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INTERNATIONAL DESIGN

"Dreams come true"

Virginia Tiles launches a 4,617sq.ft boutique showroom of speciality building materials addressing aspirations of residential and commercial consumers. The experiential environment encourages tactile sampling assisted with service to 'dream, select and realize.'

The approach to the store through a wide driveway past a slick store signage takes a visitor to a destination store. Open back windows give a glimpse of the specialized store offerings. JGA was the design agency that was commissioned to create the store design concept to address discerning customers and influencers like architects and contractors. Explaining the store approach and front, Debra Osborne, Marketing/Showroom Operations, explains, "Similar to an entry into an upscale boutique hotel, the visitors to the showroom first enter an area called "The Runway" - the reception area, where they can browse while awaiting their consultant to approach them."

The store features a wide selection of porcelain tiles, ceramic tiles, and natural stones representing the finest manufacturers and suppliers in the industry thus putting together a compelling range to take a decision from.

Talking about the store layout and configuration, Debra adds, "The flexibility of the showroom allows the space to adapt to its customers' needs. Using a variety of surfaces including display work benches, rolling carts, "found" tables with textures to contrast the

clean and minimal gallery-like setting of the overall environment, provides the perfect background to mix-and-match the colors and textures of the tile and stone samples available in the store."

The showroom space is spacious and well organized almost like a boutique hotel to help customers to study various materials and finish options in terms of stone, tiles and artisanal materials (exotics and commercial). The offerings are thus organized into logical combinations and clusters of samples materials displayed on verticals and panels and horizontal sliding stacks. The rolling cart almost acts like a consolidator and helps collect samples from across the showroom, match and compare together different in innovative possibilities and then take a decision.

Lighting in the store plays a very vital role in the experience of the store and its offerings. To endorse that Debra says, "Most of the illumination is focused on the tile displays and the work tables. There is little ambient light, resulting in a residential, warm light level." The material finishes in the showroom are minimal, where a neutral color palette serves as the backdrop to the showroom vignettes with the product as the star."



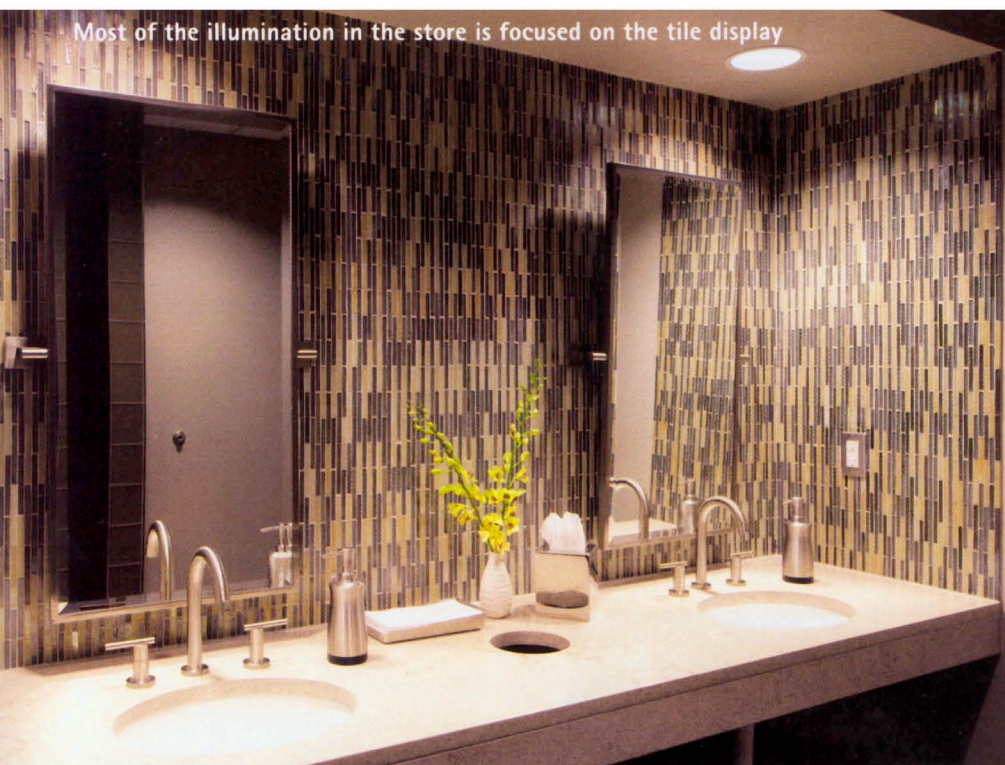
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The store features a wide selection of porcelain tiles, ceramic tiles, and natural stones



The store has used a variety of surfaces including display workbenches, rolling carts, and "found" tables with textures to contrast with the clean and minimal gallery-like setting of the overall environment



Most of the illumination in the store is focused on the tile display



A wide driveway past a slick store signage takes visitor to a destination store

The store design thus has very successfully impacted the objective of creating a compelling experiential environment that inspires to 'dream, select and realize' •

Smitha Samuel

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Bill Stephenson

Client Team
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Barbara Wujczyk – Designer
Claire Tsatsos – Designer

Design Firm
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JGA Design Team
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Architect
The Design Forum Inc

Mechanical & Electrical Engineers
EDG Engineering Design Group

Lighting Designers
Gasser Bush Associates

Lighting Manufacturers
Lite Control
Contech
Focal Point
Gotham Lighting

Floors
Stone Tile International
American Olean
Crossville
Ceramic Tile International
Bolyu

Wall Covering
Wolf Gordon
Forbo (bulletin board)

Fixtures
Polcart S.P.A.
Casetti

Ceiling
BPB Celotex

Millwork
CMS Creative Merchandising Systems

Laminates
Formica
Nevamar
Wilsonart

Furniture
Tha HON Company / Watson

Paint
Sherwin Williams / Benjamin Moore

Glass Tile
New Ravenna / Stone Tile International
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Wood Veneer
Treefrog Veneer

Photography
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