

# STONHARD *Solutions*

## *Domus Creates a Seamless Design*

### *Domus Design Collection, New York City, New York*

To sell the best, you must have the best and that's exactly what the owners of Domus Design Collection are all about. Known for their unique selections of quality, high-end furniture, DDC embarked on a new project to create an exciting showroom space that offered something more than traditional furniture displays. Semak Hakimian, DDC's owner, wanted to update the entire showroom and bring a more modern look and feel to the in-store experience.

The new showroom, a three-story space complete with seven street level windows, is located in the heart of Manhattan's retail district on 34th and Madison Avenue. The original building, designed in 1925, featured an ornate iron facade with 25,000 sq. ft. of raw concrete floor which provided a blank canvas of opportunity for designers. The floor system chosen for the facility was a critical element to the project's overall success, influencing the tone in every room throughout the building. The designers wanted a seamless system that would provide durability to withstand the heavy furniture and foot traffic, as well as aesthetic appeal to complement their contemporary designs. Stonhard, a world-leader in the manufacture and installation of high-performance polymer floors, was the obvious choice. Their premium flooring systems are specifically designed to meet demanding design and performance specifications.



*Domus Design Collection's newshowroom shows off their unique selections of quality, high-end furniture.*

#### **Product Solutions**

The showroom's design required a flooring system that offered a "modern concrete" look throughout the display area. Stonhard recommended its general service Stonclad product, which offered superior impact and abrasion resistance, maximum wearability, limitless custom color capabilities, and minimal maintenance. Stonclad GS (Silver Gray) was chosen and finished with two coats of Stonseal GS7 water-based urethane sealer. Stonseal GS7 provides protection against the damaging affects of continuous ultraviolet light that is prominent in the showroom, with the flat sheen providing glare reduction from sunlight and indoor lighting fixtures. A Silver Gray color was chosen for this application to accentuate the form of the uniquely faceted walls, each set at angles to the next subtly warping in three dimensions, changing the floor's appearance into various hues of gray throughout the showroom.

The floor system was installed in the 25,000 sq. ft. space with a quick turn-around, minimizing DDC's down time and enabling them to open their doors to Manhattan's busy retail district on schedule.

#### **Customer Satisfaction**

The result of DDC's high-profile showroom renovation is an energetic, vibrant retail space that artfully showcases DDC's complete line of contemporary products. This impressive installation at a highly visible retail facility has



*With its limitless custom color capabilities and minimal maintenance, Stonclad gave the showroom a "modern concrete" look throughout the display area.*

led to countless visits by the area's top architects and designers.

With over 80 years of experience developing engineered solutions for a vast spectrum of flooring needs for architects and engineers in industries worldwide, Stonhard was proud to provide DDC with a proven single-source solution from project design through completion. Once again, Stonhard proves that matching the right floor to the right environment is what it does best.

### *The Stonhard Difference*

Stonhard is a world-leading manufacturer and installer of high-performance polymer floor systems designed for tough commercial and industrial environments requiring protection against corrosion, impact, abrasion and continuous daily wear. We offer customized floor systems to satisfy the most demanding design specifications. Our complete line of floors offers a wide variety of options, including performance, thickness, integral coves, color and texture. Known around the world for excellence, the Stonhard name means quality products and unmatched service.

*As seen in Design Cost Data  
July/August 2003*



**STONHARD**  
**single**  
**source**

FORMULATING

ENGINEERING

SALES + SERVICE

INSTALLATION

PROJECT MANAGEMENT

*For more information on Stonhard's high-performance polymer floor, wall and lining systems, visit us at [www.stonhard.com](http://www.stonhard.com) or call toll free at 800/257-7953.*

