

## Material Lab

Material Lab, offers designers and architects an inspirational resource where they can meet and discuss projects, explore the potential of tiles and discover innovative new materials...

### The Brief:

H&R Johnson are one of the UK's largest, oldest and most well-respected tile manufacturers. They needed to create awareness for up-and-coming architects and designers.

### The Solution:

'i-am' and H&R Johnson agreed that a radical step was needed... Most showrooms are stuffy, underused and boring; it definitely couldn't be yet another showroom! So, Material Lab was born... Located in the heart of London, Material Lab demonstrates the latest innovations in tiling and the flexibility and creativity possible with surface materials.

The 'Wet Zone' explores the effect of water and steam within an alpine spa that includes a Jacuzzi, steam room, shower and water garden. The 'Dry Zone' is an Arizona landscape that explores the textures and colours associated with such a hot arid environment.

### The Result:

Since Material Lab opened in January 2006, the environment has been tremendously successful for the client in focusing awareness and has received acclaim from such architects as Piers Gough and Will Allsop.

