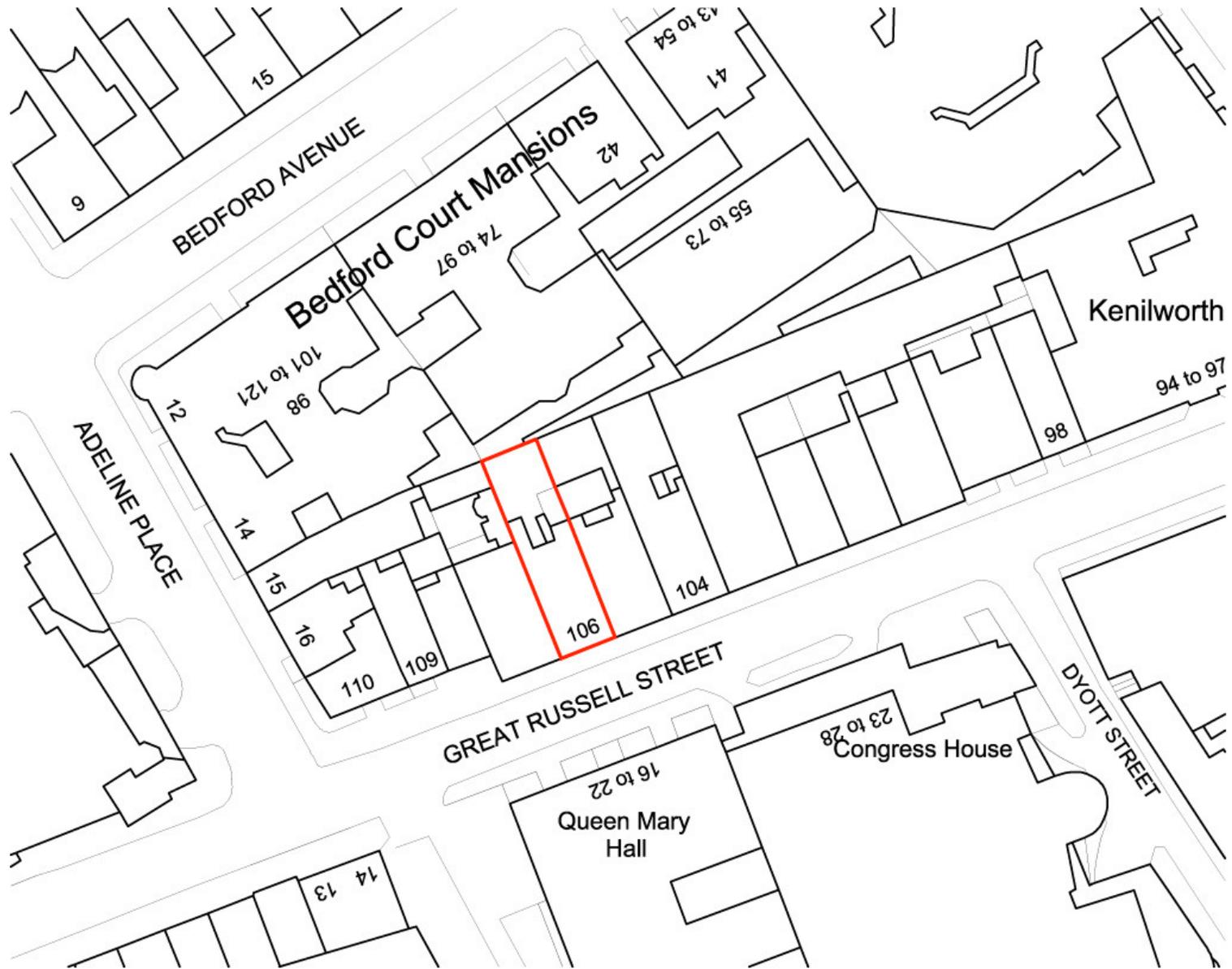
As previously noted the proposals include for retaining the mature tree to the rear of the site as well as providing a grassed area adjacent the tree.

3.7 Access

Level access will be maintained throughout the Ground Floor of the property with new staircase down to the basement.

