

SOARING HIGH: CRÉATION BAUMANN FURNISHES "NEWFOUNDLAND" TOWER IN THE HEART OF LONDON

In the heart of London, in Canary Wharf, the "Newfoundland" tower designed by architects Horden Cherry Lee with its striking exoskeleton extends the skyline of the British capital. Swiss textile specialist Création Baumann is furnishing the more than 600 flats with around 40 kilometres of textiles. Manufactured in special colours in Switzerland, the fabrics ensure a luxurious living experience and help to save energy. The project underlines Création Baumann's textile expertise and high product quality.

The architecture firm Horden Cherry Lee has designed the Newfoundland residential tower complex with its diamond-shaped exoskeleton in London's Canary Wharf district. The 72,248 square metre, 58-storey building comprises a total of 636 flats, which are let by property developer Canary Wharf Group. The building is the tallest build-to-rent project ever completed in the UK. It is part of a strategy to increase the number of residential properties in the predominantly commercial Canary Wharf neighbourhood.



Thanks to their favourable properties, the functional textiles from Création Baumann reduce heat radiation and improve the indoor climate. In the luxury flats in the Newfoundland Tower, the curtains from Création Baumann achieve energy savings of up to 14%. All of the windows in the 220 m high building were fitted with elegant curtains made of SINFONIA CS, which reflect the light thanks to the white colour scheme and offer the residents maximum privacy and exclusivity. Using a curtain rail, the fabric could be fitted as close as possible to the glazing, resulting in constant light reflection. As a result, the rooms heat up less and the energy consumption of air conditioning systems is significantly reduced. In addition, a second track system was installed so that a lined curtain behind the transparent curtain fabric provides additional darkening.

Création Baumann regularly develops customised designs for major international interior projects. A special colour of the dense curtain fabric LORD, specially matched to the interior concept, is used in the mega project in central London, creating a sophisticated yet uniform appearance with depth and character. Developed, woven and dyed in Langenthal, Switzerland, LORD exemplifies the high quality of Swiss textiles and reflects Création Baumann's commitment to high product quality and sustainable production.

With over 130 years of experience and its own production facility in Switzerland, Création Baumann is an expert in high-quality and technologically sophisticated textiles that offer not only sophisticated design but also long-lasting quality and excellent functionality. The furnishing of the Newfoundland Tower demonstrates the textile specialist's expertise at the highest level and underlines the international reputation of the traditional Swiss company.



PROJECT INFORMATION

Object	Newfoundland, London, UK
Architectural office	HCL Architects London, UK
Interior Design	Canary Wharf Group, Vertus
Partner	Interlace
Photos	Peter Matthews
Textiles	LORD (Special colour): 17.000 m SINFONIA CS (Col. 1013): 13.000 m SALTO (lining) 10.000 m

ABOUT CRÉATION BAUMANN

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design

on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

creationbaumann.com

PRESS CONTACT DACH

Brand. Kiosk
Susanne Günther Neves / Lisa Ruhwinkel
creation-baumann@brand-kiosk.com
+49 (0)69 2691 5397

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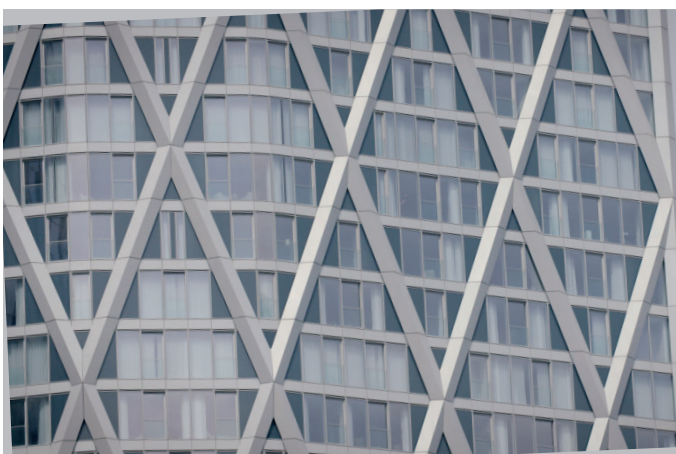
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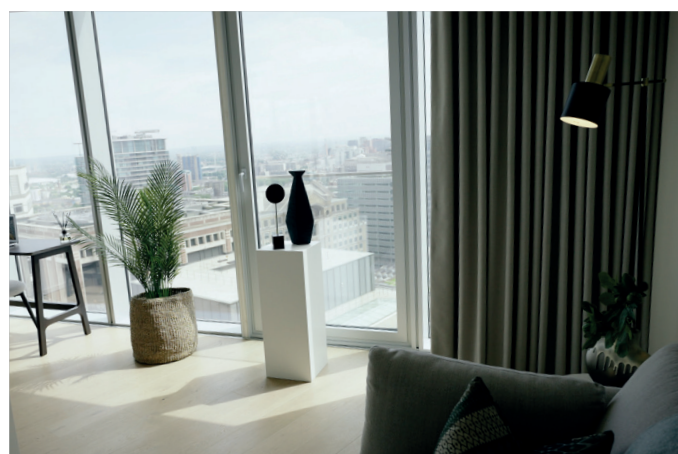
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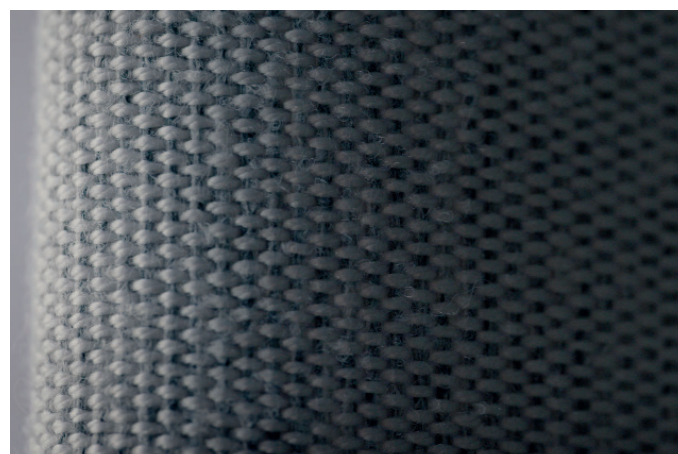
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