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# Orangebox Showroom, 250 City Road, London

## Case Study

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# Orangebox Showroom

**Client:** Orangebox

**Location:** Tiller & Lock, 250 City Road,  
London

**Designer:** Carter Owers Studio, Studio  
Rhonda, Orangebox

**Project Management:** Orangebox

**Size:** 8,320 sq/ft

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Orangebox has unveiled its new London showroom at the contemporary Tiller & Lock development, 250 City Road. The space - designed and shaped in partnership with Carter Owers Studio and Studio Rhonda - was launched as part of Clerkenwell Design Week, May 2025.

From the outset, the primary challenge for this project was taking Orangebox's physical presence from a five-floor showroom to one floor with a footprint of 8320sq ft. The new showroom needed to inspire, while accommodating challenging elements within the building, such as dominating columns and hard acoustics. Carter Owers Studio used these elements to fashion a journey through the showroom, intelligently controlling views and creating pinch points to foster a sense of discovery through the space.

The showroom features an intentional reduction of displayed products, celebrating Orangebox's landscape and showcasing its

design credentials through a thoughtfully curated collection of pieces. Crafted by interior designer, Rhonda Drakeford, the pieces express a modern identity through trend-driven palettes and thoughtful materials. Architecturally, a neutral base was used to complement, rather than compete with, the products' presence. Carter Owers Studio used palettes that distil warmth and openness, creating a space that is profoundly human.

"Orangebox has always championed a more human, intelligent workplace. We are so proud of our new London showroom, which really bring that ethos to life." Sebastian Wrong – Creative Design Director, Orangebox.

Orangebox consulted with experts to ensure the new space met and exceeded sustainability standards. As a result of conscious and purposeful design decisions, the site achieved BREEAM Excellent for overall sustainability performance, SKA Gold for its sustainable fit-out, and B(33) EPC rating,

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placing it ahead of incoming UK commercial property legislation for 2030. Influencing this outcome was the decision to use reconditioned pieces from Orangebox's previous showroom. Over 50% of the products in the space were refurbished at Orangebox's South Wales factory through its in-house Re-made programme, which is estimated to have reduced installation CO2e emissions by around 10 tonnes.

At the heart of the new showroom is The Materials Workshop, a hands-on space where clients can experiment with fabrics, finishes and floor plans, collaborating directly with Orangebox teams to adopt products and plan spaces. In this space, high-performance tools enable users to elevate their design process; with the A1 Plotter and 1:10 scaled models of Orangebox products, clients are able to complement their virtual designs with tactile, physical explorations of their spaces.

The installation of a Sony PTZ [BRC-X400] camera, with its approximate 70° horizontal viewing angle, supports video conferencing with large groups of collaborating individuals. The integrated high-resolution lens offers a zoom capability of up to 80x, allowing users to view frame-filling close-ups with crisp, fine details. Its powerful sensor captures high-quality 4K images with excellent

sensitivity, low noise and rich, natural colour reproduction, making it ideal for precise flat lays. The Materials Workshop is not only technically smart, but respects the craft and provenance of design, delivering an all-encompassing vehicle for storytelling.

The new showroom beautifully reflects Orangebox's values – comfort, clarity, connection and circularity. The move has taken bold steps to showcase the Orangebox product ecosystem and accurately reflect the ways in which people are now working. By focusing on concepts, not components, users are able to visualise landscapes where work, community and leisure sit side by side - mirroring the nature of contemporary workspaces. The result is a showroom that embodies the heart of the Orangebox brand: designing for people-centric workplaces.