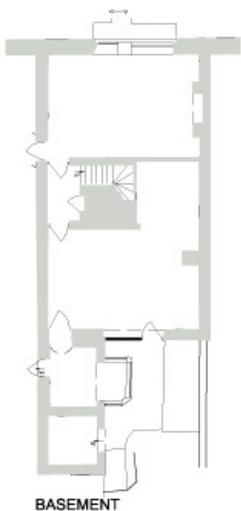


Artemide

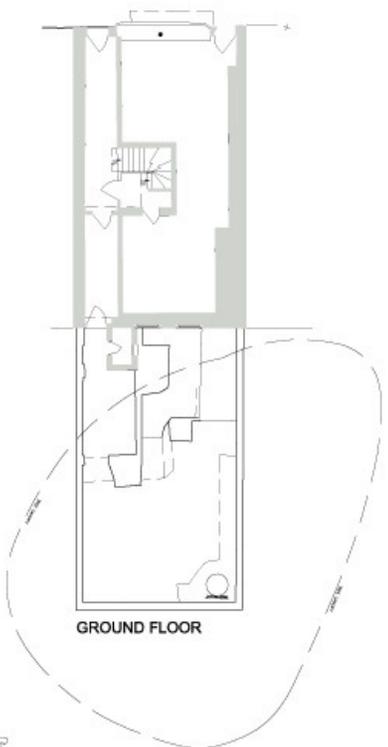


Location Plan

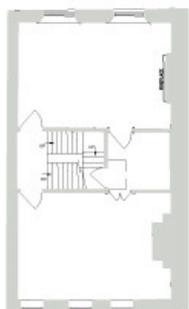
1



BASEMENT



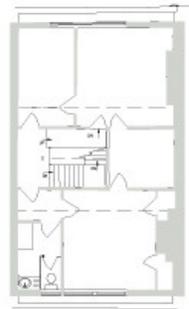
GROUND FLOOR



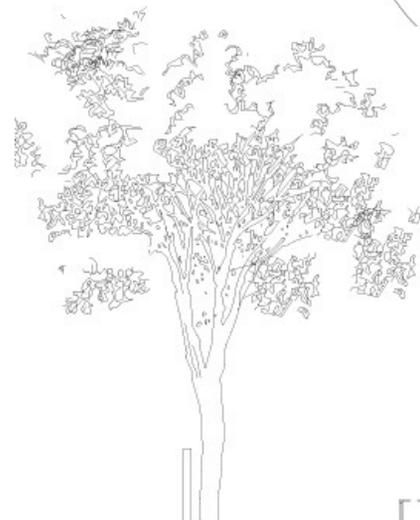
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



