

PROJECT



**PizzaExpress**  
‘Living Lab’ Restaurant

Inspiring Great Spaces™

**Armstrong®**

CEILING SYSTEMS



## Introduction

Inspired by the spirit of the first ever PizzaExpress which opened in Soho in 1965, PizzaExpress worked with the designer Ab Rogers, Italian chefs, a theatre director, a DJ, a fashion designer, artists to create a new generation PizzaExpress, in Richmond. Their mission was not to just serve great pizza, but to help feed great conversations - a philosophy which is at the heart of their brand. The design brief was to reduce the reverberant sound in the restaurant and create a more relaxed, social and comfortable atmosphere. They wanted music and conversation to flourish in parallel. All this in an atmosphere designed to engage and stimulate the senses.

## Solutions

The Armstrong Circle Optima Canopy was specified early in the project as it echoed the shape of the tables and is similar in shape to the pizzas being served. It has been successful in reducing the reverberation time of sound inside the booths by 50%.

These multi functional canopies reduce noise levels bouncing around the space by absorbing sound on both the front and back of the canopy. Lights and speakers integrated into the canopy allow diners/customers to adjust their own personal sound and lighting levels.

They can even plug in their own iPod!

The Optima canopies were printed in pastel colours to match the colour scheme of the restaurant. The canopies float over red leather dining booths and by changing the angles, levels and orientations in the installation process, it was easy to disguise services and create a stunning restaurant space.



**Project**  
PizzaExpress

**Architect**  
Ab Rogers Design

**Contractor**  
Atlas Refurbishment (Northern) Ltd

**Armstrong Solution**  
Printed Optima Canopy Circle

## Optima Canopy



Discover Armstrong's online Project Gallery



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