



The Building Blocks of Product Photography

Leading UK carpet tile manufacturer, Burmaterex, launched new innovative product photography, inspired by Sou Fujimoto Architects' Final Wooden House, at this year's 100% Design exhibition in London.

Collaborating with award-winning creative agency, The Chase, and top Manchester photographer, Tim Ainsworth, the concept was born from feedback given by architects and designers (A&D) expressing a need for images that were not too prescriptive, such as the traditional roomset style adopted by most manufacturers.

The set design uses 6 wooden blocks, directly proportionate to the carpet tiles themselves, to suggest archways, doorways and windows, creating useable and realistic spaces which results in pictures intended to encourage freedom of thinking.

This method allows for multiple floor designs to be shot in one session, unlike traditional roomsets that require props, such as furniture, which also has a tendency to detract emphasis from the flooring and restrict the true versatility of the product.

"There is high demand, particularly from interior designers, for high resolution images of our products for use on scheme boards and in presentations. Previously our photography has featured Burmaterex carpet tiles in situ, to demonstrate how our products compliment furniture and other interiors finishes," explained Sarah Ludlam, Head of Design at Burmaterex.

“Although this has proved effective in gaining recognition of our products in the A&D community, the pictures can sometimes be inhibiting and cause confusion when included as part of a proposal, as it is can be unclear as to which piece of furniture is relevant. As usual, we have responded by addressing this issue with a new minimal approach. The reaction so far has been very enthusiastic and there was a real buzz surrounding our new visual direction at its launch,” commented Sarah.

The new bold treatment, architectural and almost theatrical in nature, is confident and emphatic, allowing for creativity of the individual. It marks a new era in Burmatex’s constantly evolving and holistic approach to design which also includes a new corporate identity and a refreshed product portfolio.

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