

# Showroom of the month

## Cuckfield Bathrooms, Cuckfield, West Sussex

'Homely with a touch of elegance' is how owner and director of Cuckfield Bathrooms, Jim Henning, describes the design concept and transformation of this 350-year-old building into a stylish bathroom showroom



Originally based in smaller premises down the road, owner Jim Henning moved the business to this 105sq m building when it became available.

"The building is approximately 350 years old," Henning explains. "The ceiling heights – 3m downstairs and 4m upstairs – and floor-to-ceiling display windows on both floors can prove to be disadvantageous for a showroom, because you automatically lose a lot of display surface. But, having those, we feel we actually gain overall in aesthetics."

The objective of the showroom design was to create an environment that would inspire clients, but make those who have their own design ideas feel confident that the Cuckfield team could meet their needs.

There's even a wood-burning stove in the centre of the downstairs showroom, which Henning says helps create a cosy, inviting atmosphere. "We wanted to create an inspirational showroom," Henning says, "where our clients would feel comfortable in the knowledge that our team will design a bathroom to suit their needs. Homely with a touch of elegance."

"We've inherited such a beautiful space that we felt it was important not to clutter every corner and surface with displays, so as not to detract from the building's character and original features."

"We reworked every surface and sandblasted some of the walls to reveal the original brickwork. We also exposed the oak beams and kept the original floorboards

upstairs – sanded and stained dark."

The showroom is set across two floors. Downstairs has been styled with a traditional, classic theme, while the upper level takes on a more contemporary feel.

"We've kept the ground floor quite traditional, with classic product settings to reflect preferences of the mid-Sussex demographic," explains Henning.

"Downstairs, in the centre of the showroom, we've featured a beautiful Ashton and Bentley freestanding bath. The matt finish works well in both a traditional or contemporary setting, which creates a good flow from the traditional brands on the ground floor of the showroom, such as Samuel Heath, Porter Varieties and THG, to the modern feel of the upper level of the showroom, where we have brands such as Catalano, Artelinea and Bette."

"We've also included a high-end, contemporary display by Inbani of Spain on the ground floor to demonstrate that we also specialise in modern design."

Lighting is often the area of showroom design that gets missed or left until the last minute. But, recognising how this element can help create a particular atmosphere and enhance displays, getting it right was a key focus of the project.

"My favourite light fittings in the showroom, of which there are many, are the four ceiling deck lamps by The Limehouse Lamp Company," Henning explains. "They are made of solid copper and are finished in polished nickel. Lighting really helps bring the whole showroom together."

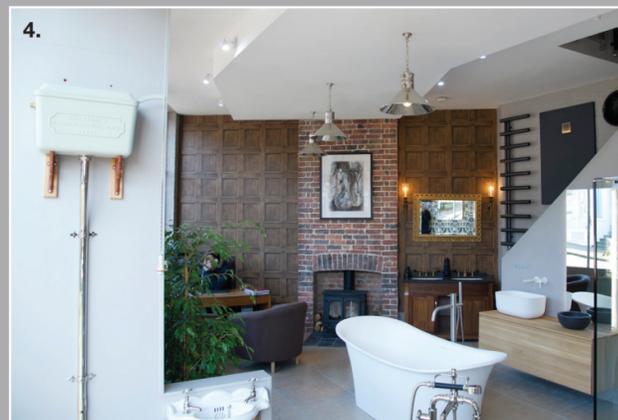
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Jim Henning, owner and director, Cuckfield Bathrooms



1. The ground-floor level features predominantly classic designs, reflecting the tastes of the local audience. The bath in the centre of the showroom is the Grand Aegean, in matt white, by Ashton and Bentley

2. The bath in the centre of this room, at the rear of the upper level, is the Cloud, a stone resin model from Waters Baths. The Crittall-style framed shower panel is by Drench Europe and features brassware from the Landmark Pure range by Samuel Heath

3. Upstairs is home to a number of contemporary brands, including Duravit, Bette, Bauhaus and Catalano. The building's original wooden beams have been enhanced as part of the showroom design

4. The exposed brickwork is used as a feature wall behind the wood-burning stove on the ground floor

5. The Cuckfield Bathrooms showroom in West Sussex is set across two floors of a 350-year-old building that has floor-to-ceiling windows on both floors