SECTION A-A



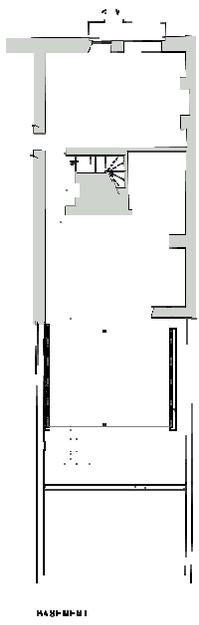
FRONT ELEVATION



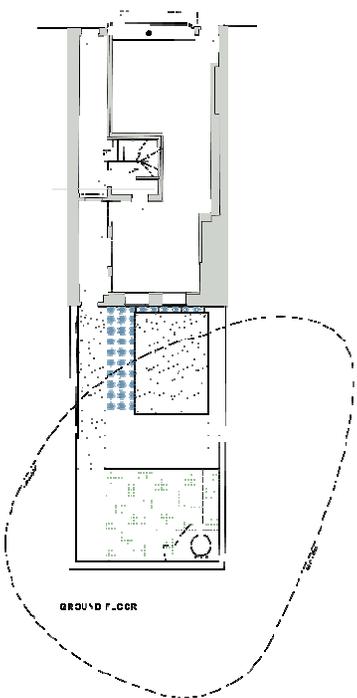
REAR ELEVATION

Existing Drawings

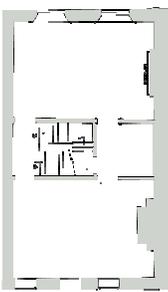
Artemide



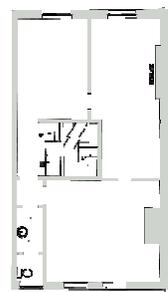
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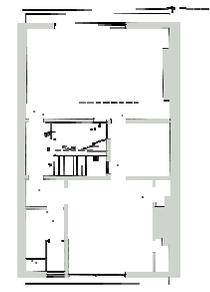
GROUND FLOOR



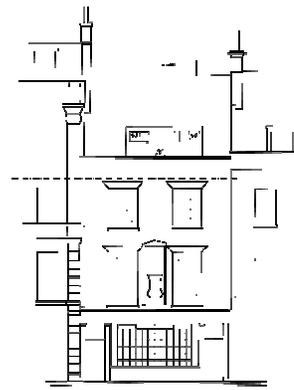
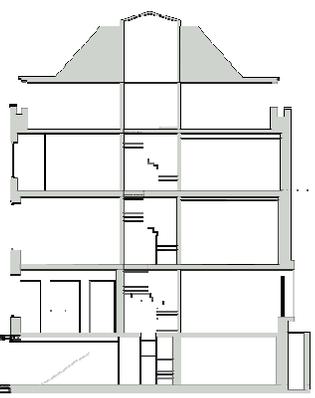
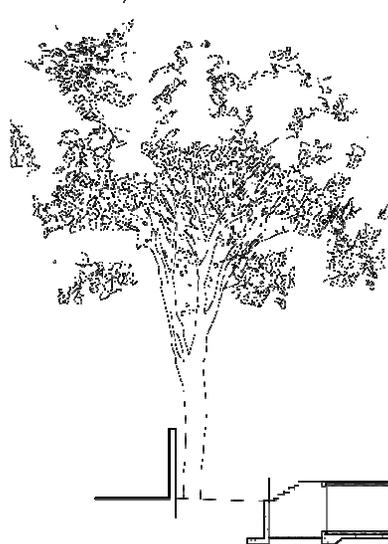
FIRST FLOOR



