

case study

retail

DuPont™  
**ZODIAQ®**  
QUARTZ SURFACES



## The Superbrands Department at Selfridges

London, England

David Adjaye, Architect

### ISSUES

- Creating a new, high-end designer retail experience within the existing flagship Selfridges department store.
- Choosing beautiful, durable materials that will meet precise aesthetic and architectural requirements of creating an indoor urban marketplace.
- Designing a functional space in a high-traffic environment while satisfying the tastes of sophisticated shoppers.

### CHALLENGES

- Selecting versatile materials that could be used on the floors, walls and ceiling to create a dramatic tunnel entranceway.
- Choosing surfaces that offer vibrant colors, unique textures and finishes.
- Finding durable, practical design elements that provide the luxury and style necessary for a fashion-forward environment.

### SOLUTIONS

- A blend of exceptional strength and brilliant visual attributes, Zodiaq® met the extreme design specifications of a high-fashion, high-traffic tunnel and walkway.
- Stylish Zodiaq® offered consistent, intense color and high-gloss luster—while its natural quartz crystals added radiance and light play.
- Versatile Zodiaq® surfaces captured the attention of upscale customers by creating a vivid, dynamic red entryway—covering the walls, floor and ceiling—of this unique urban market environment.

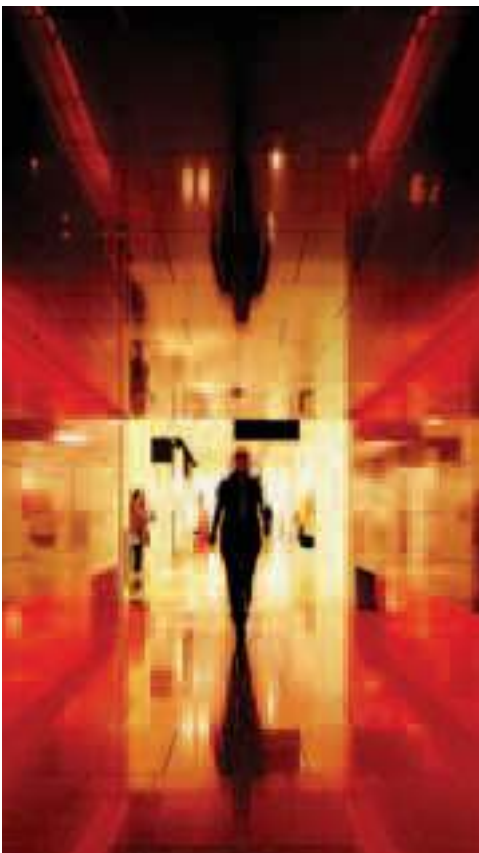
### BENEFITS

- With distinctive crystals and an extensive color palette, Zodiaq® provides added depth and reflective qualities enhancing most any high-impact design.
- Zodiaq® resists chips, cracks, scratches and stains and requires no sealants or treatments, offering durability in high-traffic areas as well as low maintenance.
- Zodiaq® is versatile and unique. It can be used as flooring, wall cladding and ceilings, among many other applications, and complements a variety of other design materials.

### PROJECT COLOR:



Zodiaq®  
Indus Red



The miracles of science™

DuPont™  
**ZODIAQ®**  
 QUARTZ SURFACES

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*The miracles of science™*

## The beauty of Zodiaq® in retail environments.

From fashion-forward boutiques to high-traffic shopping centers, Zodiaq® brings both sleek style and functionality to any retail environment. Zodiaq® is a unique blend of superior aesthetics and performance. With natural and intense colors, distinctive quartz crystals and exceptional strength and durability, Zodiaq® meets the demands of retail spaces beautifully.

Discover the many great retail applications for Zodiaq®:

- Service counters — transaction and reception
- Display shelving
- Countertops
- Wall cladding
- Corridors and entranceways
- Elevator walls
- Restroom vanities and partitions
- Molding and wainscoting
- Dressing room partitions

### Zodiaq® is...

#### **DURABLE**

Made from 93% quartz — one of the hardest materials in nature. Resistant to scratches, chips and cracks

#### **STAIN-RESISTANT**

Stains can't permeate the dense, nonporous surface and are easily removed

#### **HEAT-RESISTANT**

Meets industry standards

#### **HYGIENIC**

Nonporous, so it doesn't support the growth of mold, mildew or bacteria

#### **LOW MAINTENANCE**

Does not require periodic sealing to retain its stain resistance and polished finish

#### **CODE COMPLIANT**

NSF/ANSI 51 Certified for food contact for all food types and Class 1 (Class A) fire rated

#### **RADIANT**

Quartz provides unique depth and shimmer

#### **STYLISH**

Available in 29 colors with distinctive textures and tones

the perfect surface  
 for retail environments.

**Zodiaq® 1-800-436-6072 zodiaq.com**

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