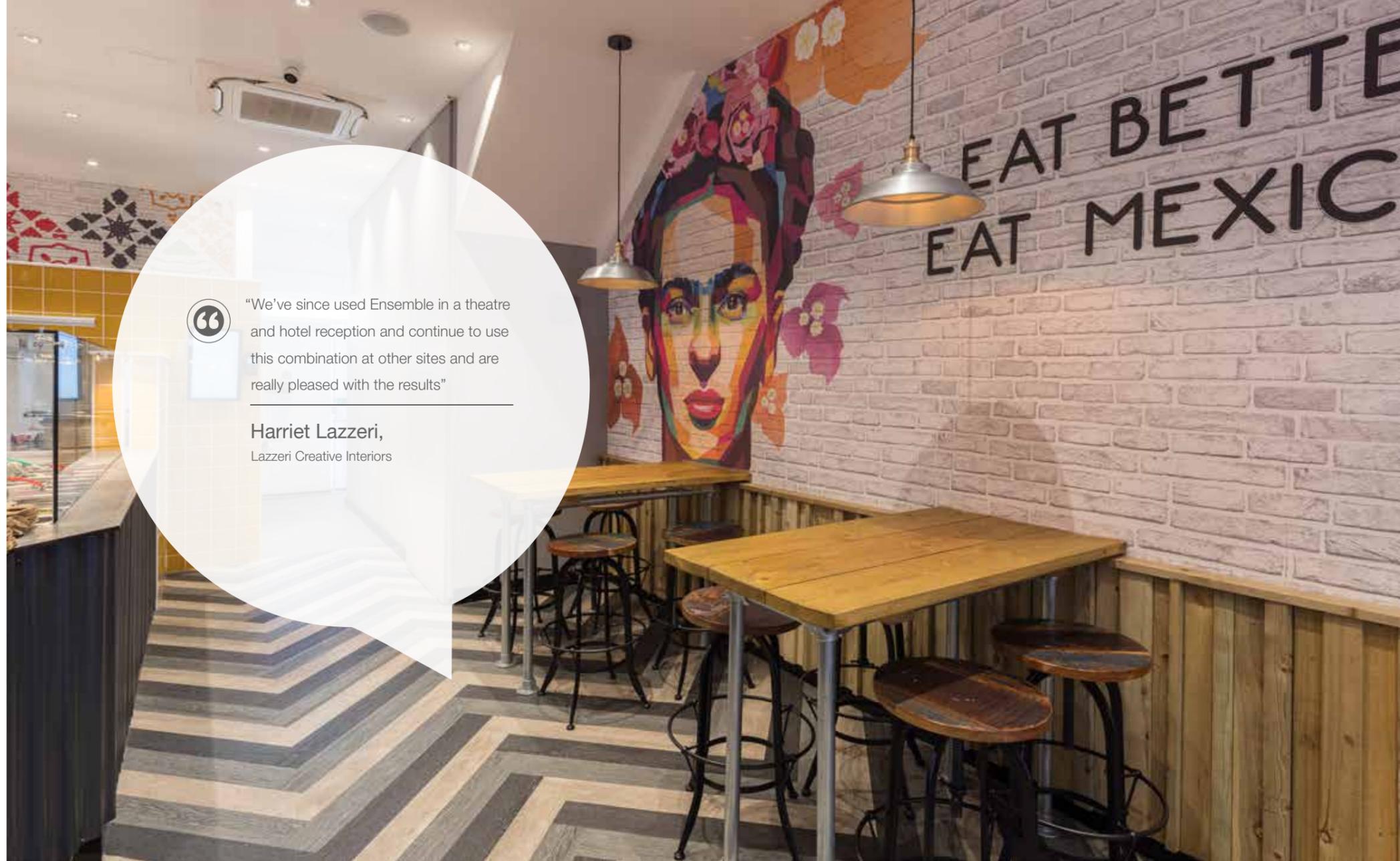




El Mexicana, Chelmsford

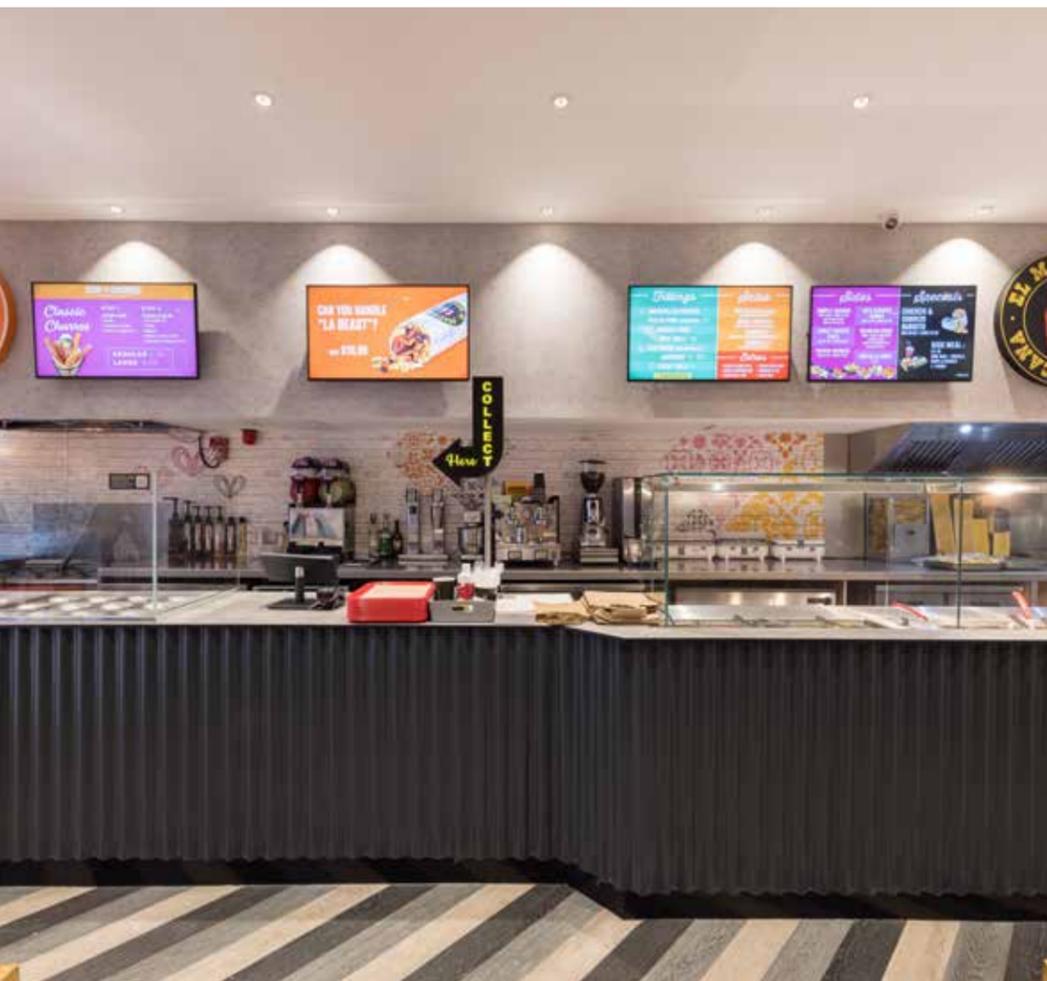
Altro bring vibrant designs to life at El Mexicana



“

We've since used Ensemble in a theatre and hotel reception and continue to use this combination at other sites and are really pleased with the results”

Harriet Lazzeri,
Lazzeri Creative Interiors



1. Altro Ensemble™
2. Altro Ensemble™
3. Altro Ensemble™
4. Altro Whiterock Digiclad™ (Custom)





altro

El Mexicana, Chelmsford

Altro bring vibrant designs to life at El Mexicana

Issue

Harriet Lazzeri of Lazzeri Creative Interiors was looking to update the styling of Mexican street food restaurant El Mexicana and promote their new Don Churro desserts brand. As part of the addition of Don Churro to the brand, they were looking for a quirky and colourful backdrop to the servery counter that was easily customisable from site to site and offered a practical and hygienic solution.

Approach

Harriet turned to Altro's designer ranges to help her bring her creative ideas to reality.

Having used tried and trusted Altro floors and walls in kitchens, bathrooms and behind bars, Harriet took a fresh look and discovered Altro's designer range of floors and walls.

Choosing Altro Ensemble for the floors, she explains, "There was so much more to Altro than I knew when it comes to the design side and front of house.

For the El Mexicana project Altro Whiterock Digiclad (Custom) was the ideal partner for the Altro Ensemble floor. We were able to play with the designs for this, knowing we could print exactly what we wanted. I was looking at how to add in a softer, more feminine element alongside the vibrant modern designs."

