



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

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

Issue 03



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

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Spring is the favourite time of year for many, it signals an end to the long, dark nights and gloomy days; and while nature is doing its thing in the hedgerows, our thoughts often turn to refurbishment and renovation projects.

In this edition of d.e.s.i.g.n. magazine we feature Altro Whiterock – not a new product of course, but one which, like nature, has evolved and adapted over time. This year, Altro Whiterock celebrates its 40th anniversary and we will be celebrating this important milestone throughout 2022 with interviews, videos, a competition, and a host of bespoke Bauhaus-inspired designs.

Get the Look on pages 6 to 9 features healthcare, and draws once again on nature and the feelings of wellbeing derived from surrounding ourselves in it.

Wellbeing and creating a non-clinic feel were important factors in the design of Quantum Care's flagship, the state-of-the-art care home, Mantles Court. Featuring the award-winning design by WHAT IF? Designs and a range of Altro floors, you can watch the full case study video here <https://youtu.be/WFweoBYIsN8>

With a nod to spring, this edition's moodboard on page 12 features a riot of spring colours and tones, reminding us of the importance of bringing the outdoors in.

Enjoy.

**Product anniversary**

**Altro Whiterock: 40 years of fabulous!**

2022 marks the 40th anniversary of Altro Whiterock. Read about its history from an idea formed in the USA, to the well-liked floor covering in a factory.

As Altro entered its seventh decade, the company's invention of safety flooring had led to installations across the world, including America, New Zealand and Sweden. Our flooring technology was in continuous development with an increasing range of products, including flooring developed specifically for transport.

In 1985, Brian Topley from our industrial and commercial sales team, who had seen installations in the USA, suggested Altro also market white sheet vinyl cladding. The opportunity was clear – a form and walls offering for customers, making it easier for one company to set out a space.

Motivated was available from Huls Trocador in Germany, and so the Altro team started out installation trials with RM Plastics.

By 1985, RM Plastics had gone through a number of changes and changed but continued to work on the wall sheet concept. And now it was time to take the new concept to market. Altro Whiterock was launched, initially as a sister company to Altro Floor, merging fully some years later. The combination aimed at having the wall sheet sheet was quite straightforward: it was white and 'hard as rock'.

During the rest of the 1980s the Altro product development team worked on making Altro Whiterock, specifically looking at components, time and cost reduction. With the launch of Altro Whiterock and the number of shades available grew, there was a huge focus not only on customer service, but improving installation methods to ensure the sheet performed in the environments it was being used in.

As time marched on, the Altro team saw projects expand from kitchens and general food production into pharmaceutical, their health care, studios, airports and education, and 'hard as rock'.

Then came the change of Altro Whiterock, Tom Walker spent time at Altro's overseas offices introducing and developing Altro Whiterock. It was the team in America that realised the art of sheet practice walling, we first brought it to the UK, where no one was doing it that way, it was a great shared learning experience and brought yet another layer of quality to the finished installation!

As also discovered by Lisa Riddie, the product innovation lead coming, Walls Product Manager, Matthew Rannick, said: "Listening to customer needs has always driven Altro product development, and Altro Whiterock is leading the way. Just in the last few years we've introduced five new systems to make spaces look better – without being sight of missing installation and maintenance straight forward."

Altro Whiterock wall designs gives us high end wood, metal, stone and floor designs, and the Altro Trade Showroom, give us a pre-packaged Altro Whiterock system that can be assembled easily, and we're also taking the insight that developing Altro Whiterock has given us to create new ranges, including Altro Topics, our new 3D-effect wall system, so it has had a true ripple effect."

Richard Rubin, CEO Floors and Managing Director, Altro Group concluded: "There are four walls to every floor and anywhere that a customer wants a piece of flooring, there is every reason to believe that they could benefit from some wall cladding as well, and with four decades of experience and innovation, we're well placed to support that in this fast-changing market."

4 Altro d.e.s.i.g.n. [altro.co.uk](https://altro.co.uk)

**Get the look**

**Classic-look care home reception with all-age appeal**

The emphasis here is on making visitors, residents and staff feel welcome and relaxed, so the team is inspired by mid-century Scandinavian style to reflect the Danish concept of 'hygge'. Pronounced 'hoo-gay', it describes 'a quality of coziness and a feeling of contentment', expressed by the rounded corners, gentle lines and natural-looking materials used here.

