

PENTAGON TILES TO LAUNCH SHOWROOM IN THE HEART OF CLERKENWELL

London, February 2017 - Pentagon Tiles, in collaboration with Schlüter-Systems and Ardex, is to open an exciting and unique new exhibition space to serve the Farringdon and Clerkenwell architect and design communities.

Working closely with award-winning practice Simon Astridge Architecture Workshop (SAAW) Pentagon secured the last remaining backland plot in London's historic Hatton Garden for their Leather Lane showroom.

The showroom will be more than a showcase for the firm's exclusive range of imported Italian and Spanish tiles, it will resonate with the very material the firm promotes, clay.

Pentagon Creative Director Sam Frith wants the new showroom to be an anchor point for architects and specification professionals. He said: "We are questioning preconceptions of what a showroom is, and the relationship between the products we display and the space itself."

Taking inspiration from Juhani Pallasmaa's seminal book 'The Eyes of the Skin', the space is intended to be as much a sensory experience as a commercial one. Architect Simon Astridge, whose practice works across residential, retail, commercial and product design, explained how he and his team used the very essence of the material for the showroom to communicate Pentagon's core product and quality.

He added: "Everything the visitor to this showroom touches, from the button entry to the handrails of the staircase, is made of glazed clay made by a professional ceramicist. This connects the architecture with the main material that is being sold and helps the Pentagon brand to connect with their clients - literally and metaphorically.

"In order to anchor this project within the industrial heritage of the area, metal shipping containers were chosen as a new building to house the showroom. They have been painted red and yellow to root them further with their context and match neighbouring listed brickwork."

Pentagon MD Richard Tucker sees the Leather Lane showroom as the key to creating new partnerships across the flourishing Clerkenwell and Farringdon architecture and design communities.

Tile protection and underfloor heating specialists Schlüter have also worked in partnership on the exciting development.

Joachim Backes, MD of Schlüter-Systems, added: "For Schlüter-Systems the opportunity to work in partnership on such a unique project that showcases architecture and ceramics is one that we couldn't resist. Through this collaboration we will have a home in London to use with architects, contractors and clients for showcasing our systems and solutions."

The new Pentagon showroom is due to open at the end of March and will be officially launched in April. Special initiatives will be organised for this year's Clerkenwell Design Week that will seek the involvement of the local A&D community as well as the international audience that visits the show every year.



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