



Axiom entrance CGI



3D images of the Axiom stand at Revo 2018*

G-Smatt announces that it is to supply and install the UK's largest structural glass media façade at Axiom Yorkshire

G-Smatt Europe has been selected as the provider of what is thought will be the UK's largest structural, glass media façade for Axiom – Yorkshire, the largest out-of-town retail, leisure and entertainment development in the UK since Bluewater.

The announcement was made at Revo 2018 by Philip Lunn, Chairman of Axiom, who said; " In a world where retail is evolving at an ever-faster pace, Axiom will exceed expectations, delivering a unique retail, leisure and hospitality experience. We are excited by the opportunities and creativity provided by G-Smatt's glass media facades and are confident that it will help to deliver a truly memorable visitor experience."

Orhan Ertughrul, Executive Vice-President, G-Smatt Europe; said; "Axiom's vision for this new site, to be a multi-channel, multi-sensory, enhanced retail experience is a perfect match for our glass. With the only limit being their own imagination, brands will be able to deliver highly creative, interactive and unique campaigns that will engage and excite visitors. When not being used for specific campaigns the interactive capabilities of the façade can be used to draw people together to share experiences and live events."

With the project due to start on site imminently, the glass façade, due for installation in early 2021, will be located at the entrance to the centre and will measure approx 1000sqm.

When complete, Axiom, will cover 106-acres incorporating many first to UK experiences including an Adventure Park, a unique dining concept – Axiom Eats and a flexible, right-sized retail offering, with regional flagship stores for many significant national and international brands. For more information on the project visit <http://axiomyorkshire.co.uk>

Background

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries. The company believes in the transformation of the digital city scape with compelling architectural media facades and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products and received the LCA 2017 Award for Technological Innovation of the Year.

For more information & video links <https://www.g-smatteurope.com/products/events>

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* High res image available on request

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