The design features soft, warm colours drawn from nature, but also the shapes used multiple curves to create a soft, non-clinical feel. The curved pathway also helps with wayfinding, creating more fluid movement in the space, with the platters subtly marking the wall. The neutral palette and mix of traditional and modern touches offer wider appeal in a space used by people of varying ages. Variety of colour changes throughout the room, drawing the eye to different points of interest.

Laura Ballarín  
Design Manager, Altro

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**Guest blog**

**Reinventing living spaces in care environments**

Guest blog post by Emma Lees, founder member and owner of What IF? Design, on designing and defining better environments for all in care, health care and senior living.

What IF? Design was created at the Altro Care Forum in 2019, when interior designers Emma Lees and Penny Owen had a magical moment that would define their future.

Emma and Penny, who were friends, were working separately within the care sector. Both have extensive experience in interior design for senior living and healthcare. Emma's specialty is in providing interior design services, while Penny's expertise lies in interior design environment and project fit out. They had often chatted over a glass of wine about setting up a company together to provide a full turnkey solution for clients.

At the Altro Care Forum, Jane Riddie, Principal of JRF Associates, presented a visionary talk about the future of healthcare design. She continually questioned the design 'norm' by asking "What IF?" and encouraged thinking outside the box. This inspirational presentation was where the puzzle pieces fell into place and What IF? Design was imagined.

WHAT IF? Design's philosophy is to question and challenge the industry to create spaces perfectly suited to resident's needs. WHAT IF? believes in questioning and challenging the industry to create something better. Working with you, we reinvent.

"We believe in working with clients to reinvent, change and define better environments for all in health care and senior living."

Thanks, Jane, for being so inspiring!"

Discover more [▶](https://www.whatifdesign.co.uk)

10 What IF? Design [altro.co.uk](https://altro.co.uk)

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## Altro Whiterock: 40 years of fabulous!

2022 marks the 40th anniversary of Altro Whiterock. Read about its history: from an idea formed in the USA, to the wall cladding phenomenon it is today.

As Altro entered its seventh decade, the company's invention of safety flooring had led to installations across the world, including America, New Zealand and Sweden. Our flooring technology was in continuous development with an increasing range of products, including flooring developed specifically for transport.

In 1980, Brian Spiers from our industrial and commercial sales team, who had seen installations in the USA, suggested Altro also market white sheet wall cladding.

The opportunity was clear: a floors and walls offering for customers, making it easier for one company to kit out a space.

Material was available from Huils Troisdorf in Germany, and so the Altro team carried out installation trials with RW Plastics.

By 1982, RW Plastics had gone through a number of challenges and changes but continued to work on the wall sheet concept. And now it was time to take the new concept to market: Altro Whiterock was launched, initially as a sister company to Altro Floors, merging fully some years later. The conversation around naming this new wall sheet was quite straightforward: It was white and 'hard as rock'.

During the rest of the 1980s the Altro product development team worked on refining Altro Whiterock, specifically looking at compliance, and time and cost reduction. While the types of Altro Whiterock and the number of shades available grew, there was a huge



focus not only on customer service, but improving installation methods to ensure the sheet performed in the environments it was being used in.

As time marched on, the Altro team saw projects expand from kitchens and general food production into pharmaceutical, then health and care, stadiums, airports and education, and the list kept growing.

Then General Manager of Altro Whiterock, Tim Walker spent time at Altro's overseas offices introducing and developing Altro Whiterock. "It was the team in America that mastered the art of best practice welding; we then brought it to the UK where no one was doing it that way, it was a great shared

learning experience and brought yet another layer of quality to the finished installations".

As Altro Whiterock hit its late thirties, the product innovation kept coming. Walls Product Manager, Kathleen Ranneck, said: "Listening to customer needs has always driven Altro product development, and Altro Whiterock is leading the way. Just in the last few years we've introduced five new systems to make spaces look better – without losing sight of making installation and maintenance straight-forward.

Altro Whiterock wall designs gave us high end wood, metal, stone and linen designs, and the Altro Walls Showerkit, gave us a pre-packaged Altro Whiterock system that can

be assembled easily, and we're also taking the insight that developing Altro Whiterock has given us to create new ranges, including Altro Tegulis, our new tile-effect walls system, so it has had a true ripple effect."

