

CASE STUDY: ASHMORE SHOPPING CENTRE, GOLD COAST



‘A vibrant pop of colour on an otherwise neutral floor’

The Signature Studio team worked closely with HHH Architects to deliver a stunning custom-designed Hand Tufted rug for the refurbishment of Ashmore Shopping Centre on the Gold Coast.

Project Brief:

Our in-house designers, together with HHH Architects, have developed a bespoke and striking rug inspired by the colours of the shopping centre’s logo. The colour palette is vibrant and really pops against the neutral tiles, creating a sense of drama and occasion. Texture has been cleverly woven into the patterning to add depth and interest, whilst improving the practicality of the design.

Project Challenges:

HHH Architects needed a flooring solution that catered for the Shopping Centres’ clientele. With an aging customer-base the Hand Tufted rug needed to provide a safe flooring option to avoid the possibility of trip hazards whilst delivering a design that suited a traditionally more conservative client.

Why Signature Floorconcepts:

With the in-house Signature Studio designers providing a variety of options and variations in designs. Together, the clients, HHH Architecture and Signature were able to create the perfect custom carpet solution for this project. The hand tufted rug features bold use of colour, providing a statement piece that works well with the surrounding environment. This custom carpet has become the centrepiece of the space, whilst maintaining a hard-wearing and high-quality finish that is required for the commercial space.



Client Feedback:

HHH Architects stated the design process with Signature was a pleasure. Both architect and client feedback was taken on board and revised designs were created by the in-house design team to allow us to find the perfect fit. Signature has provided a quality, well wearing product that looks great and has since received much positive customer feedback.

Credits:

Signature Floors - Karen Halliday
Designer - HHH Architects

