

Bioscoop van Heemstrabaan Beuningen



A night out in style

Bioscoop Roma specializes in giving cinemagoers a unique experience, they do not just show movies, they sell a night out experience with drinks and food catered to the seats. This calls for unique and exclusive surroundings. And it was just that, that the architects aimed to show, when they presented their idea of carpets from ege as part of this new build project.

"The owner was very surprised, when he saw the first design layouts, and for a minute it was not clear whether he like it or not. But luckily he loved the designs so much we chose to make the final design with ege on the floors and the walls as well", Bob Kip explains.

Standard or special – the options are endless

Knowing the ege portfolio Bob Kip and designer Petra Brons had a hard time choosing, but after visiting the ege exhibition stand in Milan they were no longer in doubt. Floorfashion was just the right design for the project. The opportunity to change the layers and recolour the design made the choice seem even more right.

"The big patterns and especially the layers were very inspiring," designer Petra Brons says.

Facts

Design:	Muurbloem Floorfashion
Architect:	Bob Architectuur
Fitter:	Damen Vloeren
Quality:	Highline 910
Quantity:	650 m ²

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Once the two returned from Milan they started working with the Floor-fashion by Muurbloem collection. "Our first step was to recolor the designs into two styles for the two cinema rooms", Petra explains.

But the process of personalizing the designs did not end there, for the foyer layers were removed creating a third look, which invited guests further into the movieexperience.

"Big patterns run through the corridors between the seats giving the rooms a spectacular look", Petra finishes.

Standard design equals unique possibilities

Whether you want a standard design without alterations or a modified standard design especially fitted to your needs and designwishes the possibilities with a standarddesigned solution are almost never ending. Thus giving you the possibility to deliver unique and visionary solutions to a stand-alone prototype design concept or a complete brand roll-out across hundreds of locations, a custom-designed flooring solution enables you to deliver a unique and visionary solution to the environment you are working with.

Your advantages when choosing a standard-design:

- One identity communicated across the region
- Time and money saved on budget as design is specified
- Possibility to alter the design to create unique solutions
- Fast handling from order to dispatch
- Qualified and professional guidance

Reference numbers:

ES87944HW-2 – ES87946HW-2 – ES87947HW-2

ES88921HW-2 – ES88922HW-2 – ES88924HW-2

ES88801HW-2 – ES88804HW-2 – ES88805HW-2 –
ES88806HW-2 – ES88807HW-2 – ES88809HW-2



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