

02 Arena

LONDON, UNITED KINGDOM



Client :
02 Arena

Sector :
Leisure

Product :
Art Select, Oak Royale,
Winter Oak (RL04)

Area :
420m²

When London's 02 Arena came to revamp its VIP Lounge Bar, there was one very special floor that had the wow factor – Designflooring's Winter Oak from the premium Art Select collection.

The original flooring in the bar started to show clear signs of cracking and wearing resulting in it needing a face lift to make it as appealing as the bar's clientele. After in-depth research, Designflooring's high quality Art Select flooring was selected because of its natural style credentials, durability and longevity guarantee – essential when meeting heavy footfall and spillages on a daily basis.

Almost spoilt for choice, the state-of-the-art venue was drawn to the authentic hand-scraped wood effect finish and chocolaty hues of Winter Oak, bringing a welcoming, streamlined feel to the VIP Lounge bar that worked well with the modern white walls, LED lighting and cutting-edge pod furniture. The new floor brought a fresh new lease of life to the room and customer feedback has been 100% positive – with both dwell time and bar takings increasing since installation.

Even after the party is over, the new floor still looks as good as the day it was installed and is extremely easy to keep clean. Not only is the non-porous surface hygienic, because food and drink won't contaminate the surface, but it is easy to maintain and isn't phased by heavy footfall or moving furniture. The finished floor is also quiet underfoot, another important consideration for 02.

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