



# d.e.s.i.g.n.

Ideas to help you deliver, excite,  
spark, inspire, guide and narrate

Issue 02



# Welcome to d.e.s.i.g.n.

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In this issue, we're taking a close look at education, first with a fantastic guest blog by Lesley McMillan, SBID Interior Designer, and Chair of the Education Design Council for the Society of British and International Design. Lesley takes us through her approach to designing supportive, inclusive education spaces. Second, our latest case study is Beachside Holiday Park, Cornwall. Designed to let the sunshine in, despite the weather, this inspirational project includes a focus on our LVTs and has won an Altro Design Recognition Award for Ace Flooring & Carpets and the team at Beachside.

Looking for alternatives to tiles? On page 10 we put the spotlight on Altro Tegulis™, our new tile-effect wall panels that are ideal for wet rooms, bathrooms, kitchens and retail spaces.

If you love that contradiction of a hotel lobby, enjoying the bustle while marvelling at the peace around, our Get the Look feature is for you. Our Design Manager, Luca Bellavita, combines Altro Orchestra™ flooring with Altro Whiterock™ wall designs to create a luxurious space that brings the outside indoors.

We have moodboard inspiration around the beauty of winter, plus enough positivity and change to keep you going until spring...

If you want to discuss any of the concepts from d.e.s.i.g.n. or get help with a project, please don't hesitate to get in touch. We offer specification and technical support, product and sector resources and a range of CPDs to help you in all you do.

Enjoy.

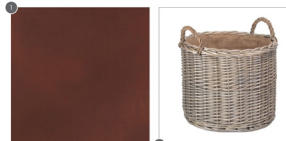
## Get the look

### Warm, welcoming hotel reception and lobby

Hotel reception and lobby areas can be busy with people coming and going, so this space has been created to balance that, with plenty of space to relax in and an emphasis on biophilic design elements. Biophilic is our instinct to connect with nature and, when drawn upon in design, can support psychological wellbeing among its benefits. To achieve this, the window fills an entire wall space, allowing natural light in, as well as a view of the hotel gardens outside. The use of plants inside then mirrors this – in the same way, the blue seating mirrors the sky while the white ceiling and lighting emulate clouds.

The terrazzo-effect floor features green and grey 'chips', reflecting the greenery and natural stone, bringing a sense of coordination that would probably only register subconsciously. Unlike terrazzo, this vinyl floor has 15dB sound reduction to lessen the sound of passing feet and wheels. In this relatively small space, the seating fits right into the window, allowing space to relax and the perception of sitting outside, while fitting in as much seating as possible. Whilst a lobby could be stark, real wood, copper-look wall cladding, and natural stone run up the walls, creating the space with a warm, luxurious feel, somewhere you would be happy to meet, work, wait, or enjoy reading a book. The natural look is picked up again in the wicker planter and the marble furniture so that nothing seems out of place.

Luca Bellavita  
Design Manager, Altro



### New - Altro Tegulis™ tile-effect wall panels for beautiful, modern spaces

Altro have launched an innovative new wall panel solution designed to replace the need for costly, and potentially troublesome ceramic tiles. Altro Tegulis draws on its tradition of Altro hygienic wall solutions to launch a collection of tile effect wall panels, in an array of colour palettes and clever designs including on-trend chevrons, herringbone and metro tiles.

Suitable for use in bathroom or kitchen renovations, whether in private housing, retail or commercial environments, Altro Tegulis is an innovative wall system with the look and feel of tiles created with custom-etched grout lines.

Mark Johnstone, Head of Commercial at Altro commented 'Altro Tegulis offers the benefits of a hygienic, grout-free installation with the appearance of ceramic tiles, but without the drawbacks of bacteria and cracking often associated with them. Altro Tegulis is quick and easy to install, and completely waterproof for wet environments using our half-lap installation method.'

With numerous colour and tile-effect combinations Altro Tegulis is perfect for those looking to create a stylish, flexible look for walls. Created from 10 standard tile-effect options with multiple colour and design options, and a 10-year guarantee, Altro Tegulis takes innovative wall design to a new level.