SECOND FLOOR

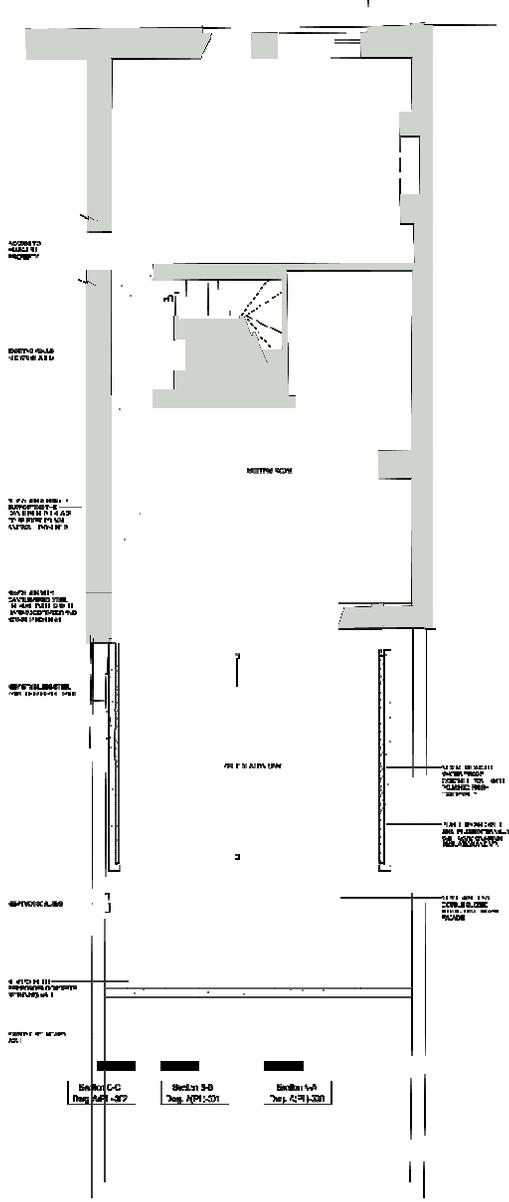


THIRD FLOOR

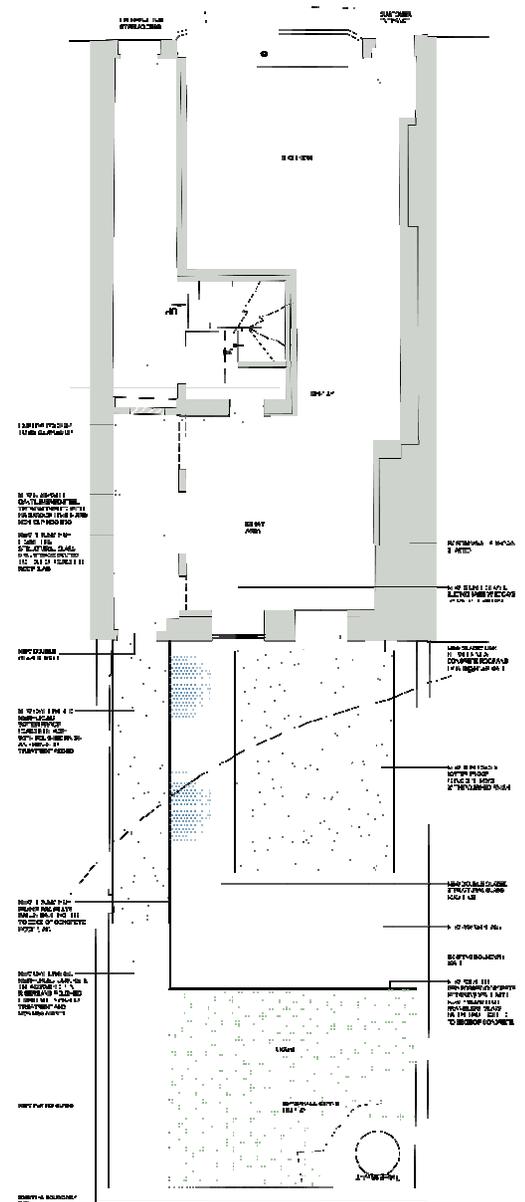


Proposed Drawings

Artemide



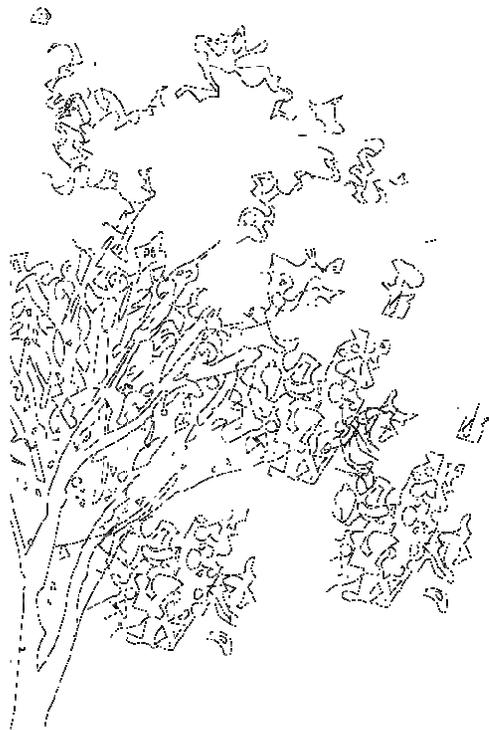
BASEMENT



GROUND FLOOR

Proposed Basement &
Ground Floor Plan

Artemide



SEE DRAWING 01

SEE DRAWING 02
 1.000' AT SLAB
 1.000' AT ROOF
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 03
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 04
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 05
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 06
 1.000' AT FINISH
 1.000' AT FINISH

