

**Client:** Publicity Heaven  
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**Date:** 01 June 2011  
**Page:** 107  
**Reach:** 12068  
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## CALLUM LUMSDEN FOUNDER, LUMSDEN

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looring performs a major role in influencing the psychology of shopping. The fascination for me is how the performance of the surface which customers are walking on can offer so many subliminal messages which also influence all of our senses.

An intelligent choice of flooring can dominate so much of how an interior performs, from the choice of colour, pattern and tone to communicate the brand, through to the sound which it makes when customers walk across it. Quite simply, the texture underfoot controls the pace of how customers engage with a retail environment.

For instance a highly textured, hard flooring in the entrance or feature areas of a retail space will slow customers down and encourage them to engage with the merchandise in a more receptive state of mind. A timber or stone floor can signal a more

natural and warm feeling to the space. Timber floors give the added benefit of producing sound from customers walking on it as well as a positive scent from the polish used to maintain it. Polished tiles communicate exclusivity and cleanliness, while carpet creates a more intimate and hushed feel.

The choice is endless and as wide as your imagination, from resin and polished concrete, to rubber, parquet, mosaic or Helen Yardley handmade rugs. In my view the flooring choice is the most important 'silent partner' of any interior design.

Yet despite the immense choice available when sourcing materials for a scheme, for me the opportunity to 'up-cycle' an existing floor inherited from a previous tenant is always one to relish. There is nothing more satisfying than bring an existing timber

or stone floor back to life and making its inherited charm the hero of the design scheme.

It does happen occasionally and it is a joy when it does.

### Lakeland and Harriet Kelsall

Before starting my own company I was creative director of two recent design projects that demonstrate how an environment is influenced by the flooring. Lakeland Kingston (top left), the kitchenware retailer, had 4237 sq m of flooring to consider, while jewellery designer Harriet Kelsall (above right) in Cambridge is located in a more compact space of 83 sq m.

Lakeland's highly regarded product range requires a mix of high-volume merchandising combined with more considered purchasing, so the flooring is a mix of new Kahrs Oak timber, green/grey Brazilian slate tiling to table display areas, and high-wear carpet Donegal Twist from Ulster Carpets in olive to the feature staircase.

On the other hand Harriet Kelsall sells bespoke jewellery and the interior was created as a studio setting to give the space a more intimate feel, using a Polyflor timber effect of dark, brushed oak combined with a shaggy carpet in 'chinchilla' from Christy Carpets.



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