

# Amtico Project

Smeg UK HQ



Abingdon, Oxfordshire



Retail



Amtico Spacia



**The Smeg UK headquarters in Abingdon is home to an impressive showroom, which displays more than 500 of the brand's appliances for both trade and consumer visitors.**

When Smeg set about refurbishing the showroom, it wasn't just in need of hardwearing and durable flooring to replace the existing curled loose lay tiles. The space also needed a beautiful design to complement the brand's many product collections on display; enter Amtico with a contemporary alternative. The redesign saw the main areas of the showroom fitted with Spacia LVT in Sun Bleached Oak and Gallery Concrete.

Sun Bleached Oak, laid in a Stripwood laying pattern, forms the basis of the showroom with the planks running the length of the space. This not only emphasises the size but also gives a clean, uninterrupted feel. Smeg also sought to create a contrast and zone the relaxed meeting area from the vast product displays within the large 400sqm space. The simplicity of Gallery Concrete laid in Broken Bond was chosen as a contemporary backdrop, providing an almost seamless, large-scale poured concrete effect that complements the decorative product wall display.



"The showroom's previous loose lay floor was not fit for purpose, so durability was a key factor when choosing a replacement. With an established relationship with Amtico on our exhibition displays, we know the quality of the products. By using the Spacia collection in the oak and concrete shades, it really helps to complement Smeg's semi-industrial look – the finished design looks great and works well across the showroom. We also opted to fit the tiles and planks with an adhesive to ensure they wouldn't lift or curl when moving or re-arranging the heavy appliances on display."



**John Davies**  
Head of Marketing  
Smeg UK





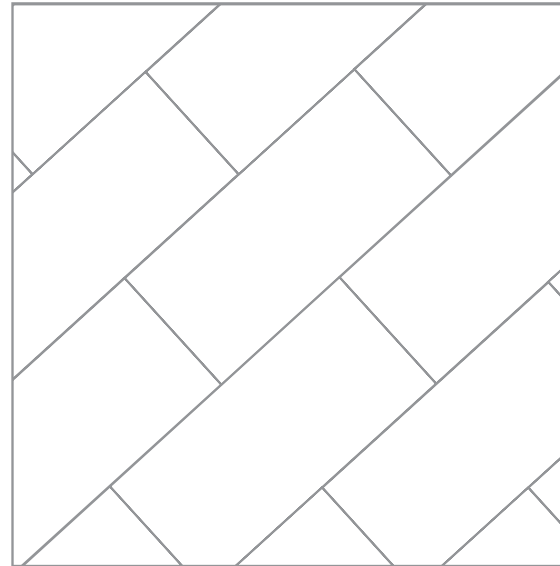


## Featured Products:



**Gallery Concrete**  
SS5S3071

## Featured Pattern:



### **Broken Bond**

An effortless laying pattern, Broken Bond works well with stone designs, such as Gallery Concrete and showcases the tonal variations and polished concrete effect across the tiles.



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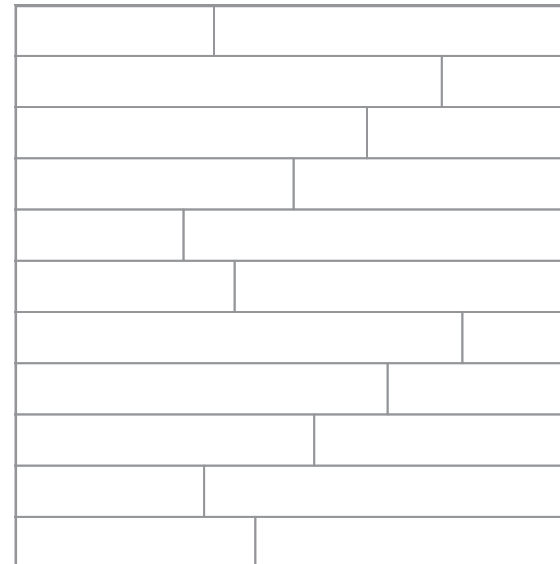


## Featured Products:



**Sun Bleached Oak**  
SS5W2531

## Featured Pattern:



### Stripwood

The simple Stripwood laying pattern, paired with the rustic and distressed grains of Sun Bleached Oak, creates a sense of movement and wayfinding, while emphasising the size of the 400m<sup>2</sup> showroom.



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