



The showroom is just the tip of the iceberg

Warm, friendly and welcoming, but Tim Price found that there was more to Concept Interiors than just its Surrey showroom..

Just as a fully furnished showhome gives prospective purchasers some aspiration as to what the blank canvas of a new property has the potential to look like, the Concept Interiors showroom at Oatlands Drive, Weybridge, Surrey serves up plenty of inspiration to those with home improvement projects in the pipeline.

It's not difficult imagining, sitting on one of the showroom's oversized, luxury settees amidst gleaming candelabras, beautifully luxurious wallcoverings and large, dramatic statement-piece objets d'art, just how great your own property would look given the Concept Interiors treatment.

But this is more than just a shop where you can buy a candle, cushion or soft throw. It is the hub of a 15-strong interior design company that has in its portfolio some of the South East's most sumptuous property interiors. Concept moved here three years ago after it outgrew its original premises in Shepperton. "With this much larger space," explains co-owner and principal designer Samantha Morgan, "we decided that it gave us real scope to showcase our capabilities."

Clearly designed to inspire, wander around this beautifully tactile showroom and you'll see and touch examples of all kinds of finishes that could grace a sophisticated, tasteful interior, whether it's polished plaster, a slate wall, wood floor or silk

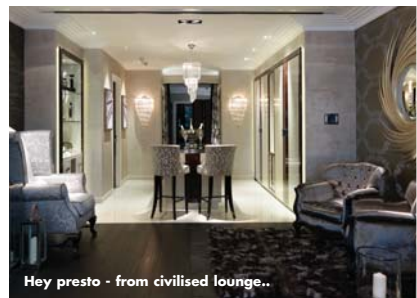
wallpaper. And then there are the window treatment options offered (with a free consultation) – from theatrical curtains to chic, designer blinds.

The showroom is a lovely, inviting, opulent space but regardless of the size of the project or budget, customers should not be daunted by dropping in.

"I think customers are comforted by being able to wander in and chat to us here," says Samantha. "No appointment is necessary, and I think they appreciate the fact that we're neither stuffy nor pushy!"

Aside from the eye-catching aesthetics of this place, this well-designed interior has some clever party tricks up its sleeve too – also worthy of consideration as part of your home's next facelift. For example, hit a switch on the wall and the lights dim and a cinema screen smoothly reveals itself from the ceiling, all ready for a family screening of the latest blockbuster. No need to relocate from your settled lounge comfort to a home cinema room in some distant corner of the house. This option by Concept Interiors' sister AV company offers maximum convenience and could be considered more social too.

But whether it's a demo of the above, a candle purchase, a flick through wallcoverings or curtain material books or just a friendly, informal chat about your next project – I'm confident you'll get a typically warm Concept Interiors welcome.



Hey presto - from civilised lounge..



...to home cinema, at the touch of a button

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