



Design & Display GRP Structures

case study: Eyes Wide sHut



Prize winning beach hut is pretty as a picture

A one of a kind beach hut, featuring ornate floor to ceiling picture frames that reflect stunning vistas of the sea and the local town, has been crafted by Design & Display Structures.

Named Eyes Wide sHut, the striking building was created by architects Feix&Merlin and won the international Bathing Beauties competition. The contest, devised by artist Michael Trainor, was set up to 'Re-imagine the beach hut for the 21st century'.

Winning concepts become part of a gallery of dramatic new seaside architecture for the regeneration of a 10-mile stretch of Lincolnshire coast, near Skegness.

Brief

With a timeframe of just four weeks, Design & Display Structures was asked to provide a fast track GRP design and build solution to bring Eyes Wide sHut – a revolutionary beach hut design – to life.

Selected for its strong relationship with architect Tarek Merlin, the company's bespoke 'one stop shop' service was perfectly matched to the prestigious seaside development project.

Solution

Design & Display Structures initially constructed the main body of the hut, as well as the front and rear frames, using eight identical mouldings.

The frames hold large mirrored polycarbonate panels, giving reflections of the beach view and Mablethorpe town the appearance of vast, framed photographs.

These one-way mirrors create a perfectly transparent and unobstructed view out from the inside, while passers-by enjoy the reflected landscapes.

Benefits

By choosing GRP, Feix&Merlin's beach-side development benefits from an ultra durable, low maintenance and colourfast material that is extremely resistant to the elements.

The front frame can also slide out, completely opening up the hut and acting as a wind break for the neighbouring garden, situated on an empty plot.

As with all clients, Design & Display Structures offered Feix&Merlin a one stop, ultra efficient design and build GRP solution.

Client:

Feix&Merlin

Architects:

Feix&Merlin

Project:

Eyes Wide sHut

Products:

Bespoke beach hut, featuring floor to ceiling picture frames

Project Duration:

4 weeks

"Having worked with the Design & Display Structures team previously, Tarek Merlin knew we would easily be able to handle such a complex and unique fast track project. The finished property is a masterpiece of contemporary seaside design and we were thrilled to be part of this ambitious seaside regeneration scheme."

Managing Director, Allan Curtis