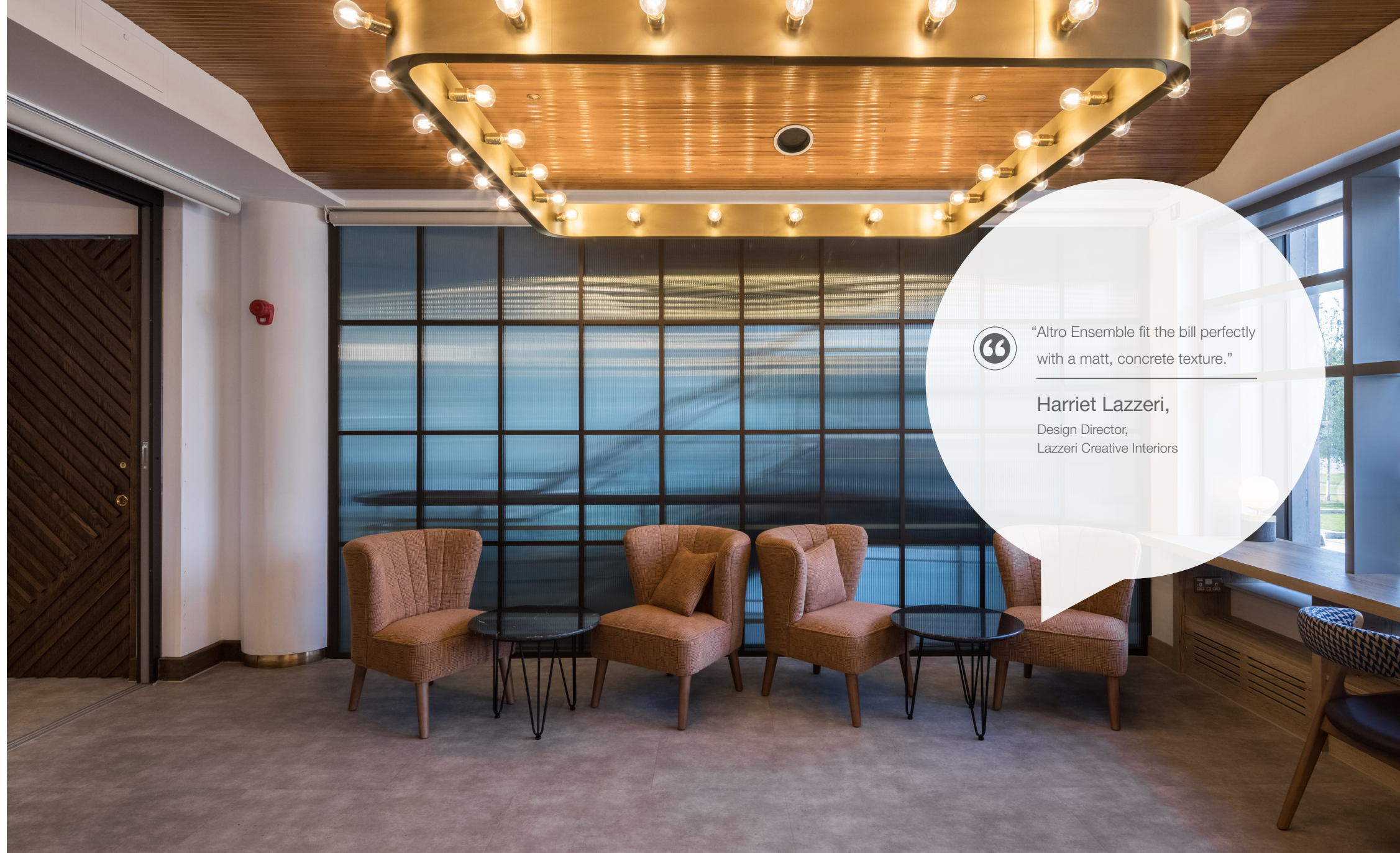


altro

The Belgrade Theatre, Coventry

Altro provides theatrical
production at historic theatre

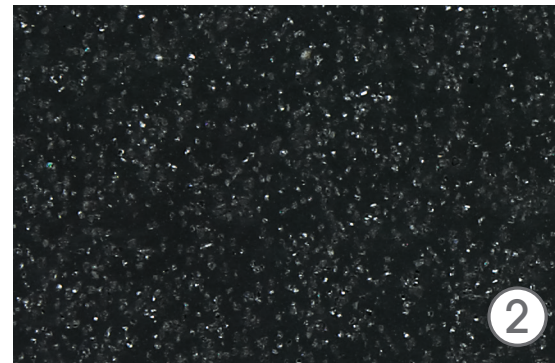


“Altro Ensemble fit the bill perfectly
with a matt, concrete texture.”

Harriet Lazzeri,
Design Director,
Lazzeri Creative Interiors



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2

1. Altro Ensemble™
2. Altro Stronghold™ 30





The Belgrade Theatre, Coventry

Altro provides theatrical production at historic theatre

Issue

The Belgrade Theatre was built in 1958 as part of the reconstruction of Coventry after World War II. Holding audiences of 858 in its two-tier main auditorium, and 250-300 in the flexible, second space, B2, it remains one of the largest regional producing theatres in Britain. The Belgrade Theatre played a pivotal role in the successful bid for Coventry to become UK City of Culture 2021 and underwent a £5.4m refurbishment programme.

Approach

Harriet Lazzeri, Design Director at Lazzeri Creative Interiors, was trusted with the interior design of the public areas as part of the refurbishment and needed to find a perfect balance of design and style, reflecting the historic 1950s' origin of the theatre. The Belgrade Theatre wanted a creative and modern space for the many different types of audiences who make the theatre their home-from-home or a space to meet, work or relax.

Solution

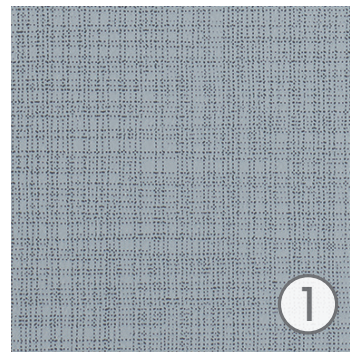
