

## Fit Out



**Client:** Mamas and Papas

**Location:** Westfield - London

Hurst undertook the fit out of Mamas and Papas new flagship store at the Westfield, White City Shopping Centre in London. With an open floor to ceiling glass frontage welcoming customers, the 5,000 sq feet store is then organised into 'worlds' based around new parents key shopping missions. Moving wall projections of digital clouds transforming into animals also bring a soft touch of technology.

The project included:

- Management and resolution of all Westfield Shopping Centre issues.
- Manufacture and installation of all bespoke joinery items - floating and perimeter wall display units.
- Merchandising feature suspended from the ceiling.
- Management of all subcontractors for delivery of: M&E, ceilings and partitioning, shopfront and decorations.
- Various flooring types - resin, hardwood and softwood flooring.

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