

# ARCHITECT'S PREFERENCE

## Bone Interior Design Studio

**PROJECTS REVIEW:**  
4DI GROUP AND CAREY OLSEN  
LAW FIRM

**B**one Interior Design Studio has 17 years of collective experience creating unique design solutions in all sectors, namely retail, commercial, residential, hospitality and product design. It is owned by a dynamic duo, Hayley Dickson and Nicola Hobson, whose passion for interior design pervades all areas of their company.

*Interior design, with spine* not only describes the very philosophy on which Bone prides itself, but also explains its name, Bone – a company with strong design solutions, putting some flesh on the bones that support, strengthen and enhance the 'physique' and the 'body' of any project to ensure continuous success and excellence.

Bone has been involved in several projects throughout the years, working with clients such as Café Caprice, Ou Meul Bakery, Hudsons and several others. This article showcases Bone's involvement in corporate office projects, specifically 4Di Group's new offices in Cape Town and Carey Olsen's Claremont offices.

**BELGOTEX COMMERCIAL CARPETING**

According to Hayley, the 4Di project involved fresh, fun and innovative designs. "They are an IT-based group investment

management company who gave us the creative freedom to implement all the interior design elements at their new offices," she enthuses. "Their brief to us was to create a fun office area where employee wellness could be striven for."

Bone completed the entire project without much client on site involvement, while ensuring they worked within the client's budget at all times. For this project's flooring they decided upon Hercules, a heavy commercial carpet tile from Belgotex Commercial's Nexus product range. "We chose this carpet because it is an excellent choice for high-traffic areas, and by selecting the colour option Helio we were able to create a neutral effect," explains Nicola. "4Di preferred a neutral pallet, onto which we played with colour pops, which is why this Helio, a light grey colour, was ideal. Furthermore, the Hercules range is a great product and very cost-effective, making it the perfect choice to maintain the client's budget."

The Hercules range is a smooth-finish, needlepunch industrial carpet tile constructed with 100% Stainproof Miracle Fibre (Polypropylene) which offers high appearance retention. Its vast colour options also allow for attractive finishes and a variety of design options in the most demanding heavy commercial flooring environments, and are available in both modular carpet tiles and wall-to-wall carpeting.

For the office's executive areas, they used the Nexus Synergy carpet tile range which,

according to Nicola, works well alongside Hercules. The Synergy range with its distinctive pinstripe pattern offers a stylish option for any commercial flooring environment. The range of classic colours ensures that this modern design remains timeless. Its construction is tufted multi-scroll loop pile with 100% Stainproof Miracle Fibre.

Hayley goes on to say that Bone used a lot of glass walls between the executive areas and the open-plan areas and that these two carpet choices were a great contrast to each other. "Another innovation that we incorporated into this project was to create 4Di's logo as an inlay using the Belgotex Carpets Obsession range," she says. "Their brand icon was installed in their 'chill' areas which personalised the space even more."

This particular carpet range is an up-market, deep-pile Saxony that offers the ultimate in luxurious underfoot comfort. The extensive choice of timeless colour options also supplies a vast range of tone selections from subtle to rich and deep shades for a natural elegance. The range is also infused with Belgotex Carpet's SilverCare technology. It is composed of 100% BCF Nylon and its suggested usage extends to heavy residential.

Turning to Bone's involvement in the Carey Olsen law firm's Claremont office, Nicola highlights that they specified Berber Point 920, and Westminster shapes at the boardroom glass and office junctions to draw visual interest to the floor. Berber Point 920

offers a choice of 27 colours, all with recycled content. Berber Point 920 is an aesthetically appealing, resilient, eco-friendly solution for any commercial flooring application. It is durable and hardwearing and is available in broadloom or as convenient ResinBac or NexBac Eco carpet tiles.

It is a structured Needlepunch, consisting of a blend of Stainproof Eco Fibre and 100% Stainproof Miracle Fibre (Polypropylene).

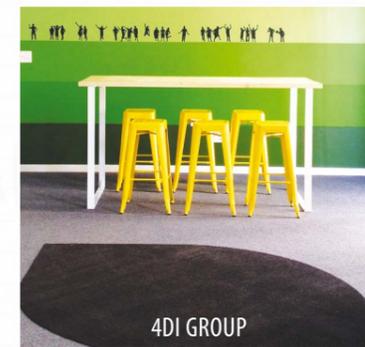
In turn, Westminster is an elegant wall-to-wall, cut-pile commercial carpet that offers lush softness underfoot. 100% Stainproof SDX (Solution Dyed Nylon) fibres make Westminster ideal for demanding hospitality, corporate and other demanding commercial flooring applications. It also provides significant sound absorption properties.

**WHY BELGOTEX COMMERCIAL?**

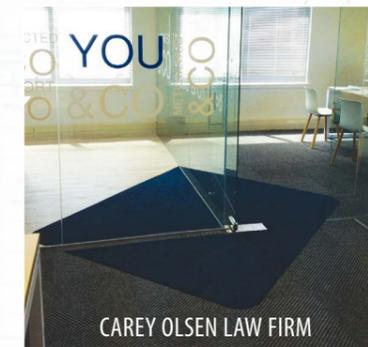
Bone works closely with Seapoint Florstore to get the latest samples and, according to Hayley, they offer Bone excellent service with good technical support and installations that do not fail. "Stuart Swart from Belgotex is also very helpful as he always drops off samples that are needed for projects," she continues. Both Hayley and Nicola concur that they rely heavily on this support structure to enable them to offer their clients flooring options for specific projects. "We often just communicate what specifications we need and then we receive product options that we can choose from," notes Hayley.

Besides service excellence and efficiency, Belgotex also offers Bone a superb range of products that can be used according to specification, ensuring a vast array of creativity and innovation that inevitably results in client satisfaction. "They offer creative ranges that are at the forefront of international trends," says Nicola. "They have tested their products on various projects and their products do not fail, which transpires into products that are safe. We are also very happy with their carpets' performance and, most notably, they have fantastic lead times. Belgotex is able to offer quick turnaround times and get things done."

She goes on to explain that Bone is often under pressure with strict deadlines, yet



4DI GROUP



CAREY OLSEN LAW FIRM

Belgotex as a company always delivers for them, which in turn enables them to deliver on time to their clients.

"Bone Interior Design Studio's vision is to achieve international design standards, and Belgotex's support helps us to achieve this," notes Hayley. "This gives us the freedom to design with great support!"

**FAVOURITE PRODUCTS**

Both Hayley and Nicola explain that they have a few favourite Belgotex Commercial products, such as Hercules as it is versatile with patterning. "It is a great commercial product with excellent costing

implications that aid us in keeping to a client's budget," they both highlight. "Westminster is another favourite, as it is commercially plush, which gives a corporate fitout a sense of home comfort and offers a fantastic array of colours which is what makes it an obvious choice through which to breathe the company's brand ID"

Hayley and Nicola conclude by saying that a combination of Belgotex Commercial products together also works exceptionally well, opening the door and the future to greater design opportunities and possibilities. ■

