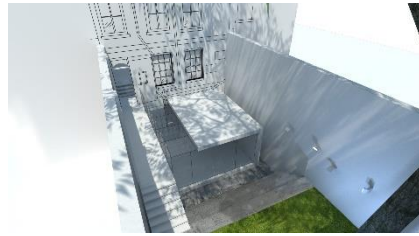
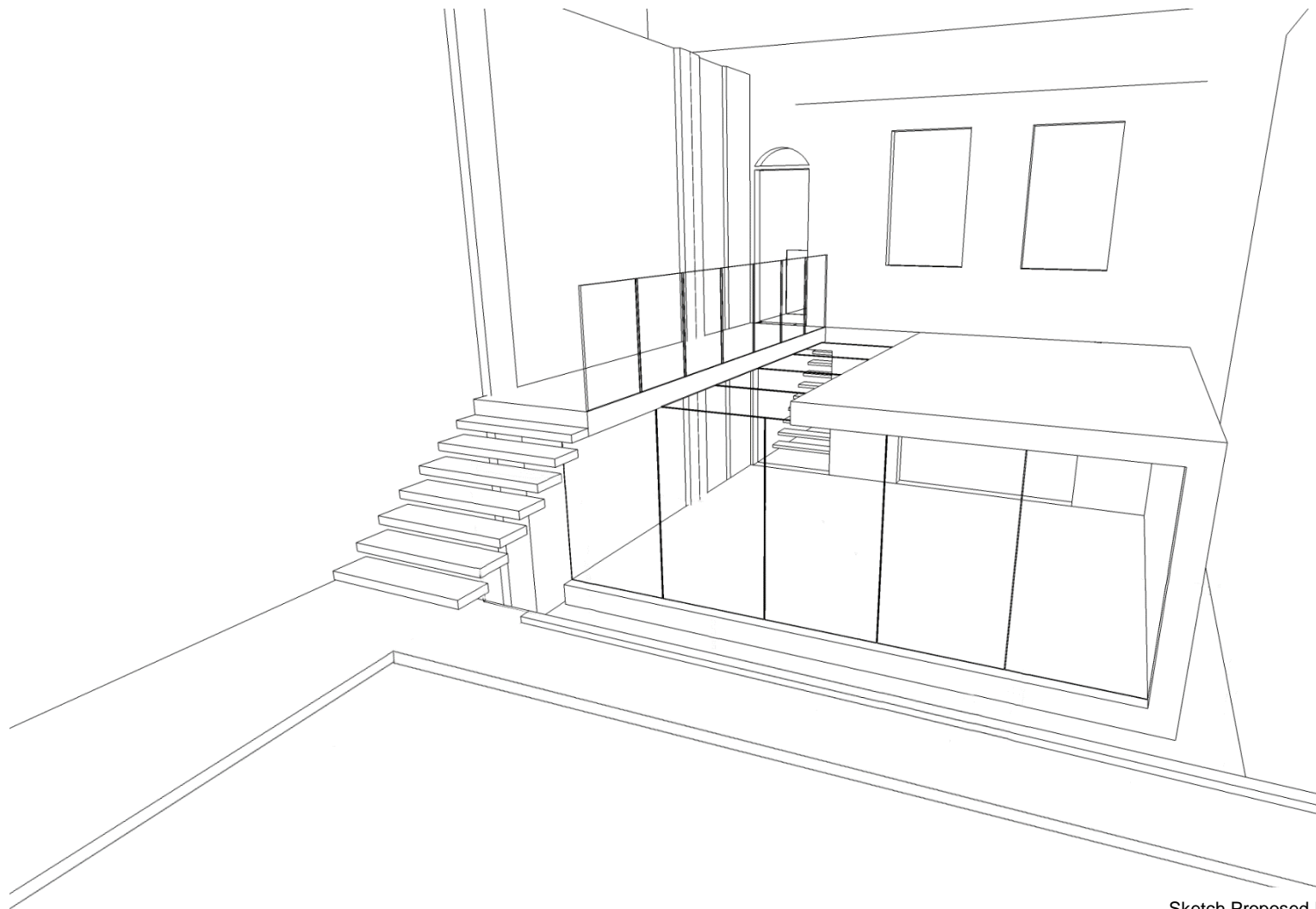


Design & Assess Statement for an extension to the Artemide showroom
106 Great Russell Street | London