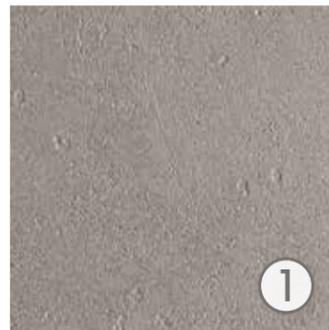
Solution

Altro Whiterock Digiclad (Custom) fitted the bill perfectly, giving a rustic, whitewashed, brick-effect finish to look like a traditional Mexican Cantina, but with an added element of site-specific graphics. Offset with a monochromatic, herringbone design in Altro Ensemble flooring, it creates a sleek, industrial vibe and delivers the 'wow' factor.

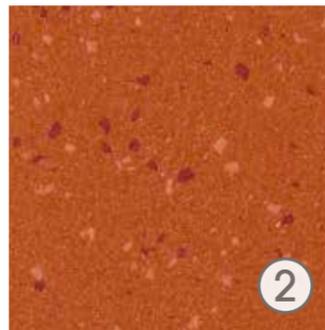


"The sizes are good and installers like working with it. I love the texture; the patterns are fantastic – the range has the best concrete pattern I've seen."

Harriet Lazzeri,
Lazzeri Creative Interiors



1



2



3

Looks great with:

1. Altro Whiterock™ wall designs
2. Altro Aquarius™
3. Altro Wood™ adhesive-free

Great for areas where looks count, Altro Whiterock Digiclad (Custom) wall panels give total creative freedom with the quality and performance you'd expect from Altro walls. Your vision is turned into reality using UV cured inks onto an Altro Whiterock sheet. Hard coat technology provides scratch resistant properties on your chosen design.

Altro Ensemble is a modular flooring system of luxury vinyl tiles that gives complete design freedom to create stunning floors for interior spaces. With a vast range of colours and four sizes, it can be mixed and matched to create unique designs. It has 15dB sound reduction with added comfort underfoot, making it perfect for front of house areas where design is key.