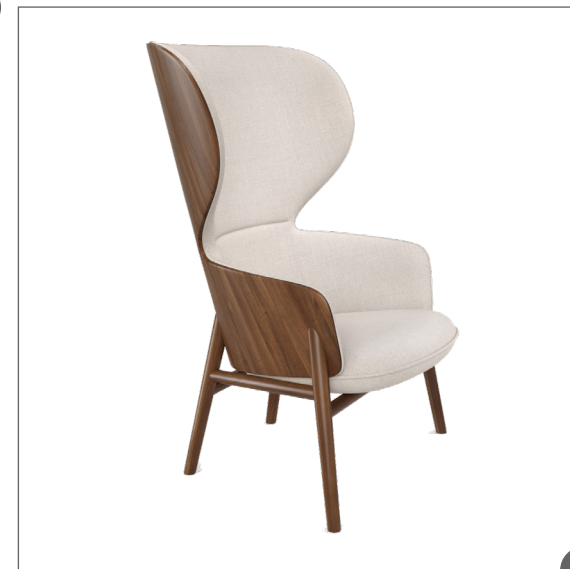
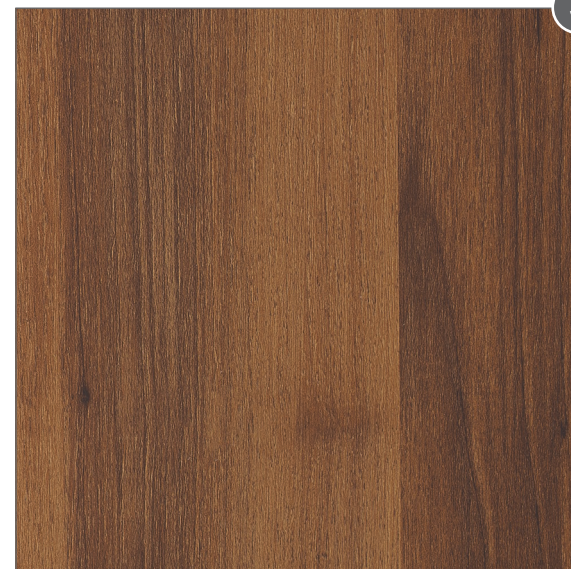
**Richard Kahn, CEO Floors and Managing Director, Altro Group concluded: "There are four walls to every floor and anywhere that a customer wants a piece of flooring, there is every reason to believe that they could benefit from some wall cladding as well, and with four decades of experience and innovation, we're well placed to support that in this fast-changing market."**

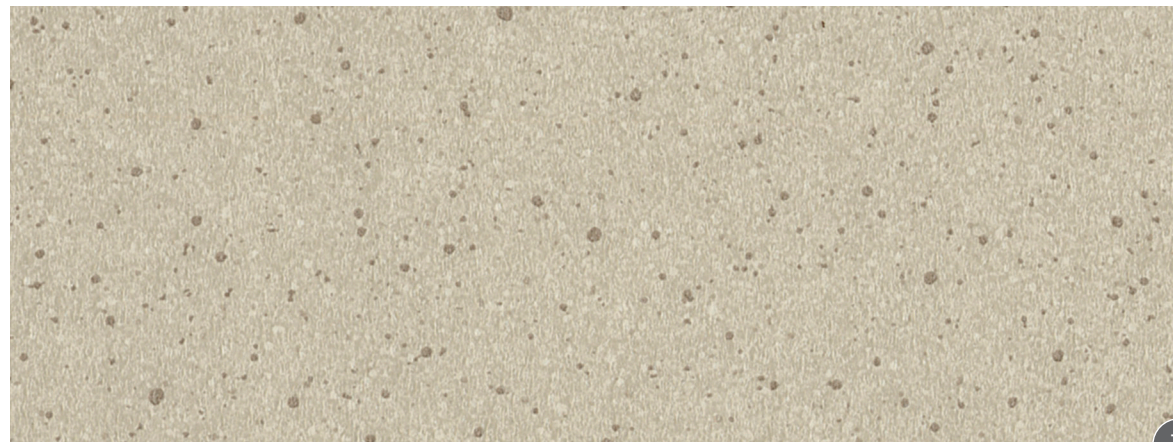
## Classic-look care home reception with all-age appeal

The emphasis here is on making visitors, residents and staff feel welcome and relaxed, so this room is inspired by mid-century Scandinavian style to reflect the Danish concept of “hygge”. Pronounced ‘hoo-gah’, it describes ‘a quality of cosiness and a feeling of contentment’, expressed by the rounded corners, gentle lines and natural-looking materials used here.