**SDA
ARCHITECTS
& DESIGNERS**

Artemide



Sketch Proposed Extension

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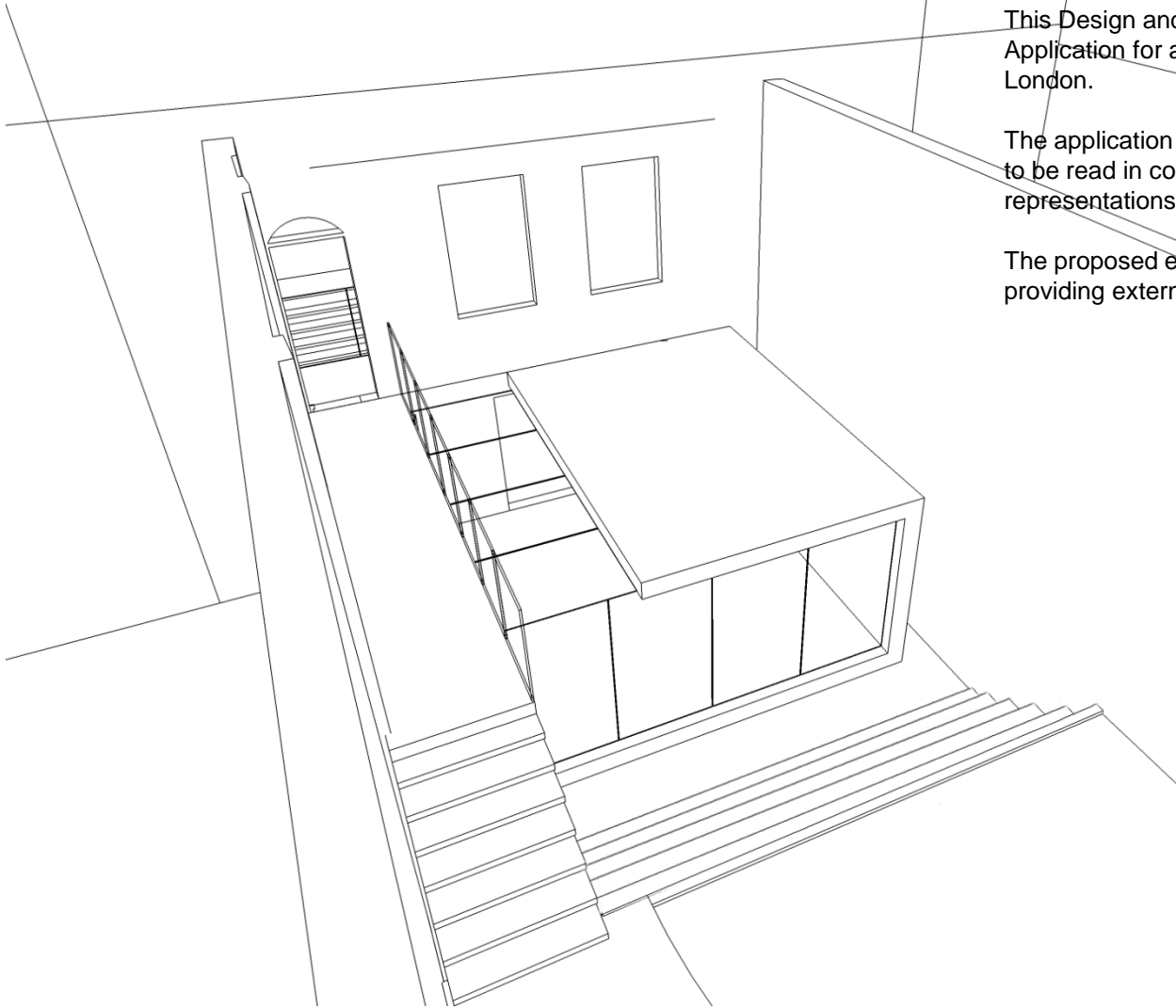


1| Proposal Overview

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 a showroom area as well as providing external display space.



1.1 External view of extension

2| Introduction

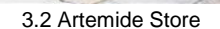
Founded in the 1960's, Artemide is one of the most known illuminations brands in the world. Artemide is nowadays synonymous with design and innovation. The Artemide lamps are considered on an international level as design icons of contemporary design. They are exhibited in most museums of modern art 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.



3.1 Use

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. The proposals are to the rear of the property only and no works will be taking place to the Listed part of the building.