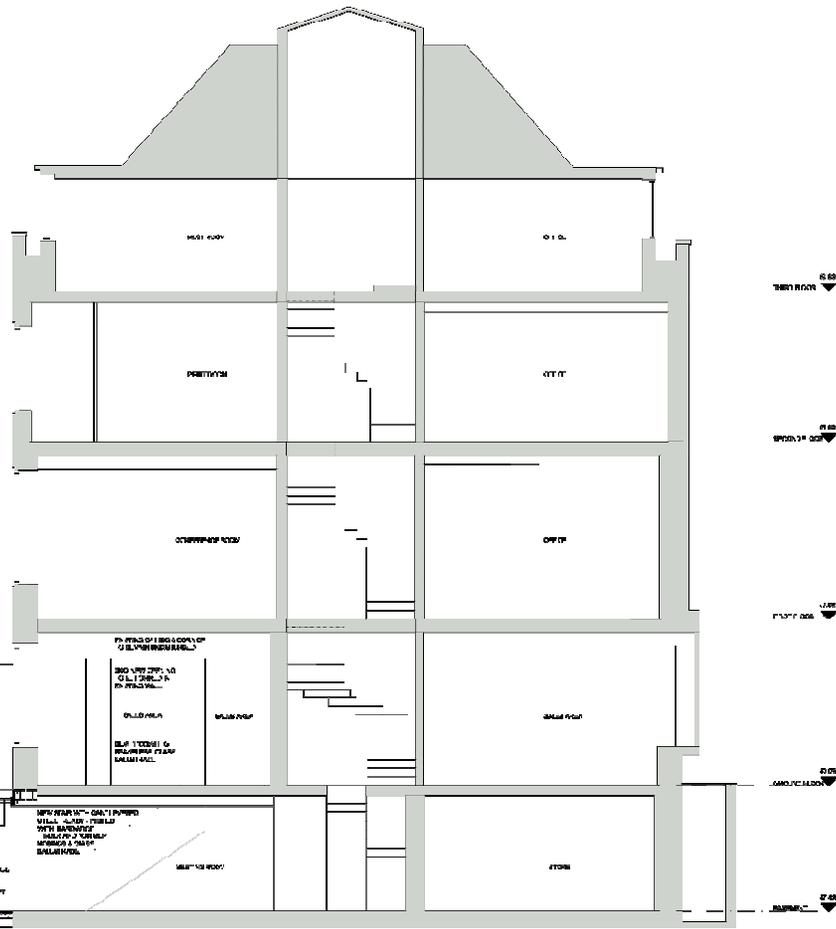
SEE DRAWING 07
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 08
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 09
 1.000' AT FINISH
 1.000' AT FINISH

