

Douglas Wallace Architects designs new flagship showroom for Lomac Tiles

(February 2008) - Tiles which imitate giraffe and zebra skins, a woman's face gazing from the wall and a kaleidoscope of colours and textures are just some of the features created using tiles from the new Lomac Tiles showroom in Dublin's Grantham Street. Designed by Douglas Wallace, the major Irish firm of architects, designers and project managers, the new showroom opens today, Wednesday, 13th February.

The stunning new showroom has been designed to appeal to the commercial and high end domestic markets and uses breathtaking mosaics and innovative display methods. The concept was to step away from the typical tile showroom towards a layout which allows the tiles to sell themselves.

Tiles are accessible to the public in innovative ways such as a tile library, mobile display units, and pull out units with an emphasis on flexibility throughout. Surprise elements in the design carry through to the toilets which feature breathtaking mosaic displays, contrasted by large format black floor tiles.

The new shop front makes an instant impact, improving the streetscape on Grantham Street. The shop front is a full height frameless glazing with a polished black granite surround.

Jim McMullan, Managing Director, Lomac Tiles, said:

"We chose Douglas Wallace for the design of our showroom following successful collaborations on prestigious projects such as the g Hotel in Galway, a luxury spa in Riga and several Peter Mark hair salons in Ireland. We wanted to appeal to our core clientele of architects, designers and developers as well as the high end domestic market. Douglas Wallace understood our needs and responded with a design which is both functional and architecturally appealing."

Carol O'Grady, Senior Designer, Douglas Wallace, commented:

"All elements and finishes which are used in the showroom reflect the high quality of tiles available from Lomac Tiles. We used the same tile on both wall and floor because we wanted to move from a patchwork quilt of tiles to a neutral backdrop. We used tiles available from the showroom to form the feature elements of the showroom so that the tiles embrace the architecture and vice versa. We created the two fluted columns and the feature curved wall to add impact and interest to the design."

Lomac Tiles was established in 1974. The company plans to follow this opening with additional showrooms in Cork and Galway.

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