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 new extension will be built on the existing concrete floor slabs, foundations & yard, with a DPM laid over and new concrete slab poured to structural engineers details, this will be in-bound from the existing boundary walls, this should enhance the appearance of the building but it also means that there will be no impact on any adjoining properties or tree roots.

The new building will be formed in a lightweight timber framed roof & wall construction with white render finish externally and plasterboard finish internally. The rear façade will be constructed in frameless double glazing with a frameless glazed roof light. The main part of the new rendered 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 the above construction method is employed so as to not disturb the existing tree route system. A lawn area and paving area is provided around the tree to existing levels again to avoid any damage to the tree.



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 new extension will effectively only occupy the same area taken up by the existing out buildings and slab.



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 provided 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.

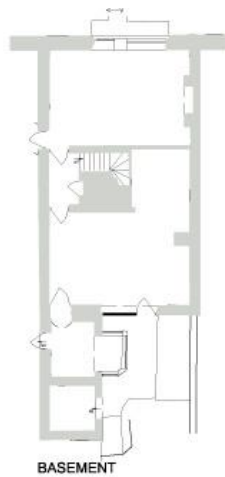


Artemide



Location Plan

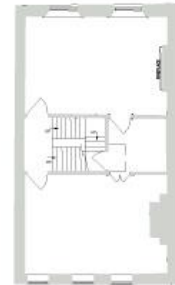
Artemide



BASEMENT



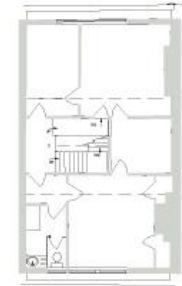
GROUND FLOOR



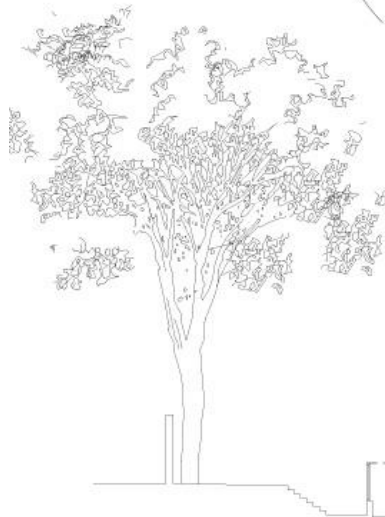
FIRST FLOOR



SECOND FLOOR



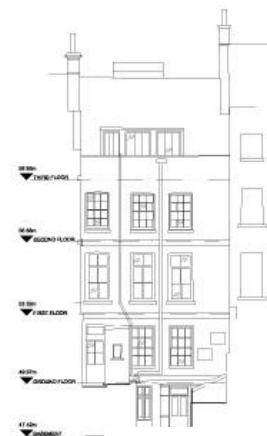
THIRD FLOOR



SECTION A-A



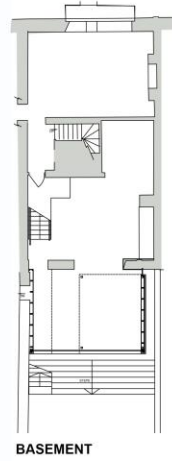
FRONT ELEVATION



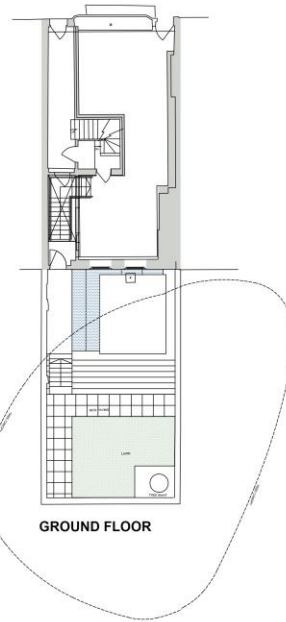
REAR

Existing Drawings

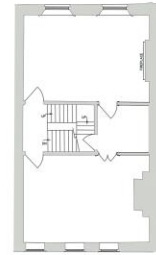