Discover more

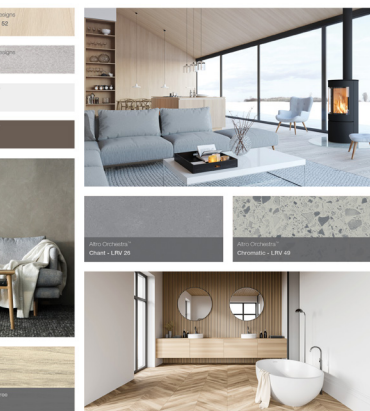


## Winters warmth



# Contents

Guest blog - Lesley McMillan, Education Design Council	4
Get the look - hotel reception	6
New product - Altro Tegulis™ tile-effect wall panels	8
Case study - Beachside Holiday Park, Cornwall	10
Colour card - Winters warmth	14





## Designing supportive, inclusive education spaces



**Lesley McMillan**

**SBID Interior Designer and Chair of the Education Design Council for the Society of British and International Design.**

I'd like to outline the role of an interior designer in education buildings, important considerations in designing learning spaces that support pedagogy, health, wellbeing and sustainability and design considerations that I think will become increasingly important in 'post covid' learning settings.



Studying interior architecture, over the years I have been involved in the design of a variety of spaces, including education, offices, community spaces and residential. As an interior designer I am involved in lots of different scales of projects. In large or new-build projects we work as part of a design team, informing the interior architectural layout, with involvement in the design and specification of the fixed and loose fixtures, fittings and furniture. In a refurbishment, depending on the scale, we will work as part of a design team in the above capacity, and sometimes additionally undertake statutory consents, such as listed building consent, planning applications and building warrants. We can act as the principal designer, co-ordinating





the construction design management considerations of the design team, and sometimes act as the contract administrator for the works on site.

Interior design is not just about designing ‘pretty spaces’, although aesthetic is a large part of an interior designer’s role; it’s much more complex. We are the only discipline within design that interacts with almost all other areas in the design industry, such as project managers, architects, mechanical and electrical engineers, digital experts, landscape architects, structural engineers, furniture designers, textiles and product designers, through to graphic designers.

In the context of an education building, it is about designing a space that supports pedagogy – that’s the method and practice of teaching - as well as promoting health, wellbeing and sustainability. The design of the best educational spaces is a result of design collaboration between all of the stakeholders for optimum experiential and physical design - experiential being the education, and physical the space. In this capacity, interior design could be seen as acting as a ‘bridge’ between the experiential and the physical.

[Read the full article here.](#)

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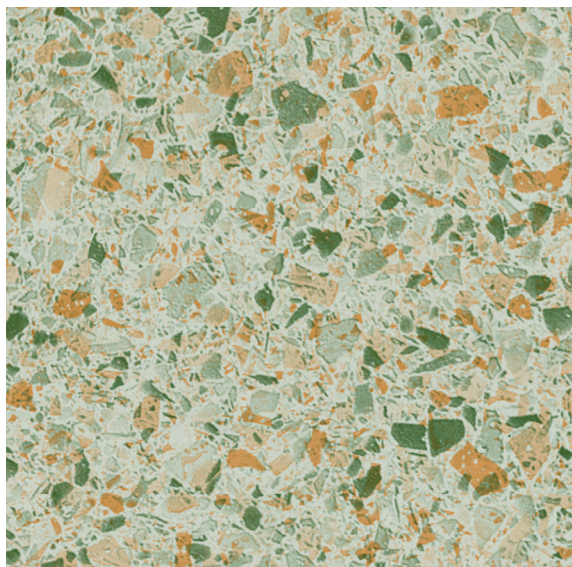
Luca Bellavita  
Design Manager, Altro



Altro Whiterock wall designs - Antique Copper







Altro Orchestra - Porter



Altro Whiterock Digiclad (Custom)



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## Beachside Holiday Park, Cornwall

Altro floors and walls bring the seaside in at Cornish holiday park





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“The package of Altro products for the kitchen and back of house areas was recommended to us and we were delighted with those. We then worked with Ace Flooring and Altro again came out on top.”