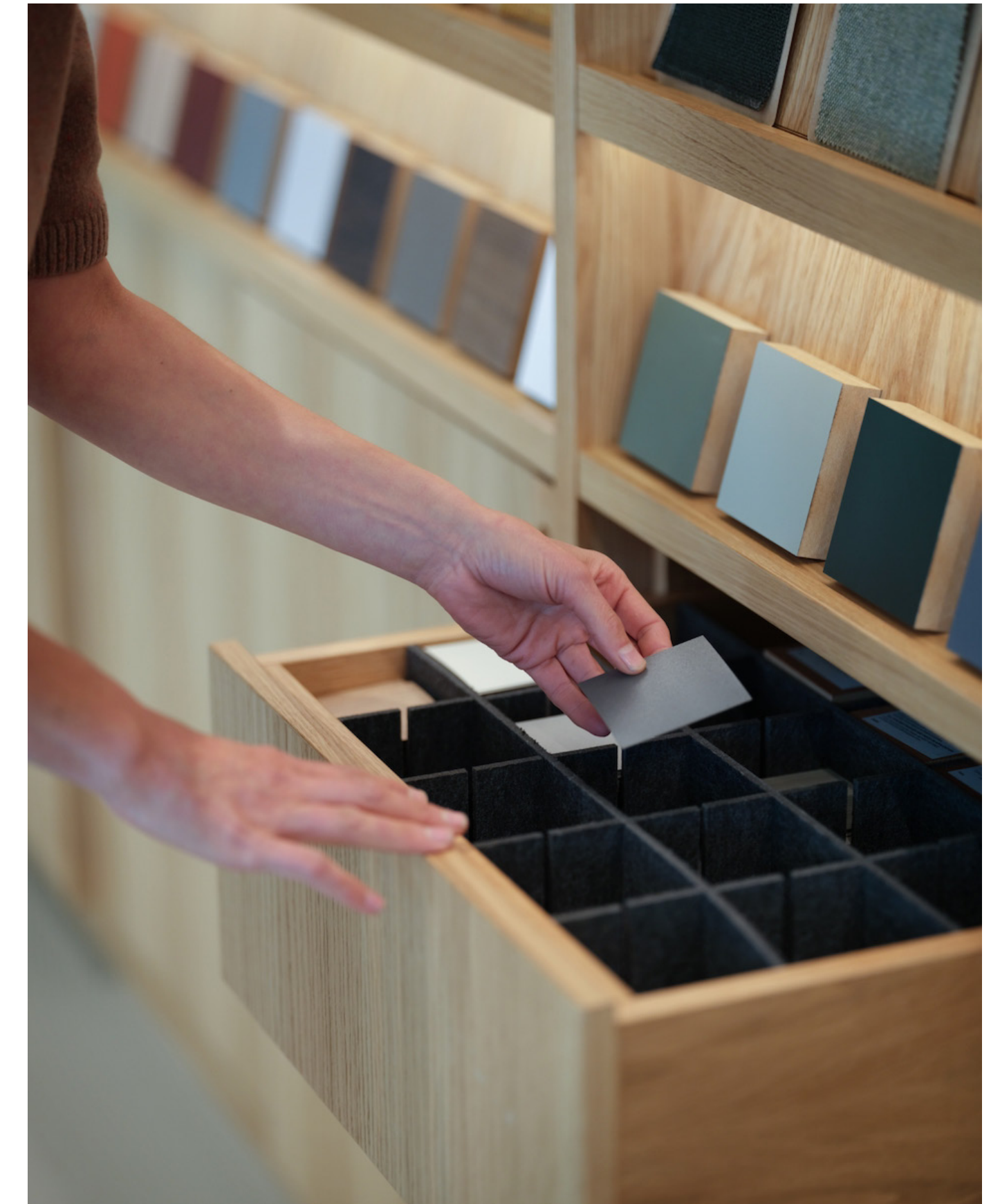
Related products:

