

REFERENCES / HOSPITALITY / FLAME-RETARDANT

# A MULTI-SENSORY EXPERIENCE

Colour-coordinated fabrics support the product presentation and create a captivating shopping experience.



## Object

Neom Organics, Leeds, England

## Concept

FormRoom, London, England  
Method Architects, London, England

## Photos

Melvyn Vincent,  
<http://melvynvincent.com/>

## STARTING POINT

Neom Organics combines science and scent therapy. Customers can choose products that help to reduce stress, promote sleep, provide relaxation or boost energy and mood. The clear brand values enabled FormRoom to design an experience-oriented and multi-sensory shop concept.

## SOLUTION

FormRoom designed the entire interior, consisting of contemporary, elegant materials that contrasted with natural textures. For each of the four feel-good areas, a wall panel was defined in colour-coordinated fabrics. Sereno as an elegant, soft fabric, with the matching colour palette to the product lines, forms the background for the product presentation.



USED PRODUCTS

## A MULTI-SENSORY EXPERIENCE



### SERENO

ART.-NO. 0100786

**Use:** Transparent curtain fabric  
**Number of colorits:** 2  
**Material:** 100% Flameretardant polyester (Trevira CS)  
**Fabric width:** 320 cm  
**Weight:** 38 g/m<sup>2</sup>



### SERENO COLOR

ART.-NO. 0100785

**Use:** Transparent curtain fabric  
**Number of colorits:** 33  
**Material:** 100% Flameretardant polyester (Trevira CS)  
**Fabric width:** 320 cm  
**Weight:** 38 g/m<sup>2</sup>

