





tile council

Porcelanosa's new Glasgow HQ is a triumphant marriage of understated sophistication and visual spectacle, writes Martin Mitchell. It's certainly not your usual kitchen and bathroom tile shop.

mix readers are well aware that we're not strangers to a night on the tiles. However, rarely do we get the opportunity to witness said tiles in the sober light of day, and certainly not in the spectacular fashion they are displayed at the striking new Glasgow headquarters of leading tile designer and manufacturer Porcelanosa.

This brand spanning new facility occupies a prominent, high-profile site in the area of Braehead, adjacent to Glasgow's M8 motorway, which provides a busy transport link between the city centre and Glasgow Airport. As well as a flagship premises and showroom for the company, it also provides a workplace for a number of office staff that have relocated from the company's previous premises on the Hillington Industrial Estate. The completed building has had to get the ▶▶▶▶▶▶



balance right between high quality aesthetic and functional design, and it more than manages to achieve this thanks to the combined efforts of those involved in satisfying the design brief and delivering the completed project.

Porcelanosa specialises in top notch continental tiling, bathrooms and kitchens.

Whilst it's recognised worldwide as a quality brand, it still required the creation of an overall image for the new HQ that would reflect its internationally established reputation. The main contractor for the project was Scottish building group Dawn Construction Ltd, while, thanks to a recommendation from one of Porcelanosa's

own clients – a surveyor's office in Glasgow – workplace interior consultant Resource by Morris was also brought on board. RBM took charge of the supply and specification of top quality office equipment and furniture.

However, the new premises had to be an operational day-to-day workplace as well as a flagship display space. This meant that furnishings had to combine striking contemporary styling with the durability and functionality required by a busy office with a large number of workers. The specification of said furnishings was primarily presided over by Porcelanosa's Senior Designer, Licia de Pasquale, who worked closely with RBM's consultants to ensure that the highly detailed brief could be met. She outlines the reasons behind the selection of the workplace design scheme: 'We were aiming for a contemporary, modern look that would reflect the nature of the business and its design credentials. We settled on a colour scheme of largely black and white, as whilst this look is very much in fashion at the moment, it is unlikely to date particularly in the future.'

At one point during the process of the project's development from planning to installation, it was deemed necessary to



case study



►► lower standards and facilities at Hillington, as Licia De Pasquale explains: ‘The response to the new building has been extremely positive from the people that now work here, having relocated. The previous premises offered very little in the way of natural light or staff facilities. It wasn’t a particularly pleasant environment to work in – night and day compared to what we have here, really.’

‘There has definitely been an upturn in the general morale of workers that have relocated to here from the Hillington site.’

By the sounds of it, the favourable response to the new HQ hasn’t just been restricted to those in situ, either. Feedback from Porcelanosa’s visiting clientele has apparently also been very positive since the multi-purpose facility opened for business. This seems to be an inherent property of the new building, almost like it has a built in ‘feelgood factor’.

Yeah, from the exterior, the impressive glass façade establishes the contemporary, uncluttered, clean ideology of the building. And this is continued throughout, from reception to showroom to office to warehouse. However, thanks to the skillfully realised design and fit out, at no point does this modernist manifesto render the premises stark or unwelcoming. The impression the place leaves is simply one of classically professional design. It’s a successful example of how to combine an obvious but not overt display space with a bustling place of business in one extremely well realised, sparkly new building ●

essential ingredients

Client:	• Porcelanosa
Main Contractor:	• Dawn Construction
Workplace Interior Consultant:	• Resource by Morris
Furniture Supply:	• RBM 0141 300 7200
Systems Furniture:	• Morris Office 0141 420 7720
Seating:	• Connection 020 7253 9877
Monitor Arms:	• Colebrook Bosson Saunders 020 7940 4266
Reception/Trade Desk:	• MSL Interiors 0161 827 9050
Flooring:	• Porcelanosa 08702 240245