

## Hansgrohe Water Studio - Case Study

**Brand:** Holt  
**Sector:** Commercial  
**Location:** London

Based in the heart of Clerkenwell, Hansgrohe's new showroom aims to create a hub of inspiration, excitement and resources for the international architect and design community.

Interior design company I-AM created a brand experience, integrating moving, working water as well as more abstract, artistic features. Working showerheads and mixers are set against the backdrop of a 4D-mapped 'digital waterfall' animated artwork, whilst window display features billowing fabric evocative of water flowing from a tap.

Showcasing more than 200 products, the Water Studio strikes a balance between inspiration and expertise. It is a working space, a creative sanctuary and studio for education and collaboration.

I-AM approached Allgood to provide a contrasting addition to the showroom in the form of the Holt range. Comprising of door and bathroom accessories, Holt is made oak and hand finished.

Bespoke length pull handles were crafted for the existing glass entrance doors, continuing the interior's warming aesthetic. Due to their exterior use, a new external lacquer was applied, in order to shield the handles from varying outdoor conditions.

In the bathroom area, the Holt approved document M pack was installed, showcasing the range's ability to cater for the disabled, whilst contributing to the bathroom's decor.