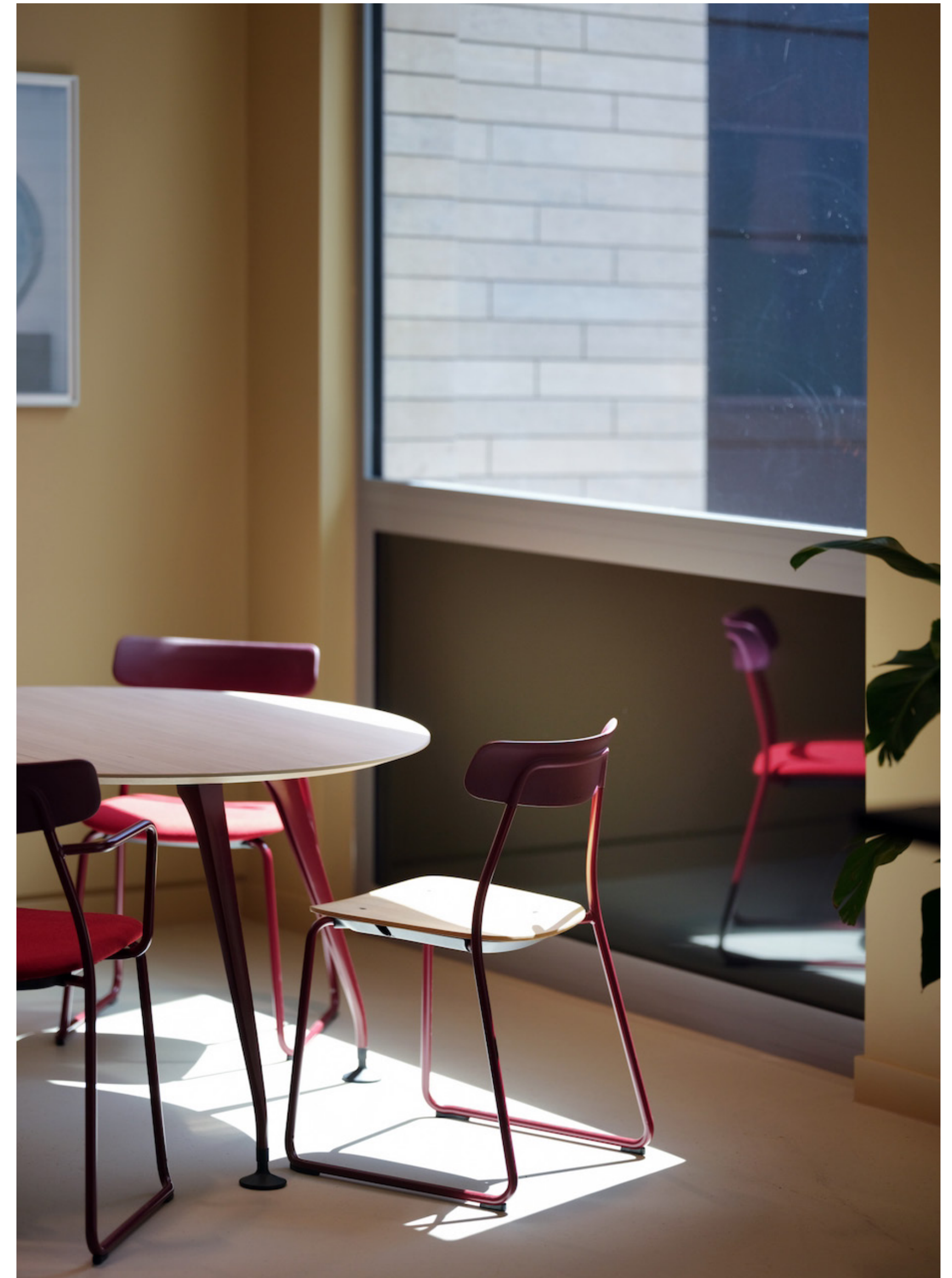
- Campers & Dens,
- Air3 with retrofit kit
- Beyond the desk
- Coppice
- Ercol
- Recur
- Coze
- Cwtch
- Woods
- Lano
- Pars



