

designing big dreams

Successful showroom design is as much about consumer kinetics as it is about visual impression. This may sound surprising but it is a fact non-the-less, according to Jonathan Paul, one of the UK's most successful kitchen designers.

Jonathan Paul designs exclusively for One Way Kitchens in Southport. He has recently completed a major redesign and refit of the company's showroom. Here he explains the method and thought process, behind his outstanding achievement.

'I started by asking what did we and our clients require from a showroom. Many of the answers are simple and easy to understand. Of course it would need visual impact but a showroom is far more than a display showcase. It is a venue to greet clients, exchange information, establish our credentials and conduct business, but much more than all that, our showroom had to be an environment that inspires creativity helping to stimulate bold and vivid dreams. Visions of kitchens that will become the focal point and gathering place of the family. Kitchens where people will connect, feel secure, nostalgic and



warm where they will exchange jokes laugh and enjoy the simple pleasures of life.

Within our new showroom you will see I have considered every crucial factor, location, layout, ambience and accessories. My wish is that the showroom will engage all our senses, not just our visual or spatial awareness. I want it to establish an emotional bond that is unmistakable and compelling. The environment I have created conveys and evokes powerful emotions, which we all possess but often repress. By logging into



these deep feelings I can begin the concept, which will lead to a dream kitchen. Everyone who enters our showroom will experience positive emotions that they will take away with them.

The showroom is the starting point. From here I begin the process of delivering the dream. Each space I design has my signature stamp. It is a bespoke design every detail included specifically to meet each clients individual needs, giving expression to their lifestyle and providing an environment where food is easily

'It's pure science' says Jonathan Paul



prepared and consumed, where memories are made which will last much longer'.

Jonathan Paul judges the ultimate success of his design projects by their outstanding fit in composition form. Also by choice of colour and proportion within the surrounding space and environs. For example, he points to the incredible, highly fashionable concrete worktops in the showroom, a beautiful natural material. It is stunning here but used in the wrong way without considering the surroundings the result would be far from satisfactory. It is so important to consider the whole, only in this way will the dream be achieved.

For over twenty five years One Way Kitchens has been supplying the needs of an exclusive, ever more demanding group of clients. Jonathan Paul continues to win praise from his clients and awards and accolades from his peers within the kitchen industry. He continues to set trends that others try to emulate and copy. The new showroom at London Street, Southport is well worth a visit but be warned, it may alter the pattern of your dreams forever.

Concrete decision



Award winning designer
Jonathan Paul
designs exclusively for
One Way Kitchens

Winner Young designer of the year for kitchens 2000

Winner Young designer of the year for kitchens 2004

Finalist Designer of the year for kitchens 2004

87 London Street Southport Merseyside PR9 0TX
Tel: +44 (0)1704 544622 Fax: +44 (0)1704 535607
e-mail: jpaul@onewaykitchens.co.uk
website: www.onewaykitchens.co.uk

