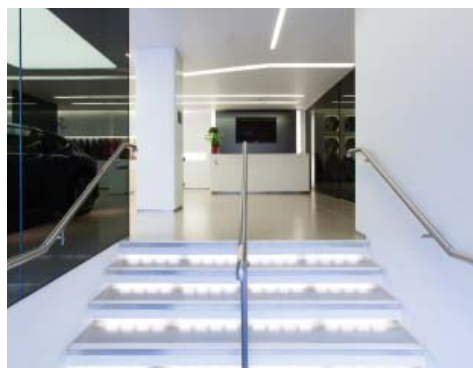


Case Study



Client HR Owen Sports Cars Ltd
Location The Berkeley Hotel, Knightsbridge
Project Ferrari Atelier

EHW were instructed by HR Owen to undertake the project management, design and contract administration of their new Ferrari 'Atelier' in London.

The interior fit out is in compliance with Ferrari's new worldwide corporate identity for new car showrooms and was adapted to fit the unusual space, formerly a small cinema. The project took just five months from inception to completion and was officially opened in June 2011 by Felipe Massa, Ferrari F1 Driver.

The practice was subsequently commissioned as architects for the £1.4m refurbishment of the existing Ferrari showroom in South Kensington and have since undertaken the update to the Ferrari corporate identity to both showrooms.