



## The Online Showroom



### Background

Launched in March 2010 by co-founders Julien Callede (COO), Ning Li (CEO), Chloe Macintosh and Brent Hoberman (Chairman); Made.com is an online designer furniture e-tailer.

Made.com is based on Charing Cross Road, Soho on the edge of Theatre Land. Due to it being a listed building, formerly Blackwells Book shop, Made.com had to work within the confinements of the pre-existing infrastructure and services to develop a conceptual showroom.

The showroom is an authentic interpretation of the Made.com world. Customers have the opportunity to view a window into the e-tailer's on line furniture collection. You can see, touch and feel fabric swatches, sit at tables, lay on beds in the room sets designed to show lifestyle solutions. With both tablets and iMac's available in the showroom, there is the flexibility to compile a shopping list for a later date, or better still purchase your goods in a few clicks of a button.



# MADE<sup>+</sup>

Background Music

-

Projection Mapping

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E - Tailer

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Scalable

-

Interaction

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## Solution

Made.com pride themselves in being able to offer designer furniture at affordable prices. They cut out excessive charges incurred from the process of manufacture right through to delivering goods to the customer. They seek to connect the designer direct with the customer and produce goods only when there are sufficient orders. It may take a little longer than other furniture retailers, but you won't have to worry if you can fit the item in or on your car, as it will be delivered direct to your door

As we had already worked with Made.com at their Notting Hill office and showroom, we were now tasked with delivering a projection and audio solution that would provide an impressive, reliable and scale-able outcome.

We used a total of 11 projectors, a combination of BenQ SX914 6000 Lumens and BenQ MX620ST 3000 Lumens. The first being the brightest choice, which offers superior viewing experience even in areas with the lights on, and a clearer definition of text. The latter offers the highest display flexibility giving you a 55" big picture in a mere projection of 1 metre. The projectors were installed at varying angles and positions throughout the showroom as guided by Made.com's brief. Mapping software enabled us to control how the images projected on to the curved walls, straightening out the images so as not to warp and distort the edges. The final images are projected to size enabling the customer to view the full scaled image of the goods.

The content is streamed through Apple Mac Minis. Made.com are therefore able to update the content regularly to reflect their ever changing stock assortment.

The background music is delivered by Bose Freespace 3BF Flush Bass Modules. These are designed to provide flush mount bass enhancement for new and existing background music system. The FreeSpace 3S Surface Mount Satellites throughout the showroom deliver high fidelity and extended bandwidth reproduction of voice and music for a wide range of installed applications

Rebecca Ruddle, Showrooms Manger, Made.com said:

"Combining your online presence with the real world, and all within a limited amount of space, is one of the biggest issues facing retailers at the moment. Within our new flagship Soho showroom, we have challenged ourselves to find solutions to this and AT&C's projections have been a real problem solver for us. Customers can see our products projected to scale, in a room set up, on rotation, so we're able to showcase our catalogue whilst not cluttering up space. The projections also bring a sense of theatre to the showroom – they've been a real talking point for our customers."



Accreditations

Text by Jo Harris

Visual by Bureau de Change