

**Press Release**  
**September 3<sup>rd</sup> 2018**

## **Furnitubes benches for redesigned Mayfair destination**

***Bespoke seating by Furnitubes was chosen for a redesign of one of London's most famous thoroughfares – Bond Street, in Mayfair.***

The street - comprising New Bond Street and Old Bond Street - had been narrow in parts and not particularly pedestrian friendly. But major improvements including highway realignment and resurfacing were carried out to rebuild the identity of Bond Street as a destination in its own right, rather than simply as a route or thoroughfare between Oxford Street and Piccadilly. More generous footway dimensions resulted in the opportunity to include seating on Bond Street for the first time, offering shoppers, visitors, workers and passers-by somewhere to relax and enjoy the new surroundings.



The street has long been synonymous with luxury goods, art and high fashion, and it was felt that the seating should be custom-designed and use high quality materials in keeping with the setting.

The design of the cast bronze posts and armrests, with their polished edges and embossed hallmark details, are inspired by materials and details used in the jewellery trade, which Bond Street is well known for. Seating surfaces are in cumaru hardwood, treated with an ebony

colour UV protective finish which perfectly complements the bronze.

Two benches have been installed - one at 3m and the other at 3.6m long - as a pilot scheme, with further seating provision to follow if they are well received by local stakeholders and the public.

Urban design and public realm practice Publica was delighted with the result of the area's overhaul and gave this testimonial:

"We are delighted by the results of our collaboration with Furnitubes to produce the Bond Street benches. The company's wealth of expertise and experience in producing street furniture of all kinds meant we could pursue our design ambitions with them, testing iterations and refinements to achieve finished pieces that are of high quality, have material richness, yet are robust civic objects in the streetscape. The whole Furnitubes team has been a pleasure to work with throughout the project."



**Ends**

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