



SPACE: CATERHAM SHOWROOMS

CLIENT:

Caterham

LOCATION:

Global

SERVICES:

Architecture
Interior Design

“A flexible forward-thinking solution for an iconic brand.”

Traditionally known for the 7, a car at home on the road just as much as the track, and more recently the track-only Sp/300.r, Caterham planned to expand their range to include more road-going models. It's a completely new era for a manufacturer who existed for a long time with a single offer sold from a handful of destinations. The new plans required new infrastructure, including showrooms.

From the outset, we recognised that in designing the showroom space we needed to appeal to a wide range of customers, from heritage enthusiasts and amateur racing drivers, to corporate guests and customers of the future.

We worked closely with Caterham's Brand Manager and exhibition designers to ensure our concept would instantly be recognisable as Caterham, and ooze the values associated with the brand.

The concept was a modular system comprised of several bold elements encompassing both cars, motorsport and technology divisions, meaning it can be tailored to the requirements of different sites around the globe in both retail and exhibition formats.

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