

**Project:** Manchester Science Partnership

**Location:** Manchester

**Designer:** The Sheila Bird Group

**Flooring Material:** Eternal

**Design Reference:** Eternal anthracite concrete 13032 and brushed chrome 13712 and bespoke digitally printed vinyl





## Immersive designs for Manchester Science Partnerships

Forbo Flooring Systems' high quality, digital printing capabilities has brought a flooring design to life in the main social space of Manchester Science Partnerships' (MSP) Greenheys building. The custom A to Z map of Manchester helped The Sheila Bird Group to create a real focal point to the space. This engaging feature, combined with the use of Forbo's durable Eternal vinyl products, led to the project being Highly Commended in the 2014/2015 Fly Forbo competition.

As one of the UK's leading science park operators, MSP wanted its events and community space on the park to have the 'wow' factor, to help its group of scientists, innovators, investors and entrepreneurs to connect with one another.

With help from Chris Naughton at The Sheila Bird Group, a multi-use focal point for the community at MSP was developed: "The interior of MSP's Greenheys building has a lot of exposed brick and so we wanted to retain the industrial feel of the building within the space, but also install a completely unique floor covering to inject a stand-out feature in the area," commented Chris. "Therefore, we created a custom A to Z map of Manchester which pinpointed the various MSP buildings dotted around the city in different colours. By doing this, visitors to MSP's Greenheys building would be able to immerse themselves into the map and orientate themselves through the city by just looking at the floor covering."

Forbo's digitally printed Eternal vinyl offers a new dimension in colour and design. Indeed there really are no limits to what can be created – thanks to the exceptional colour clarity and print capabilities. This is in addition to the product retaining the full performance specification of the Eternal core collection; durable, high quality and easy to clean and maintain.

Chris continued: "Throughout connecting walkways we installed Forbo's Eternal Vinyl floor coverings in the metal grey colourways, Anthracite Concrete and Brushed Chrome, as the raw distressed finishes complemented the industrialised aesthetics of the building."

Forbo's Eternal presents a modern collection of textiles, metals and stones in order to inspire specifiers with a far-reaching range of designs. What's more, while Forbo's vinyl has always been the benchmark in heterogeneous design, it's PUR Pearl finish makes the floorcovering easy to clean and its lasting performance guarantees that Eternal will stay in prime condition, even under heavy traffic conditions.

"We have used Forbo on many projects as they are able to offer good quality products at a competitive price and have the ability to deliver custom floor coverings – something we definitely desired and attained for this project. Indeed, the interior of the building could not have looked this great without Forbo. This project has been very successful and it has led to us developing a great relationship with MSP," Chris commented.

Thomas Renn, Associate Commercial Director, MSP concluded: "Our events space really does have the 'wow' factor, thanks to the combination of a brick wall backdrop, colour pops of purple, contemporary furniture and Forbo's products. It's the first thing visitors to the space comment on and love to share pictures of on social media. The installation of the A to Z map on the floor is a very clever idea – it helps our visitors to locate themselves within Manchester and connects MSP to the rest of the city."

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