

Office

# Genesis Studio – Battersea Power Station

Acoustic curtains for the new experience centre.



## Starting point

Genesis' new experience centre at the iconic Battersea Power Station needed to create an engaging environment to showcase the luxury vehicle fleet from different angles. The aim is to provide customers with comprehensive information about the products in a relaxed atmosphere.

## Solution

G&T's concept expresses the key elements of the Genesis brand: refined and contemporary design, advanced functionality and an unmistakable Korean flair. The minimalist design with a mixture of exposed concrete and wood throughout the building is a perfect match.

The transparent ALPHACOUSTIC is an ideal complement to the two meeting rooms, where visitors are welcomed in person. Here, the sound-absorbing curtains create an inviting, pleasant atmosphere.

[Acoustic fabrics](#)

## Object

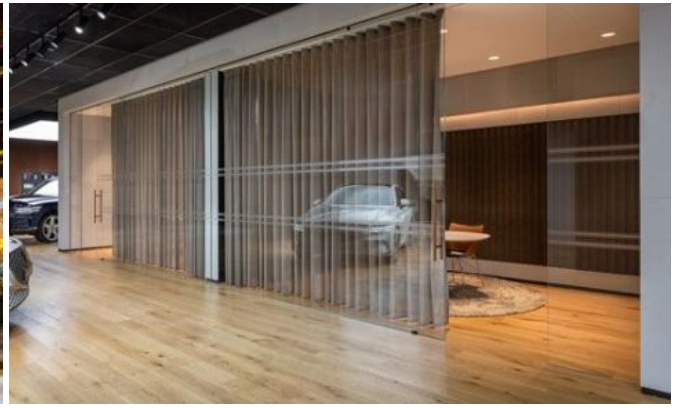
Genesis Studio – Battersea Power Station, London, UK

## Concept

Gardiner & Theobald, London, UK

## Photos

Liane Ryan [lianeryanphotography.com](http://lianeryanphotography.com)



# Textiles Used

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## ALPHACOUSTIC

**Article-Number:** 0100750

**Use:** Transparent/semi-transparent curtain fabric

**Number of colors:** 16

**Material:** 100% Flame retardant (Trevira CS)

**Fabric width:** 300 cm/118 inch/3.28 yard

**Weight:** 115 g/m<sup>2</sup>

**Sound absorption:**  $\alpha_w$  0.60

**Light fastness:** 6-7