

› **Sector**

Retail Fit Out

› **Client**

Bentley Motors

***“Whilst our brand is synonymous with luxury, we were keen to balance that with value.*”**

The Bayanix team reduced lead times via their supply chain and manufacturing provision which retained quality and contained costs.

***The star car showpiece is creative genius and one of the many striking characteristics we were hoping for...*”**

OUR BRIEF

Bayanix won the role of Main Contractor at the prestigious Bentley Head Office and showroom in the Midlands, opposite their manufacturing facility.

The brief included a full fit out solution that will benchmark the Bentley showrooms and mirror their luxurious offering and brand.

Bentley sought a superior refurbishment, creating the ideal ambiance within which to view, consult and purchase. A mixture of open plan and privacy is required, including statement, showpiece creativity.





THE SOLUTION

The Bayanix team tailored a modern, deluxe design plan to meet the demands of the benchmark Bentley showroom and its clientele. A specially constructed 'star car' light feature, 8m in diameter and illuminated with 12,000 LEDs showcases the special edition Bentley Mulsanne. Delta Ultra spotlights throughout, a hospitality area, curved wall and bespoke management office complete the design.

Design & Key Considerations

- › Design and construction of an 8m steel drum light feature containing 12,000 LEDs above a stretch fabric ceiling illuminate the 'star car' feature in the Mulliner Area.
- › Completion of the suspended ceiling including installation of Delta Ultra spotlights, curved ventilation grills, skimming and decoration.
- › Design and construction of a bespoke managers showroom from Formica ColorCare laminated frame and 4m high low-iron glass for superior clarity.
- › Construction of a curved wall and secret storage area concealed within the hospitality area.



THE RESULTS

Bayanix successfully completed The Bentley Showroom to the complete satisfaction of the client and the brief. Carefully selected materials, design plans and manufacturing allowed us to create the perfect ambiance and setting to complement the brand and audience.



To find out how Bayanix can help your fit out project, please contact us
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