

SURFACE

Newsletter | Retail edition

Welcome to 'Surface' - Armourcoat's newsletter bringing you the latest stunning interior design projects and market leading new decorative products.

ArmourFX is a brand and division of Armourcoat Surface Finishes - a global company with over thirty years experience in creating stunning decorative effects. The

division was born out of need for modular fit-out in the retail sector to facilitate rapid and consistent installations. The benefits of this type of modularity quickly became apparent in many other sectors, from hospitality to commercial and even residential. Our In-house capabilities are extensive and cover all aspects of tailor-made solutions to meet client needs.

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ArmourFX for Jaguar Land Rover 'In Residence' Expo



ArmourFX has been specified for use on the Jaguar Land Rover 'In Residence' global exhibition stand programme.

Launched at the Geneva auto show, 'The Residence' stand design reflects the core principals of these iconic British brands through a high tech digital display. Jaguar Land Rover's use of technology has resulted in a cutting-edge stand design with a focus on ease of construction and the use of lightweight materials. Eventually there will

be five tradeshow 'kits' stationed in different parts of the world, the stand being seen in Beijing, Paris and Los Angeles later this year with a concept stand in New York.

Designed by global creative business Imagination, the Jaguar Land Rover stand include over 100 custom ArmourFX panels in a stone coloured polished plaster finish. The prefinished panels offer a rapid installation with ease of handling, and also ensure the panels are quickly demounted at the end

of the event. ArmourFX panels are ideal for exhibitions or projects under tight deadlines for completion. Panels can be highly customized to suit the client, sent directly to site and installed in just a few hours.

ArmourFX, evolved from Armourcoat's renowned range of applied seamless plaster wall finishes, can be used to create highly original integrated custom wall panel systems, signage or design statement single artwork pieces.

Modern Luxury



© Charles Hosea

Armourcoat polished plaster adds 'modern luxury' to the latest J&M Davidson boutique in London's fashionable Mayfair. The store, for the British leather goods and ready-to-wear label, was created by Universal Design Studio in association with Nicholas Chandor.

Part of a Grade II listed property on Mount Street, known for its deep red terracotta period buildings, colour is brought inside with a blush tonality of soft pastels. These feature across two floors to convey the brand's signature colour palette. The focal point of the store is the impressive, cantilevered staircase made

from terrazzo marble with a leather-wrapped handrail, set into a series of vertical ArmourFX panels finished in Armuralia polished plaster.

Describing the project, Jason Holley of Universal Design Studio said "we chose polished plaster by Armourcoat for its tactile qualities and its ability to create an exact colour match to the exterior facade," explains Holley. "With this match we were able to create the dusty pink tone for the feature wall, which gave a dramatic backdrop to the cantilevered staircase. It was also important for us to use only natural, high-quality materials with a long life span".

Armuralia is an exquisite silky smooth plaster finish with subtle tonal variations. It is an entirely natural product made from aged lime putty and crushed Bianco Carrara marble and contains almost no VOCs. As a ready mixed marble stucco paste, the material is trowel applied to create smooth or finely textured finishes which resemble polished stone in their appearance, hardness and touch. Armuralia is available in a range of 24 colours, shades and special effects can also be developed for custom applications.

Shock Value

Armourcoat's modular panel system ArmourFX has been specified to stunning effect at the new GShock store on London's Carnaby Street by Double Retail.

The new flagship concept store was designed to physically interpret the core values of the brand and clearly segment G-Shock's extensive product range. Through the careful use of lighting and materials, such as slate flooring, hot rolled steel surfaces and concrete wall panels from ArmourFX, the environment is an

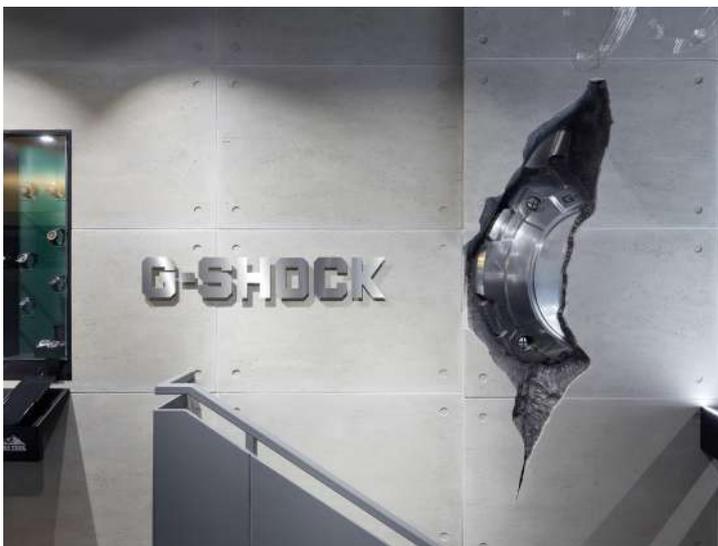
embodiment of G-Shock toughness. The store has elevated this premium offering and created a versatile future-proof space adaptable for specific collections and product launches.

ArmourFX concrete effect panels are ideal for a deconstructed urban look for contemporary projects. The panels offer a wealth of design options to achieve a distinctive industrial style including distressed effects or recessed 'shutter' markings.

Offsite construction is fast becoming the method of choice for both contractors and their clients with projects under tight deadlines for completion, or it is impractical to work with 'wet' plastering trades on site. ArmourFX modular solutions can be highly customized to suit the client, sent directly to site and installed in a few hours..



All Photography © Max McClure



ArmourFX In Style With Fashion Denim Brand



Armourcoat's decorative wall panel system ArmourFX has been used to spectacular effect as part of fashion denim brand True Religion stores in USA and Canada.

The True Religion brand, synonymous with quality craftsmanship and bold style, creates premium designs with amplified details to demand attention. Originally specified by Checkland Kindleysides Architects in London, the multi-location project detailed a store front façade in dark blue Venetian plaster on fire-rated MDF and fibre cement panels, both as a thin surface veneer.

The Armourcoat range of panels has evolved from Armourcoat's renowned range of applied seamless wall finishes. ArmourFX includes finishes and substrates suitable for all applications; from retail to residential, hotel to healthcare. Armourcoat's specialist designers and artisan plasterers can create integrated custom wall panel systems or design statement single artwork pieces.

Commenting on the project Cristobal Anaya, Store Designer at True Religion, said: "This was a truly international design process to create our new store look. The team in Las Vegas were able to quickly reproduce the exact

look we wanted, so far they have supplied to 28 of our stores in USA and Canada. The stunning decorative finish works well to accentuate our brand and merchandise, creating a visually rich background."

ArmourFX panels are delivered direct from a single source workshop in custom-made foam packaging to ensure safe arrival on site. As all modular systems, the panels can be hung and removed as required, with no specialist installation.



For further information and the location of your nearest Armourcoat Surface Finishes partner office please visit our website.

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