



Project: 55 Baker Street

Location: London

Flooring material: Nuway entrance systems

Floor Design: Tuftiguard

Design Reference: Classic and Design





A stylish design on Baker Street

When London's 55 Baker Street was being given an ultra modern transformation by London-based Make Architects, Nuway Tuftiguard from Forbo Flooring Systems was chosen for the entrance matting, to complement the building's sleek geometrically designed atrium and interior.

This radical renovation of a 1950s office building, which was once the iconic Marks and Spencer head office, transforms the location into an important new urban amenity. While providing an exceptional range of flexible and highly efficient office spaces, the scheme invites interest at street level by offering generous new public spaces.

Architect Julius Streifeneder explains: "Three glass infills or 'masks' span the voids between existing blocks to create a new facade for the building, with the central glazed section enclosing a seven-storey atrium which is open to the public.

"The geometry of the central mask, which is also incorporated into the building's logo is carried throughout the building, from the cladding panels to the door handles. Obviously the entrance matting is one of the first things to be seen when entering the main lobby after passing through the grand atrium so it was essential to continue the theme of triangular facets and diamond shapes through the flooring.

"But it also needed to be hardworking as the ground floor of the building is devoted to retail units, cafes and restaurants serving residents, pedestrians and business employees, which is why we chose Nuway Tuftiguard."

Nuway Tuftiguard entrance systems are a rigid, double-sided, reversible matting which can carry a 15-year guarantee. Designed for the most demanding heavy traffic entrance areas, which are subject to high levels of pedestrian footfall and wheeled traffic, Tuftiguard can handle extreme levels of soiling and will deliver high performance even when minimal cleaning regimes are in place.

James Morton from Forbo Flooring said: "The entrance to this stunning building demanded hardwearing matting, which could be cut precisely on site to ensure the integral linear shapes could be accurately mirrored. SDS Marketing has worked with us on a number of projects and as one of our trained installers, ensured a professional finish was exacted."

Each Tuftiguard mat is 100 per cent bespoke to the application, made to order depending on size, shape and depth of matwell. Other options include a choice of PVC, aluminium or brass scraper bars and the choice of nine different shades of wiper strips, to reflect any interior colour scheme. In addition, Nuway mats can be also be supplied with logos, crests and messages.