SEE DRAWING 10
 1.000' AT FINISH
 1.000' AT FINISH

SECTION A-A



0.000'
 ROOF DECK

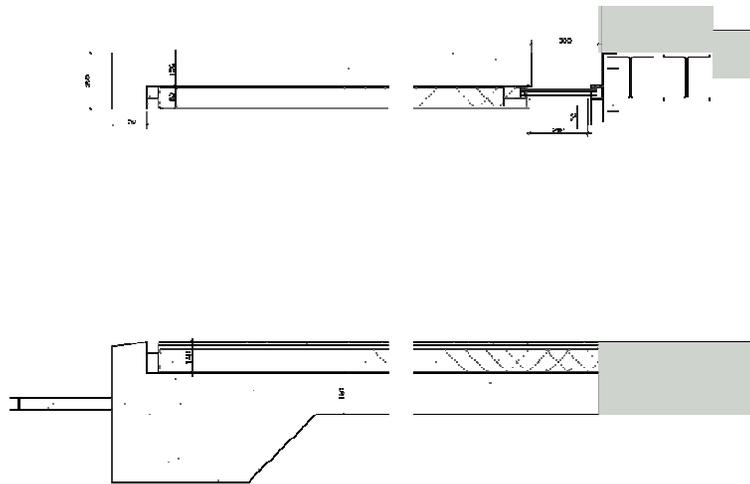
1.000'
 FLOOR DECK

1.000'
 OFFICE

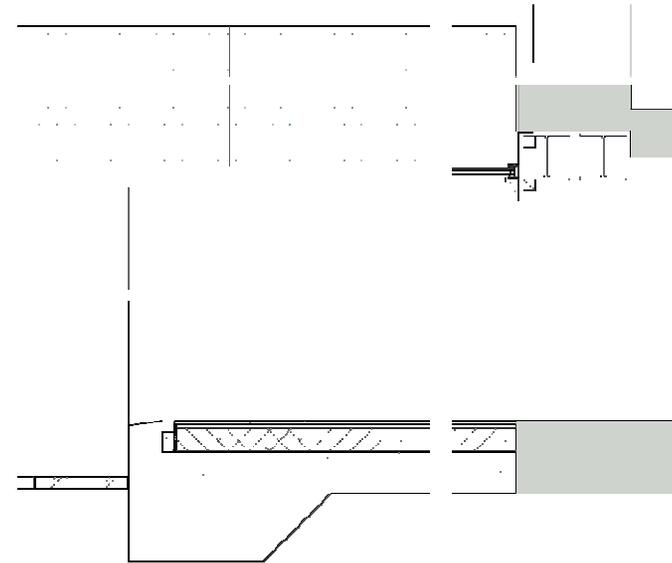
2.000'
 FLOOR

2.000'
