

case study

retail

DuPont™
ZODIAQ®
 QUARTZ SURFACES



The Superbrands Department at Selfridges

London, England

David Adjaye, Architect

ISSUES

- Creating a new, high-end designer retail experience within the existing flagship Selfridges department store.
- Choosing beautiful, durable materials that will meet precise aesthetic and architectural requirements of creating an indoor urban marketplace.
- Designing a functional space in a high-traffic environment while satisfying the tastes of sophisticated shoppers.

CHALLENGES

- Selecting versatile materials that could be used on the floors, walls and ceiling to create a dramatic tunnel entranceway.
- Choosing surfaces that offer vibrant colors, unique textures and finishes.
- Finding durable, practical design elements that provide the luxury and style necessary for a fashion-forward environment.

SOLUTIONS

- A blend of exceptional strength and brilliant visual attributes, Zodiaq® met the extreme design specifications of a high-fashion, high-traffic tunnel and walkway.
- Stylish Zodiaq® offered consistent, intense color and high-gloss luster—while its natural quartz crystals added radiance and light play.
- Versatile Zodiaq® surfaces captured the attention of upscale customers by creating a vivid, dynamic red entryway—covering the walls, floor and ceiling—of this unique urban market environment.

BENEFITS

- With distinctive crystals and an extensive color palette, Zodiaq® provides added depth and reflective qualities enhancing most any high-impact design.
- Zodiaq® resists chips, cracks, scratches and stains and requires no sealants or treatments, offering durability in high-traffic areas as well as low maintenance.
- Zodiaq® is versatile and unique. It can be used as flooring, wall cladding and ceilings, among many other applications, and complements a variety of other design materials.

PROJECT COLOR:



Zodiaq®
 Indus Red



The miracles of science™



DuPont™
ZODIAQ®
 QUARTZ SURFACES

DUPONT
The miracles of science™

The beauty of Zodiaq® in retail environments.

From fashion-forward boutiques to high-traffic shopping centers, Zodiaq® brings both sleek style and functionality to any retail environment. Zodiaq® is a unique blend of superior aesthetics and performance. With natural and intense colors, distinctive quartz crystals and exceptional strength and durability, Zodiaq® meets the demands of retail spaces beautifully.

Discover the many great retail applications for Zodiaq®:

- Service counters — transaction and reception
- Display shelving
- Countertops
- Wall cladding
- Corridors and entranceways
- Elevator walls
- Restroom vanities and partitions
- Molding and wainscoting
- Dressing room partitions

Zodiaq® is...

DURABLE

Made from 93% quartz — one of the hardest materials in nature. Resistant to scratches, chips and cracks

STAIN-RESISTANT

Stains can't permeate the dense, nonporous surface and are easily removed

HEAT-RESISTANT

Meets industry standards

HYGIENIC

Nonporous, so it doesn't support the growth of mold, mildew or bacteria

LOW MAINTENANCE

Does not require periodic sealing to retain its stain resistance and polished finish

CODE COMPLIANT

NSF/ANSI 51 Certified for food contact for all food types and Class 1 (Class A) fire rated

RADIANT

Quartz provides unique depth and shimmer

STYLISH

Available in 29 colors with distinctive textures and tones

the perfect surface
 for retail environments.

Zodiaq® 1-800-436-6072 zodiaq.com

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