

# SONOS

## EARLHAM STREET, LONDON

Design: Inhouse  
 Store size: 241 sq m  
 Opening date: November 2017

Consumer electronics company, Sonos has opened a European concept store in London. Located on Earlham Street in Seven Dials, the 241 sq m space has been designed to replicate the home environment and showcase how Sonos fits seamlessly into any home environment. The store is inspired by the brand's flagship in New York, designed by Partners & Spade, and features state-of-the-art Listening Rooms – two acoustically-tuned, house-shaped structures designed to emulate a real multi-room home listening space. Guests will be able to stream their personal



music to one or both rooms and create their own unique sonic adventures.

'Our vision was simple - we know the best place to experience Sonos is in the home. We also think that once you've experienced our whole home sound system, it's pretty obvious how awesome it is to have music throughout your home,' says Omar Gurnah, director, global retail marketing at Sonos. 'Given that, our challenge was to find a way to bring that same experience to life in retail. So details like the innovative design of our store, the bespoke listening rooms, and the recruitment of our store team, are all focused on giving our visitors the opportunity to listen to music

and experience Sonos as you would at a friend's house.'

In keeping with Sonos' meticulous attention to detail, the sonic and visual elements of the London concept store are tied to the city's own artistic culture, and have been inter-related from the outset, designed to complement the listening experience. Vibrant textures that improve the overall acoustics, custom bevelled glass walls to reduce bounce, hand-woven rugs and bespoke bookshelves have all been carefully installed to help improve the sound.

Every space within the store has been sonically tuned by Sonos sound engineers,

overseen by Sonos sound experience leader, Giles Martin. This includes the store's custom built Listening Rooms, the smallest, audiophile spaces in London.

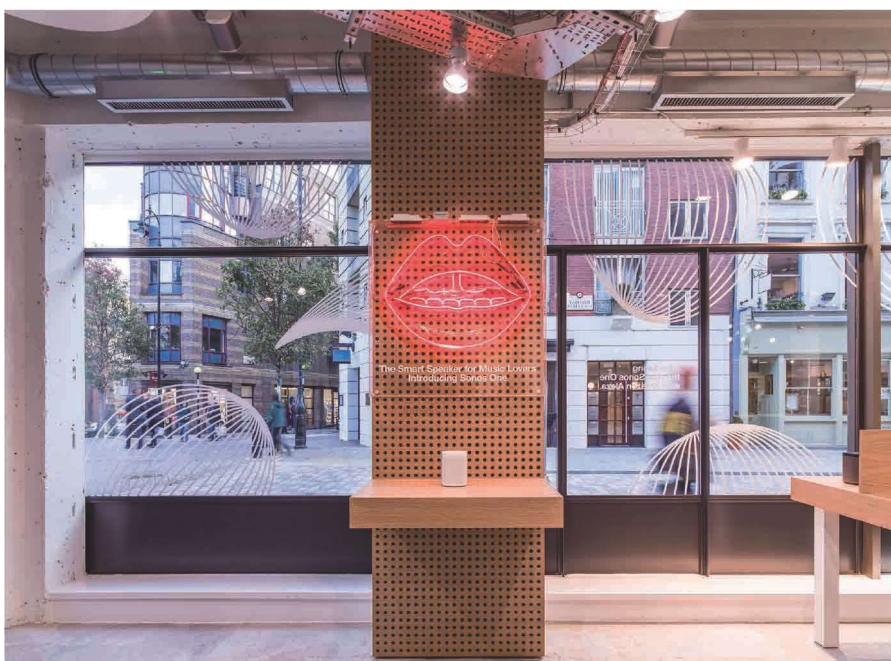
The Listening Rooms have been designed to look and feel like the ultimate home. For launch, Sonos worked with London-based artists Camille Walala and Neil Raitt. Inspired by their experiences of using Sonos in their own homes, each artist has taken a Listening Room and added their own perspective, with bespoke signature prints that cover the walls and ceilings. Next year, Sonos will open up the Listening Rooms to further artists, providing them with a canvas to express their



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creativity, creating an evolving environment to discover and experience Sonos. The basement space has been designed to host listening events, screenings, cultural talks and installations. The first of these events celebrates David Bowie.

'There's a lot of consideration that goes into every design aspect of the Sonos brand. We're always inspired to collaborate with creative talent who are doing interesting things in their area of work. So when the opportunity arose to create a totally fresh approach to the interior of the Listening Rooms we knew we wanted to create a space that was fun, inspiring, homely and aligned to our interior sensibilities,' explains Gurnah. 'Camille initially came to mind because of her signature style of recognisable patterns that stand out: she's someone we've wanted



to work with for a while. Thankfully she was excited to be involved with this project, and it also helped that she's actually a Sonos user so totally gets the concept of what we're trying to do in the space. To contrast the style of her bright colours and patterns, we felt Neil was the perfect match. He was actually recommended by the design team: a colleague went to art school with him and has been following his work, so there was a nice balance of providing a canvas for an established designer and emerging artist to create something new that complimented each other well in the store.'

The UK is a key market focus for Sonos. 'We want to provide visitors with an >



immersive way to experience our products, and the Sonos store is an opportunity to bring the Sonos experience to London for visitors to interact firsthand. We recently launched our first voice activated speaker - the Sonos One - so this is the perfect space to come and trial it within our space, with expert staff on hand for any questions in a relaxed home environment.

'Seven Dials is one of the most iconic and vibrant areas in London, and a shopping destination known for its trendsetting fashion and design goods. Our store location and ongoing collaboration with local artists provide us the opportunity not just to be *in* the neighbourhood, but truly be *part of* the neighbourhood, and makes our store a must-visit destination for Londoners and global visitors alike,' says Gurnah.

Sonos has further European concepts planned soon, including a new Berlin store in 2018. **RF**

