



SPACE: CATERHAM CARS SHOWROOMS

CLIENT: Caterham Cars

LOCATION: Various

SERVICES: Architecture & Interior Design

“When Caterham approached JWA to design a new showroom concept, we had to start from nothing”

Traditionally known for the 7, a road and track car, and the track only Sp/300.r, Caterham are expanding their range to include more road going models. It's a new era for a manufacturer who existed for a long time with a single offer being sold from a handful of destination sites. The new models triggered a requirement for new infrastructure, including showrooms.

Caterham group have a policy of making their corporate world accessible to their customers and fan base. So when they approached JWA to design a new showroom concept, we had to start from nothing, because a visitor to a Caterham showroom could be any number of things, including heritage enthusiast, amateur racing driver, customer of the future, customer on the day, corporate guest, service centre or used car customer. The showroom concept was to be inclusive to all.

JWA worked closely with Caterham cars and their exhibition designers to deliver a concept which would instantly be recognisable as, and ooze the brand values associated with Caterham. It encompasses both cars and motorsport divisions and is flexible enough so as to be tailored to the particular requirements of each site.

The concept uses bold modular elements common all installations and has seen development on a new build showroom, a refurbishment showroom, and a major exhibition site.

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