Harriet had previously used Altro floors and walls in kitchens, bathrooms and behind bars and explained, "The Belgrade Theatre was looking for an inclusive, comfortable yet theatrical feel for the bar and café areas. The design led us to a polished concrete-effect to match the supporting pillars."

For the project Altro Ensemble in platinum concrete was just the ticket, giving the Nineteen 58 bar and The Belgrade Café sleek, industrial finishes. Altro Stronghold was specified for the bar and commercial kitchen for its superb slip resistance and comfort underfoot for busy staff.



"I have specified Altro Stronghold before as it is, in my opinion, the go-to product for slip resistance in commercial areas".

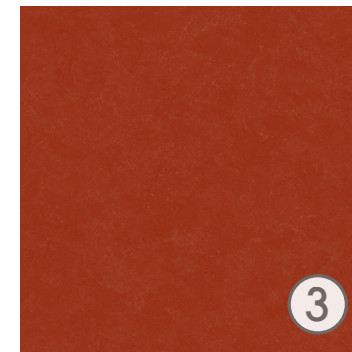
Harriet Lazzeri,
Design Director,
Lazzeri Creative Interiors



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Looks great with:

1. Altro Whiterock wall designs™
2. Altro Whiterock Digiclad™ (Custom)
3. Altro Orchestra™

Altro Stronghold 30 achieves PTV ≥ 55 , R12, minimising risk in areas exposed to grease, oils and fats for the lifetime of the flooring. Its 3mm thickness provides noise reduction and comfort underfoot.

Altro Ensemble is a modular flooring system of luxury vinyl tiles that gives complete design freedom to create stunning floors for interior spaces. Altro Ensemble has 15dB sound reduction with added comfort underfoot.

For images and more details about the Belgrade's 2020 Redevelopment Project, please visit:
<https://www.belgrade.co.uk/support/donate-to-us/2020-redevelopment-project/>