Artemide



BASEMENT



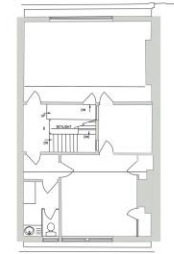
GROUND FLOOR



FIRST FLOOR



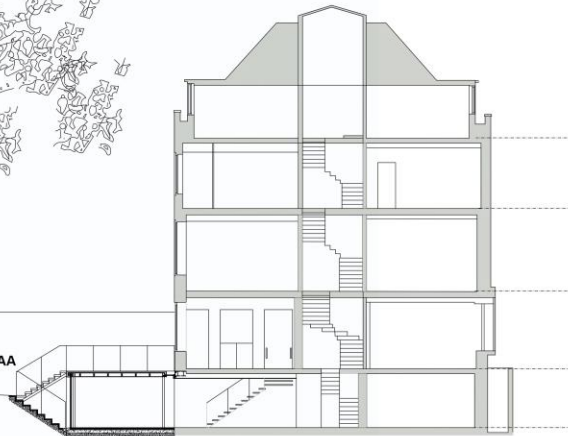
SECOND FLOOR



THIRD FLOOR



SECTION AA



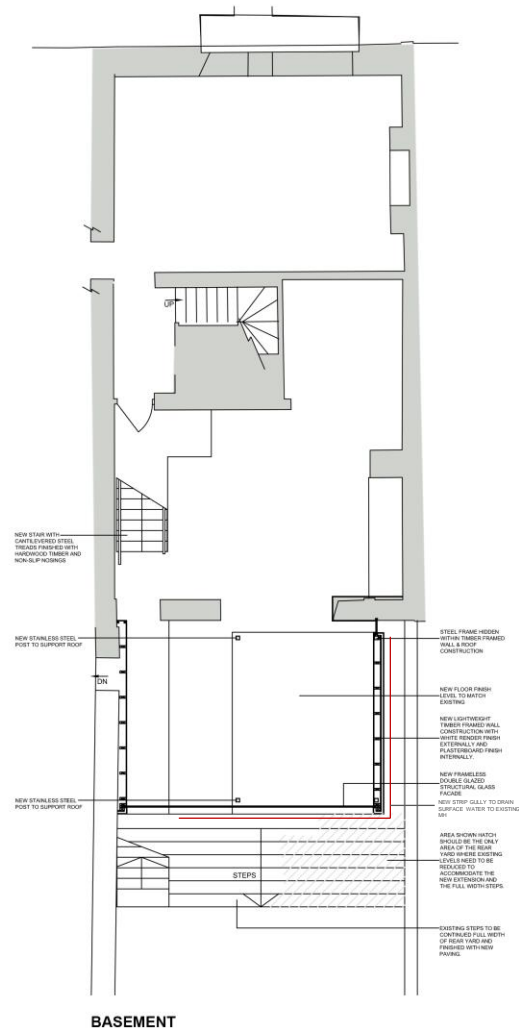
FRONT ELEVATION



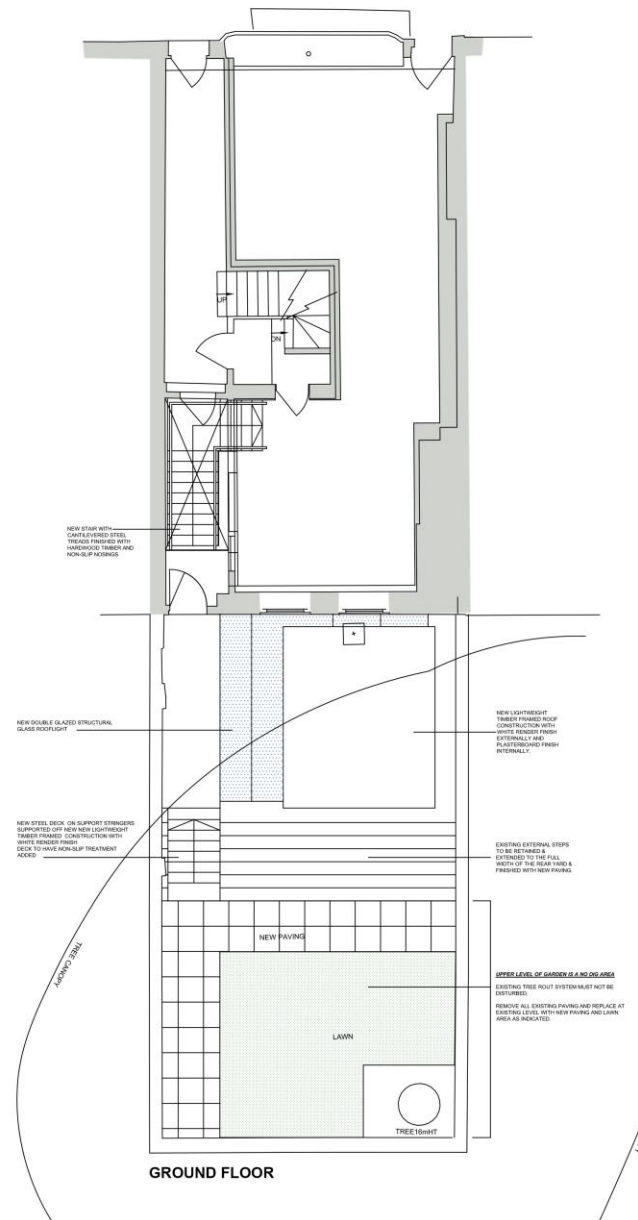
REAR ELEVATION

ised Drawings

amide



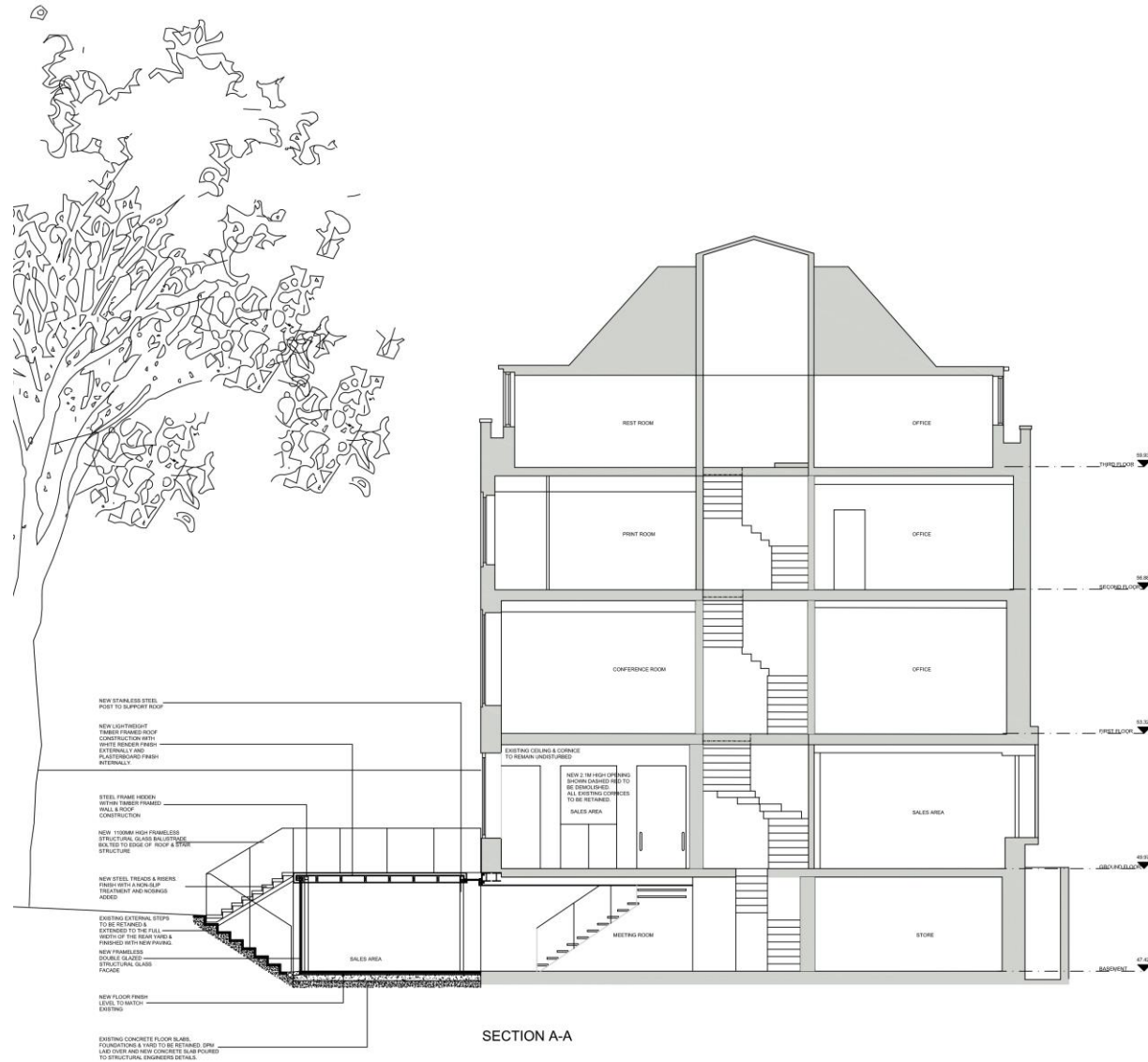
BASEMENT



GROUND FLOOR

Proposed Basement & Ground Floor Plan

Artemide



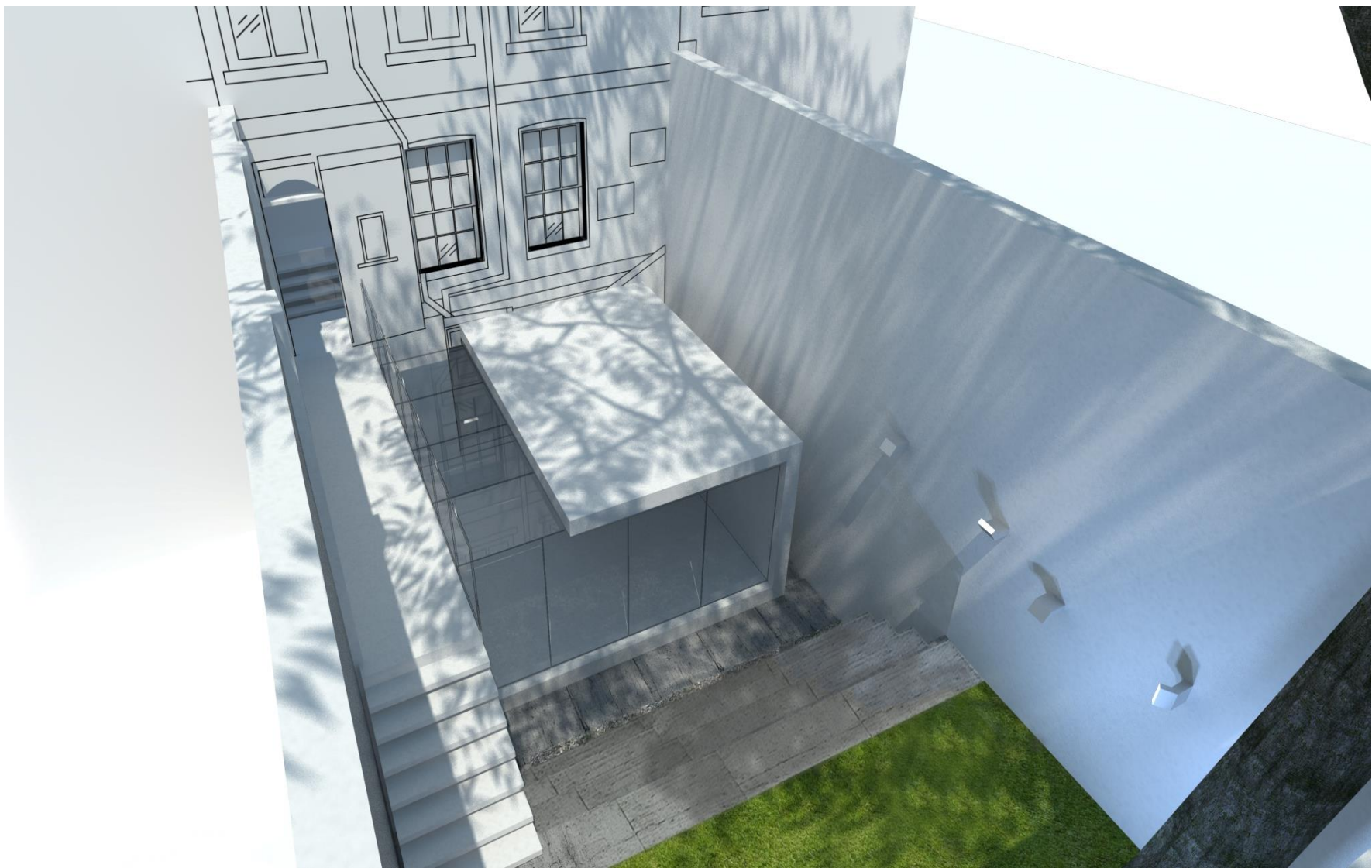
Proposed Section A-A

Artemide



External view

Artemide



External view

Artemide