**Ben Trenchard,**

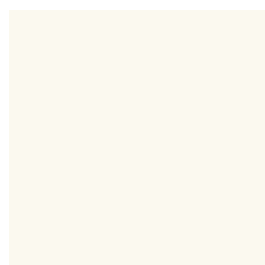
General Manager/Director,  
Beachside Holiday Park



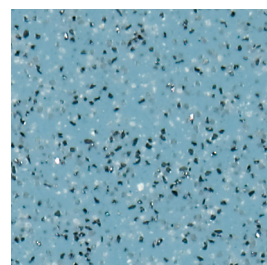
## Featuring



Altro Ensemble™  
Drift Oak  
LRV 40



Altro Whiterock White™  
White  
LRV 89



Altro XpressLay™  
Waterfall  
LRV 31

# Altro floors and walls bring the seaside in at Cornish holiday park

## Issue

Beachside Holiday Park is a busy, seasonal, family business that recently celebrated its 60th anniversary. In response to customer needs, the team at Beachside Holiday Park was investing in a large refurbishment, to totally transform the main building, providing a new, spacious, cohesive reception, restaurant, bar and soft play area with an overall beachside theme. The refurbishment needed to be completed in time for an expected busy holiday season.

## Approach

In the large reception, restaurant and bar area, flooring choice was vitally important to achieving the overall vision, with the team wanting to create a space that shouted sunny seaside, even if it was raining outside. Beachside turned to Ian Williams of Ace Flooring & Carpets on the recommendation of their main contractor. "We worked closely with Ben and the team at Beachside to make sure we got the look and feel they were after," explained Ian. The toilets and back of house areas also needed a refresh, providing customers and staff with hygienic and safe spaces.

## Solution

The Beachside Holiday Park needed a floor for front of house that provided longevity, durability, looked good and was easy to maintain. The team at Beachside Holiday Park and Ace Flooring worked together on this incredibly impactful space and selected two Altro wood-look. In the kitchens, Ace Flooring recommended the tried and tested combination of Altro XpressLay floor and Altro Whiterock hygienic wall cladding to deliver a robust, resilient and hygienic Hazard Analysis and Critical Control Point (HACCP) approved solution. In the toilets and throughout the back of house, the installation of sustainable Altro XpressLay™ adhesive-free safety floor reduced the downtime of these busy areas.

The design was so good, Ace Flooring & Carpets and the Beachside team were nominated for, and won, an Altro Design Recognition Award.



## Works well w

Altro Whiterock  
Satins™  
Olea  
LRV 28

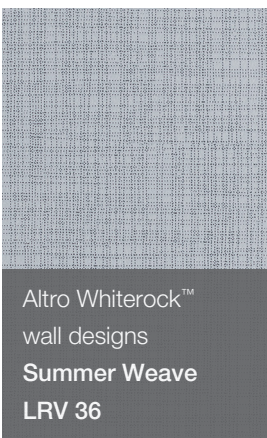




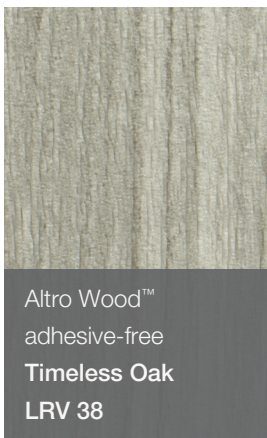
"If we could use Altro Ensemble on every job we would! It is so good to use, we describe it as 'fitter friendly'."

Ian Williams,  
Ace Flooring & Carpets

with



Altro Whiterock™  
wall designs  
Summer Weave  
LRV 36



Altro Wood™  
adhesive-free  
Timeless Oak  
LRV 38





# Winters warmth



Altro Whiterock™ wall des  
**Soft Woodgrain - LRV 5**

Altro Whiterock™ wall des  
**Cool Mineral - LRV 48**

Altro Whiterock Satins™  
**Linen - LRV 83**

Altro Whiterock Satins™  
**Fenland - LRV 13**



Altro Wood™ adhesive-free  
**Frosted Oak - LRV 52**



