



Press Release:
The Market Building

This December, Holloway Li unveil an experience-led showroom and co-working space in Clerkenwell inspired by the lost forms of the Industrial Revolution for bathroom brand Coalbrook.

Coalbrook takes its name from the town of Coalbrookdale in the Midlands, the site of the world's first iron bridge and cradle of the Industrial Revolution.

Holloway Li's design evokes industrial forms and materiality: the chimneys which towered over the skylines of cities, the searing heat of the furnaces and engine rooms, and rough chiselled quarries.

Blurring the boundary between historicism, decoration and digital process, Holloway Li worked closely with a network of master craftspeople to subvert the materiality of these industrial backdrops, eschewing traditional expectations of a showroom to form a surreal internal landscape.

Other collaborators-in-residence exhibiting at the space include Danish furniture supplier Menu, lighting manufacturer Phos and The Stonemasonry Company, as well as housing Holloway Li's own studio.





CONCEPT

Responding to Coalbrook's design identity, Holloway Li researched the history of industrial forms and processes to create a unique way to engage with the brand narrative.

The space is designed around a series of industrial 'casts', used to display working products.

The Ground Floor is designed to appear like a landscape of industrial chimneys, with ghostly casts of Victorian bathroom wall panels in piercing orange and amber resin.

The Basement is a dark, watery space with the atmosphere of a subterranean engine room, occupied by two oversized industrial 'boilers' and wall panels moulded from cast iron.

"Holloway Li interpreted our brief from a unique angle, tracing Coalbrook's brand narrative back to Britain's industrial heartland. In doing so, they have reimagined the showroom typology from the ground-up, creating a memorable space to experience the story of our brands beyond the possibilities offered by online channels."

Giuseppe and Pietro Corbisiero
Founders and Owners, Coalbrook/ Davroc









COLLABORATIONS

The highly specialised elements in the showroom were brought to life through a series of close collaborations between the designers and a network of master craftspeople.

Holloway Li worked with client subsidiary brands Bard & Brazier to design display units fabricated from brass tubing, and with Bard & Blackwood on bespoke joinery.

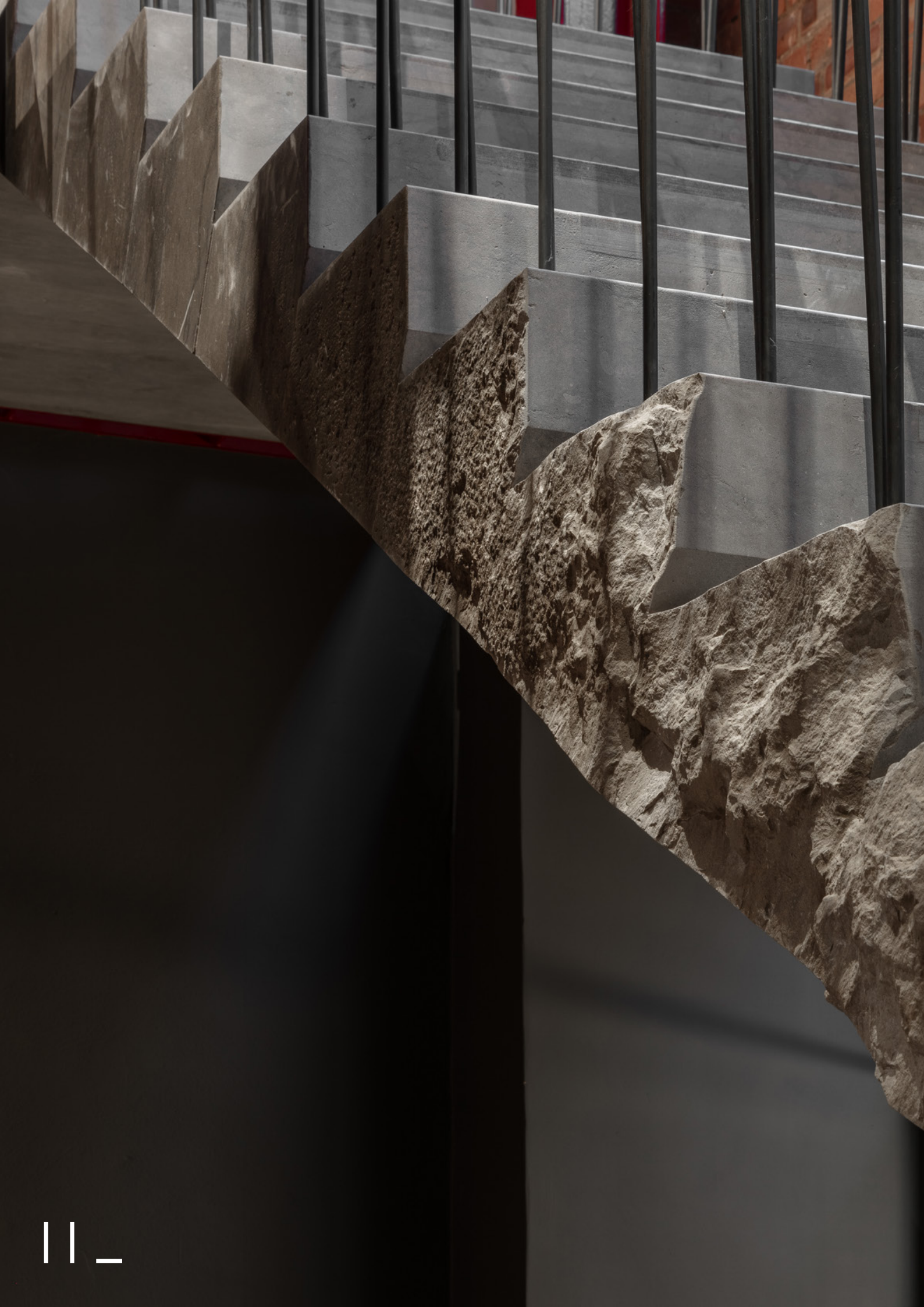
The resin casts resulted from a collaboration with a company who typically make moulded interiors for London buses. Holloway Li modelled the traditional form of a Victorian bathroom digitally, which was then cast in amber and red resin.

