

# Press Release

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July 2004

## **A Towering Success for Beauchamp Design**

As part of a major modernisation project Beauchamp Design was appointed by the Corporation of London to re-design and refurbish the gift shop in London's Tower Bridge. Becoming an integral feature in one of the world's most famous bridges, the company has successfully augmented Tower Bridge's potential as a major London visitor attraction.

Tower Bridge's staff forum awarded the contract to Beauchamp Design over other contenders for their contemporary interpretation of the Bridge as a stunning example of British Victorian design and engineering.

The company's MD, Bruce Beauchamp, worked closely with Emma Williams, Business Manager, from the outset to ensure every detail of the design from the display cabinets, flooring, graphics and lighting were fulfilled during the tight refurbishment time-frame.

Creatively combining features of the Bridge into a streamlined open plan design, Beauchamp Design subtly branded the environment to fuse aesthetically with Tower Bridge's permanent exhibition and the Bridge's stunning exterior. Realising the brief, the retail space offers a practical, light and flexible retail space with clean sight lines.

Mirroring the Bridge's spectacular high - level Walkways, the design predominantly features the Bridge's distinctive criss-crossed girders and rivets, throughout the interior. The criss -cross girder effect simulated in wood with a steel-grey finish was used for all the coving, panelling and the final finish effect to all the display cabinets.

The company designed and supplied a combination of bespoke glass towers and counter display units, which complete with low - voltage lighting, revolving shelves and ample secure storage, blend unobtrusively to showcase the vast range of Tower Bridge merchandise and London memorabilia on display.

Recognised for their attention to detail, Beauchamp Design transformed a "gondola" display unit into a massive flywheel, mirroring those found in the Bridge's impressive engine rooms. This further augmented the industrial feel, whilst working perfectly to display a myriad of small gift items.

One of the prerequisites of the design was to transform the previously dark space into one that afforded a natural light effect. Beauchamp Design successfully used recessed florescent lighting with a tint of blue that washed naturally over the barrel shaped ceiling to give the impression of daylight.

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Additionally, the company designed and supplied all the visual graphics for the shop. This included a spectacular multi-lingual backdrop, which explains how Tower Bridge is lifted today. Combining spectacular images of the Bridge in action with its stunning views across London, the back-drop echoed the impressive Walkway with the girder and rivet theming in diamond-shaped panels. It finished the shop's design perfectly, finally reminding visitors of their exhibition experience.

Emma Williams, Business Manager, enthused:

"We're delighted with the finished effect, which has surpassed our expectations from the initial schematic drawings and really augmented our exhibition. Beauchamp Design's creative approach and attention to detail has been very refreshing – we have thoroughly enjoyed working with them and I would recommend them to anyone!"

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