



Client
Guoman Hotels – The Cumberland

Project
Carbon





Press Release

Industrial glamour comes to London's West End



The Carbon Bar in London's West End is the latest venue to receive an industrial glamour fit-out from London-based interior architects B3 Designers.

The bar, behind the Cumberland Hotel, is a fusion of brick, steel, timber and leather and brings the urban grittiness of London's industrial past right into the heart of W1.

B3 won the contract after competing with a number of other high profile interior architects and answered a brief which included: 'New York industrial, a mezzanine and space for a DJ'.

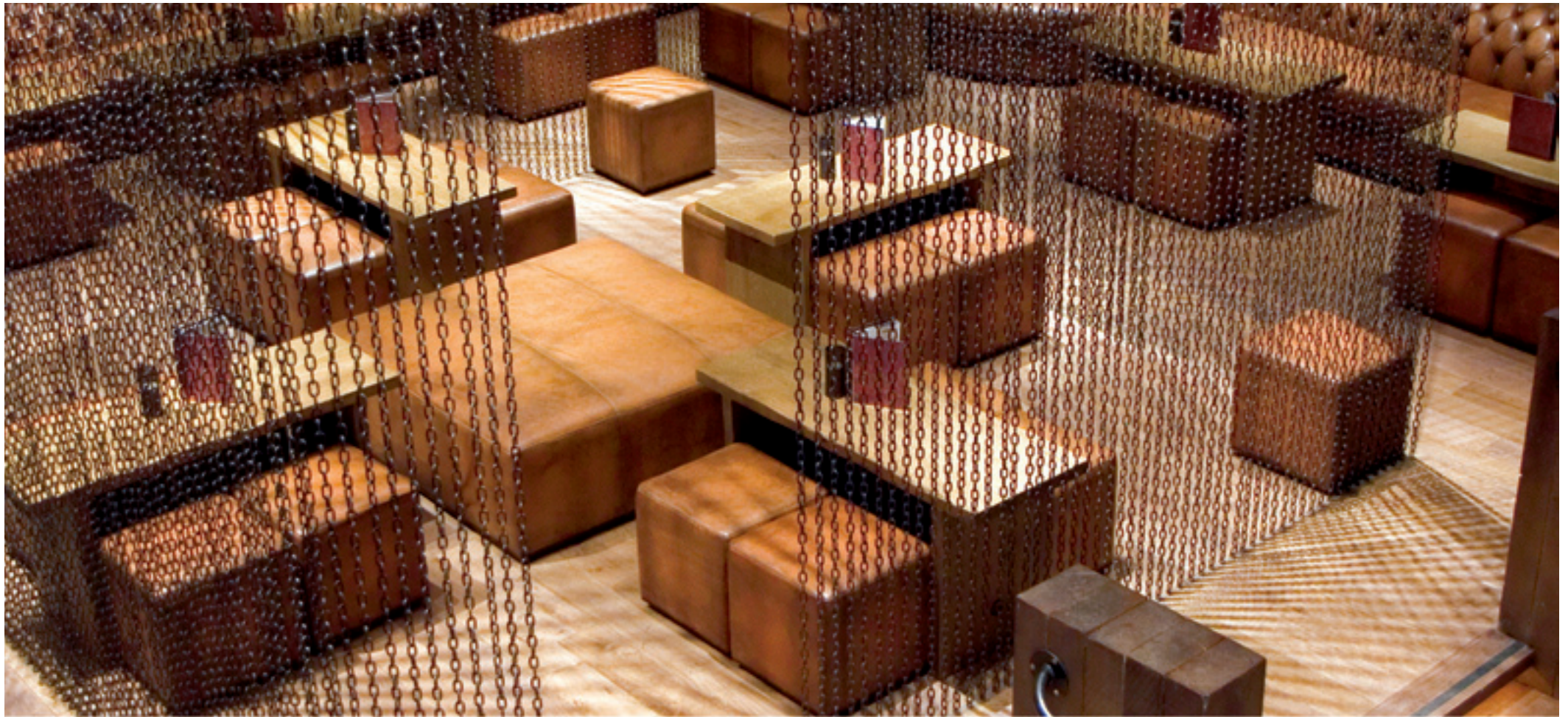
B3 Designers suggested that Shoreditch in London's East End was a good as inspiration as New York which the client agreed with. The result is Carbon's unique blend of industrial architecture and pared-down glamour.



The bar is hidden behind a 1/4 tonne core 10 steel door, once inside, cool urbanites are greeted by an imposing 12.5m Long bar made from concrete blocks with a wavy edged timber top which wraps over the front of the bar.

The bar backdrop is a 5m wall made from lightweight breeze blocks spray-painted with graffiti half metre high. The words were carefully chosen to reflect the industrial interior and the type of music played at Carbon.

The DJ booth is in a unique position suspended above the bar but at eye-level with the mezzanine champagne bar. From here the DJ can see the uber-fashionable crowd, and be seen.



The bar is split into three distinctive areas, which each offer different bar experiences. The floating mezzanine offers a more intimate atmosphere around the island bar where customers can enjoy watching the theatrical process of making a drink. Behind the island bar, the bottle are displayed in an illuminated jewel case backdrop made from small bevelled mirrors set into a weathered oak case.

An impressive 5m high Champagne wall, displaying stacked bottles of Taittingers best Champagne, creates a visual link between the Mezzanine and the ground floor. The Chain room on the ground floor features long lengths of chains which drop from the full span of the double height space, creating an elegant semi-private room.

Adjacent to the Chain room, walls of old stacked barrels emphasize the industrial warehouse feel while making full use of the impressive height of the space.



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More high resolution photographs are available upon request.