 FLOOR

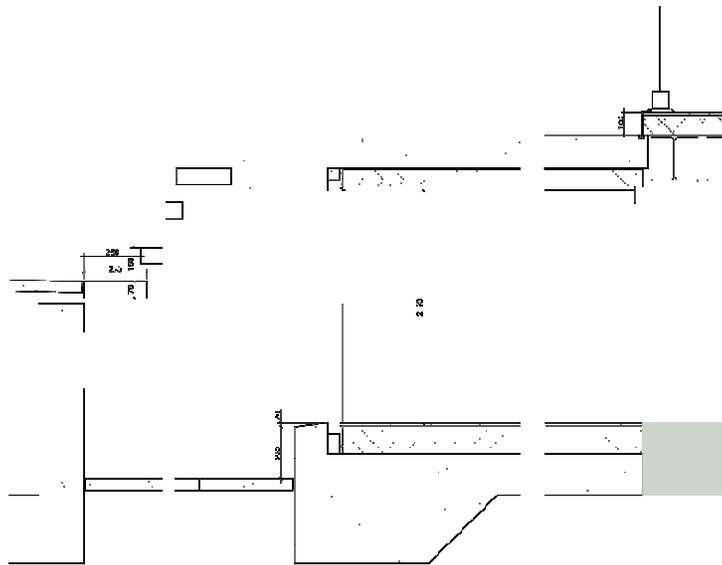
Proposed Section A-A
Artemide



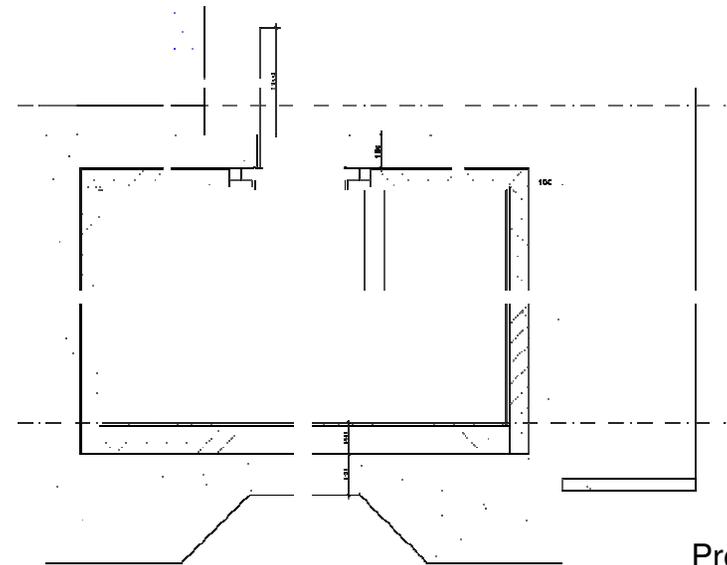
SECTION A-A DETAILS



SECTION B-B DETAILS



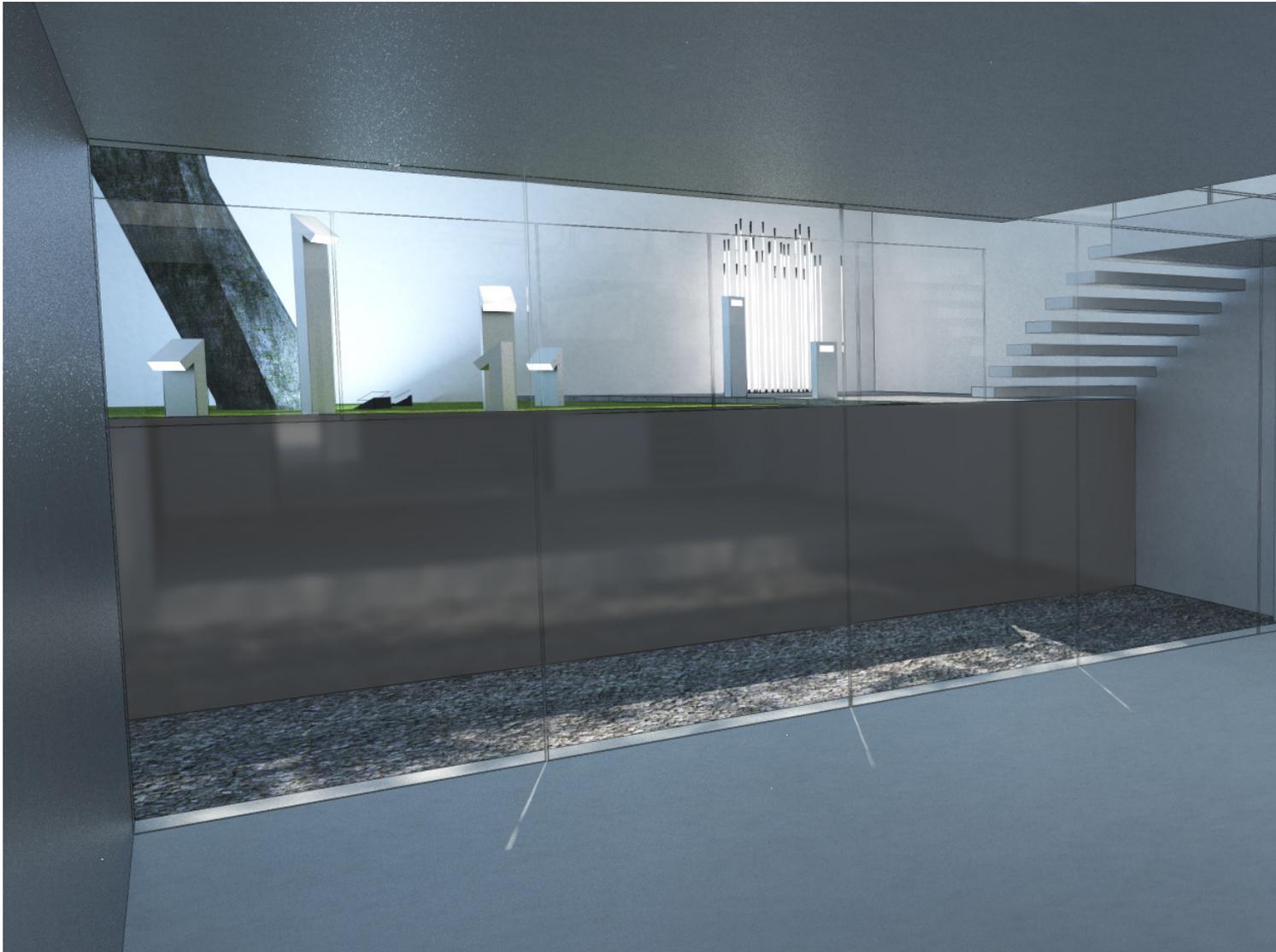
SECTION C-C DETAILS