“The traditional form of the cast (with decorative cornice and moulding detailing, cast tiles and a sash window) is subverted by the materiality of the resin, which appears almost liquid. The resin ‘dematerialises’ the form of the cast, at points appearing crystalline, ethereal or fluid depending on the viewer’s position and angle of light.”

Alex Holloway
Creative Director, Holloway Li







COLLABORATIONS

In the Basement, a collaboration with a foundry in Essex led to a set of cast iron panels which act as the backdrop for working Coalbrook shower displays.

The 'chimneys' and 'boilers' in the gallery spaces were fabricated by an emerging metalwork studio based in South London, following research into traditional connection details and surface finishes. Each item was modelled digitally and separated into a kit-of-parts which could be laser cut for assembly.

A collaboration with a stonemason near Stamford brought to life a post-tensioned solid stone staircase with a rough quarried edge. Cut off-site from a single block of Limestone and then chiselled on site, the edge profile becomes rougher as it approaches Basement floor, as if hewn from the ground itself.

"We explored forms and atmospheres which have a place in our collective cultural memory, whether as a result of live encounters or through references we have seen on film and television. These industrial forms are markers of a bygone era, and their power derives from their ability to conjure lost processes."

Praveen Paranagamage
Project Lead Designer, Holloway Li





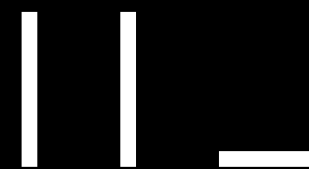


|| _





Holloway Li principals, Alex Holloway and Na Li, photographed at Bermonds Locke



ABOUT HOLLOWAY LI

Holloway Li was founded by creative Interior Architect duo Alex Holloway and Na Li. The studio's built work covers a diverse catalogue covering retail spaces, hospitality, and select private homes.

Recently completed projects include Bermonds Locke, a brand new edition of Edyn's apartment hotel concept Locke, and a rooftop extension for the boutique hotel The Hoxton.

Upcoming projects in 2021/ 22 include a 280-room modular apartment hotel in Canary Wharf, an apartment hotel in Munich and a series of private houses.

For more information, visit: hollowayli.com



COALBROOK®

ABOUT COALBROOK

After many years in development, Coalbrook was launched by Davroc in response to a gap in the market for design-led bathroom products at competitive prices. Using their unrivalled knowledge and experience of the bathroom industry, Davroc has created an affordable luxury brand with design and quality at the forefront.

With boldness and innovation at its heart, Coalbrook takes timeless bathroom essentials and creates modern, stylish and affordable pieces that will elevate any bathroom space. Currently, there are two ranges in the collection; Domo and Decca, with further additions launching early next year.

For more information, visit: coalbrookuk.co.uk



Fact-sheet

Credits

PROJECT NAME

The Market Building

CLIENT

Coalbrook

LOCATION

72-82 Rosebery Avenue, London, EC1R 4RW

INTERIOR DESIGN

Holloway Li

DESIGN TEAM

Alex Holloway, Principal @ Holloway Li

Praveen Paranagamage, Project Lead Designer @ Holloway Li

Emily Mak, Architectural Assistant @ Holloway Li

Stefanie Tao, Architectural Assistant @ Holloway Li

CONSULTANTS

Project Manager: Constructive Management

Contractor: SLD Build West Limited

FF&E: Menu Space

Structural Engineer: Lucking and Clark

MEP Engineer: David Webb Associates

Staircase Structural Engineer: Webb Yates

COLLABORATORS

Bespoke Brassware: Bard & Brazier

Bespoke Joinery: Bard & Blackwood

Bespoke cast iron: FSE Foundry

Lighting: PHOS

Cast Resin Panels: Polkima Moulded Composites

Bespoke Metalwork: Steel and Form

Stone Staircase: The Stonemasonry Company

BUILDING OVERVIEW

Completion: November 2021

PHOTOGRAPHS + CREDITS

FINAL PHOTOGRAPHY:

Nicholas Worley

nicholasworley.com

MATERIAL MOOD-BOARDS:

Sophie Percival

percival.studio

PORTRAITS OF DESIGNERS:

Cecilia Di Paolo

cecilia-dipaolo.com