

iQ Student Accommodation



With the standard repetitive fixtures and fittings no longer ticking the box for student accommodation design, Maxwell Green Design Ltd enlisted the help of Forbo Flooring Systems to breathe a new lease of life into the communal areas of iQ Student Accommodation's new property in Hammersmith, London. When iQ Student Accommodation obtained the building, it realised very quickly that the communal spaces were tired, dated and very uninspiring. As such, it approached Maxwell Green Design Ltd for its interior expertise. The result is a contemporary and fun interior that will satisfy the sophisticated needs of today's students for a long time – so much so, that it went on to be awarded the Highly Commended status in the Fly Forbo 2018/19 competition. "Within the communal area, there were many different spaces, such as a games room, study area and even a cinema room, which all required their own identity, yet needed to be connected seamlessly. While we were able to add personality to each room with furniture, wall coverings and soft furnishings, we wanted to do something striking with the floor, so it didn't just become a backdrop. As such, within the main Atrium space, we specified Forbo's Tessera Layout and Outline carpet tiles in a plank format. With this choice, we were able to create a bold, monochrome striped design that would lead the eye naturally through the space and to the various study and break out areas, while complementing the neon colour pops used throughout." The Tessera Layout and Outline carpet tiles were chosen in the contemporary Mono and Frosting colourways to create maximum impact when people first enter the space. Thanks to the plank format (100 x 25cm) of this range, the possibilities for designers to create stunning flooring schemes is endless. Lisa continued: "Within the screen room we required a softer aesthetic, so we decided to opt for a different floor covering. We chose Forbo's Flotex Concrete planks as the velvety texture provided a comfortable feel underfoot, while being durable enough to cope with food and drink spillages. We chose four different shades, Cloud, Smoke, Storm and Thunder, which were then combined to provide a contemporary twist on the traditional herringbone design. Although at the beginning iQ was nervous about the 'concrete' effect, they were delighted with the end result."

| | |
|-------------------|--------------------------|
| Project name | iQ Student Accommodation |
| Location | Hammersmith, London, UK |
| Commissioned by | iQ |
| Floor Designer | Maxwell Green Design |
| Interior Designer | Maxwell Green Design |



Flotex Concrete planks
Concrete cloud



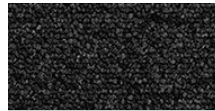
Flotex Concrete planks
Concrete smoke



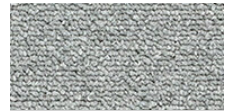
Flotex Concrete planks
Concrete thunder



Flotex Concrete planks
Concrete storm



Tessera Layout &
Outline
mono



Tessera Layout &
Outline
frosting

