

Supawood was a product the Cadway architectural team had been wanting to 'play with' for quite some time in the retail design arena.

We were interested to see how the Superslat Maxi Beams could combine with small format LED strip lighting to both accentuate the beams & the lighting to create an overall visual effect which was far greater than the sum of the individual parts. This effect was to create a sub-conscious directional cue from the store entry to the counter.

Quite some time was taken to establish the right balance in the geometries & setout between the Maxi Beam width, depth & spacing, along with the lighting module lengths & widths. The charcoal coloured bulkhead which surrounds the entire element had to also be carefully considered.

Following completion of the detailed setout drawings & specification of the beams & lighting, the ceiling was built without any dramas.

It has become quite successful as a focal point in the store. The feedback has been very positive. It's not the cheapest option, nevertheless we are hoping this unique centrepiece prompts a shift in the quality of retail design in convenience stores across the greater retail community.

Kind Regards

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