

made.com showroom / 100 Charing Cross Road

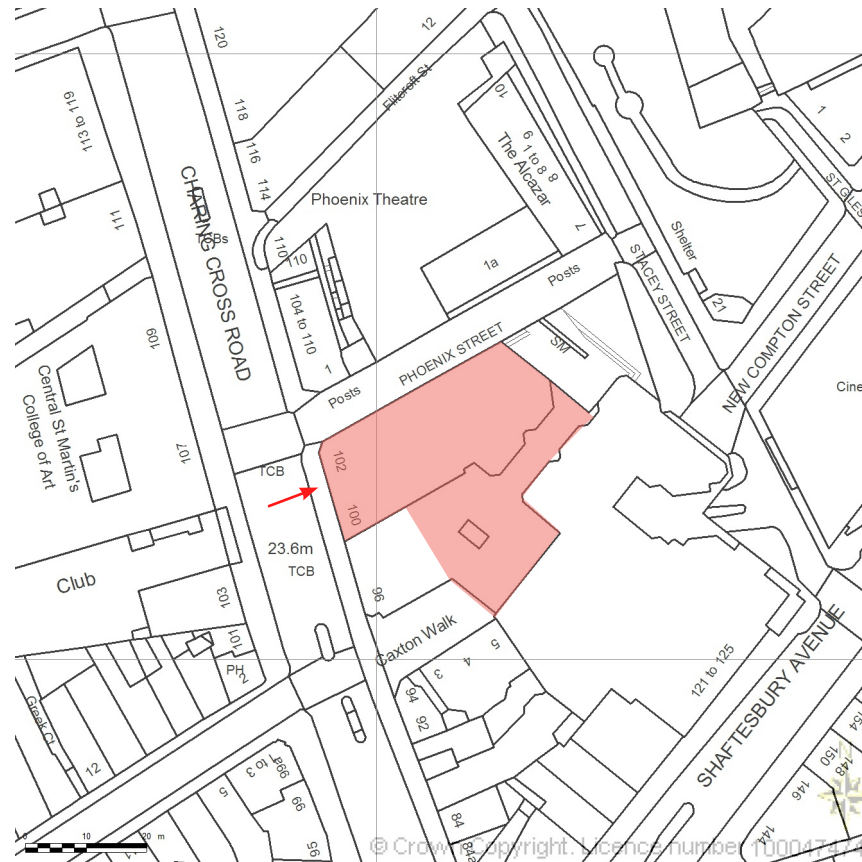
(design&access statement by **bureau de change**)

SITE LOCATION PLAN

AREA 2 HA

SCALE: 1:1250 on A4

CENTRE COORDINATES: 529911 , 181137



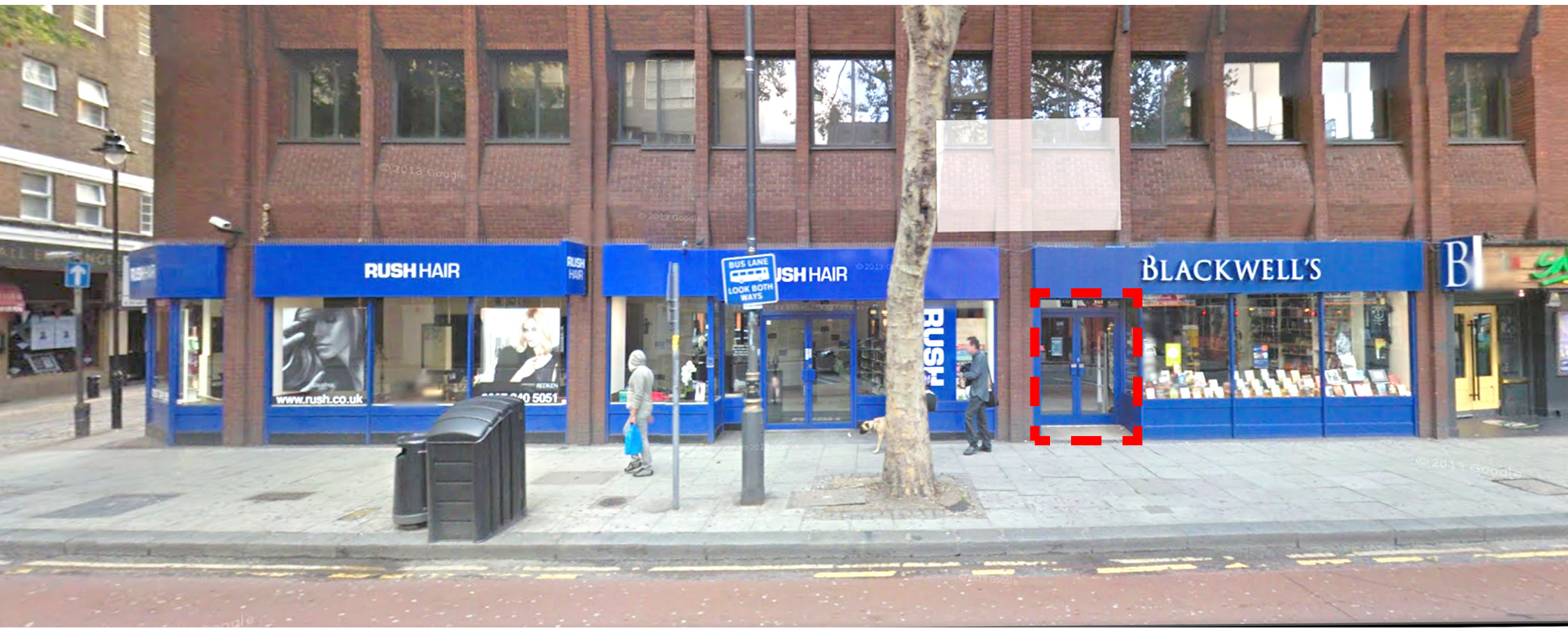
CONCEPT

Online furniture retailer made.com has acquired the groundfloor and basement premises of 100 Charing Cross Road in order to create a new showroom where the brand's furniture will be displayed and the ethic/working process behind the brand will be demonstrated.

The space was originally one and was later divided in two to accommodate for Blackwells Bookstore and Rush Hair hairsalon.

As made.com are now the only leaseholder for both groundfloor units they are hoping to use a single entrance at Charing Cross road. The purpose of that is to control footfall and monitor customers. Several valuable small items will be on display and ipads/tablets will be handed to customers for internet browsing so a single entrance would help in terms of security.

Additionally removing the original Blackwells entrance and replacing with fixed glazing identical to the rest of the shop window front will re-instate balance to the façade as it will create symmetry and focus customers and passers by to the centre of the façade where the entrance to showroom will now be located. It will also allow for a more generous window display which will add value to the street visually and commercially.



MATERIALITY

The materials used will be identical to the ones currently making up the shop window. Metal frames around the glazing in the same thickness/style and glazing panels matching the existing. The color of all the metal paneling throughout the windows on both streets will be changed to grey to give a more contemporary feel and elevate the street view of the showroom and its surrounding.

ACCESS

In terms of access, the plans demonstrating the removal of one of the 2 doors have already been approved by Building Control (as there several other exits around the perimeter of the building which can be used as fire exit. The main central entrance retained is also a disabled access door.