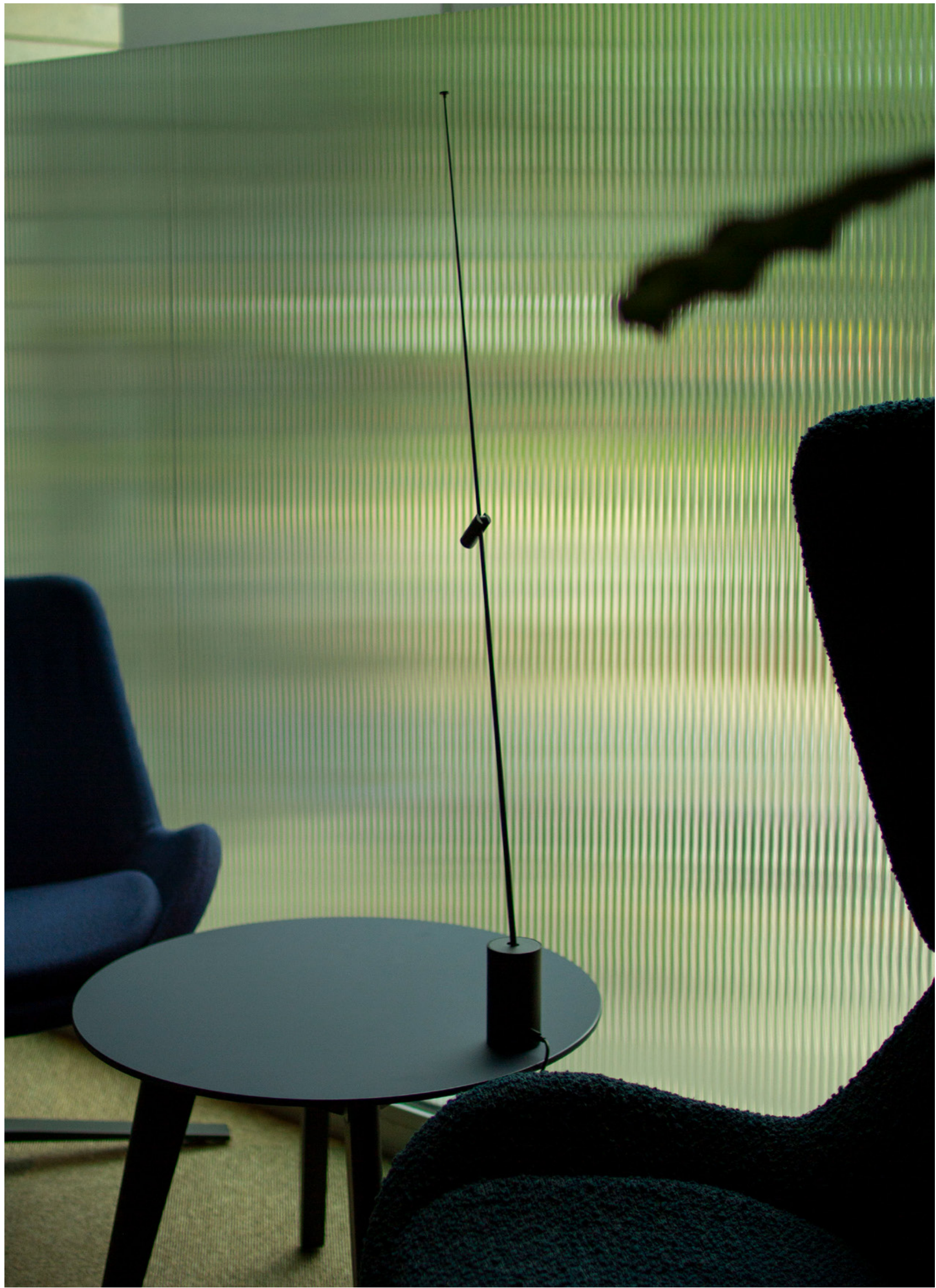












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