The design features rich, warm colours drawn from nature, but also the shapes used: multiple curves to create a soft, non-clinical feel. The curved pathway also helps with wayfinding, creating more fluid movement in the space, with the planters subtly marking the exit. The neutral palette and mix of traditional and modern touches offer wider appeal in a space used by people of varying ages. Intensity of colour changes throughout the room, drawing the eye to different points of interest

Luca Bellavita  
Design Manager, Altro





- 1 Mobi by tossB Ceiling light: two pendants
- 2 Dulux Moon Shimmer
- 3 Altro Whiterock™ wall designs - Rich Woodgrain
- 4 Hygge – High back, 4 leg, wenge stain chair
- 5 Black gloss plant pot, with fig tree
- 6 Small walnut coffee table
- 7 Altro Orchestra™ - Chimes
- 8 Altro Orchestra™ - Oboe

## Reinventing living spaces in care environments

Guest blog post by Emma Lass, founder member and owner of What If? Designs on designing and defining better environments for all in care, health care and senior living

What If? Designs was created at the Altro Care Forum in 2019, when interior designers Emma Lass and Penny Green had a magical moment that would define their future.

Emma and Penny, who were friends, were working separately within the care sector. Both have extensive experience in interior design for senior living and healthcare. Emma's speciality is to provide interior design services while Penny's expertise lies in interior design procurement and project fit out. They had often chatted over a glass of wine about setting up a company together to provide a full turnkey solution for clients.

At the Altro Care Forum, Jane Rohde, Principal of JSR Associates, presented a visionary talk about the future of healthcare design. She continuously questioned the design forum by asking "What If?" and encouraged thinking outside the box. This inspirational presentation was where the puzzle pieces fell into place and What If? Designs was imagined.

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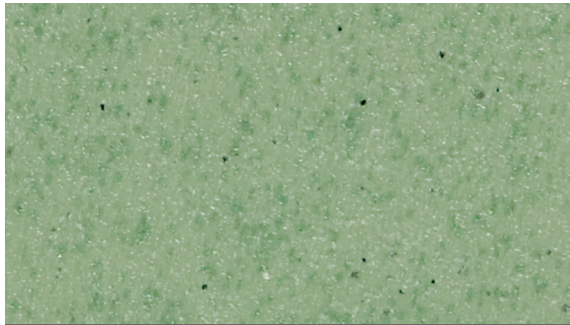


[View our video case study here.](#)



# Spring splash

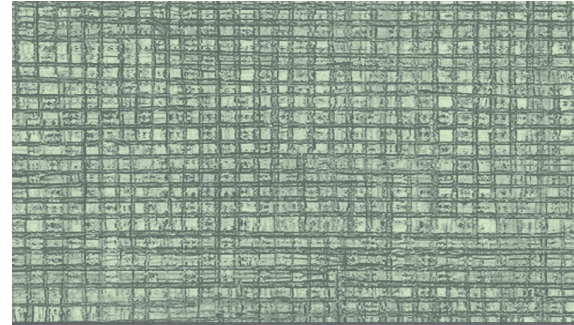
Altro Whiterock White™  
LRV 89



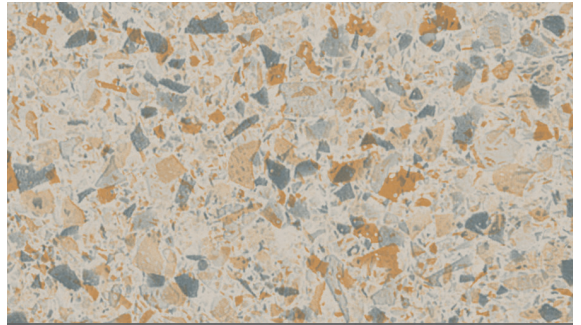
Altro Suprema™  
Melon - LRV 33



Altro Wood™  
Sessile Oak - LRV 30



Altro Orchestra™  
Guitar - LRV 29



Altro Operetta™  
Stanza - LRV 49



Altro Whiterock Satins™  
Clarity - LRV 64



Altro Whiterock Satins™  
Citron - LRV 80

Altro Whiterock Satins™  
Mint - LRV 62

Altro Whiterock Satins™  
Orchard - LRV 50

