

11

ELDRIDGE SMERIN  
LONDON ^ UK

Since its inception in 1998, British firm Eldridge Smerin – a partnership between Nick Eldridge (pictured left) and Piers Smerin – has established its commitment and passion for refined, distilled architecture. The company has a reputation for satisfying exacting client briefs through a careful analysis of usage patterns and spatial requirements, and a commitment to designing buildings that are environmentally sustainable. The firm's remodelling of a 1960s London house, The Lawns, won a RIBA Award and was shortlisted for the Stirling Prize in 2001. It won a Civic Trust Award and the Camden Design Award in 2002.

[www.eldridgesmerin.com](http://www.eldridgesmerin.com)



ARMITAGE HALL APARTMENT  
LONDON, 2005

In converting this 1920s assembly hall into a contemporary residence, Eldridge Smerin inserted a series of glass-fronted 'boxes' [1.1] into the upper reaches of the six-metre-high hall. This new 'internal facade' gives the bedrooms access to the windows and views, without sacrificing the fantastic space. The pared-back interior uses a variety of materials. Glass is used extensively for its reflective qualities, and balances the apartment's glossy-black-and-matte-white colour scheme.

SELFRIDGES DEPARTMENT STORE  
[LEVEL 2], BIRMINGHAM, 2003

Eldridge Smerin was commissioned to design the entire second level of the extravagant retail mecca Selfridges, in Birmingham. Known as the Spirit floor, it houses the fashion, books, music, film and technology departments. Eldridge Smerin developed a circular, looping floorplan which allows departments to flow into one another, while still retaining their individuality within the large, open expanse. The space features exposed ceilings, white-painted ducting and a glossy white resin floor. The factory imagery is repeated throughout the floor, with machinery such as conveyer belts used as display shelving [2.1] and the walls in the technology area clad in foam to resemble

packing material. The floor's design is centred around flexibility. It gives the owners the ability to reconfigure specific areas without needing to link to the other departments.