SECTION D-D DETAILS

Proposed Details

Artemide



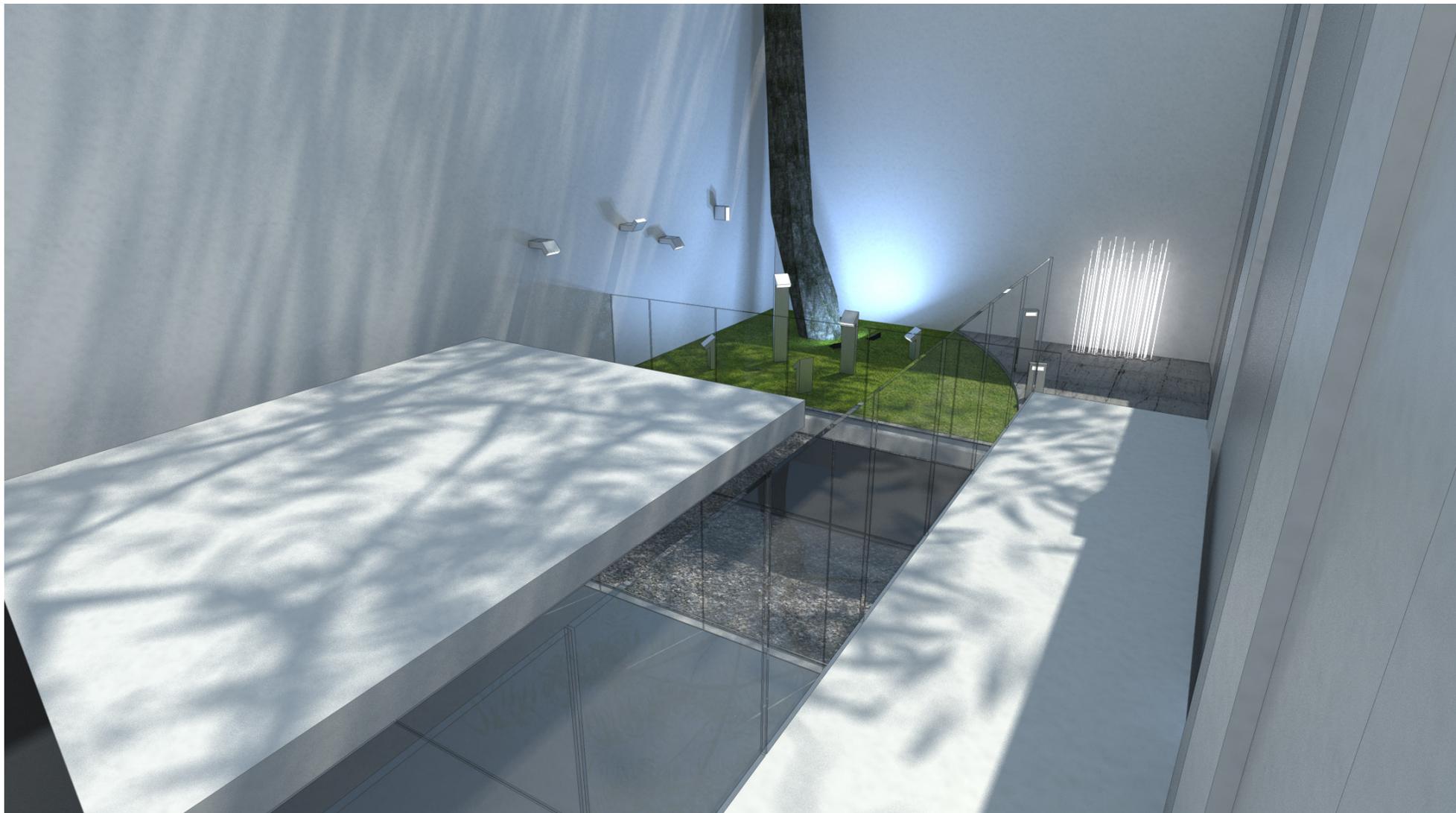
Internal view at Basement level

Artemide



External view at Basement Level

Artemide



External view at Ground Floor Level

Artemide