



Solidro Case Study

A Landmark Reimagined

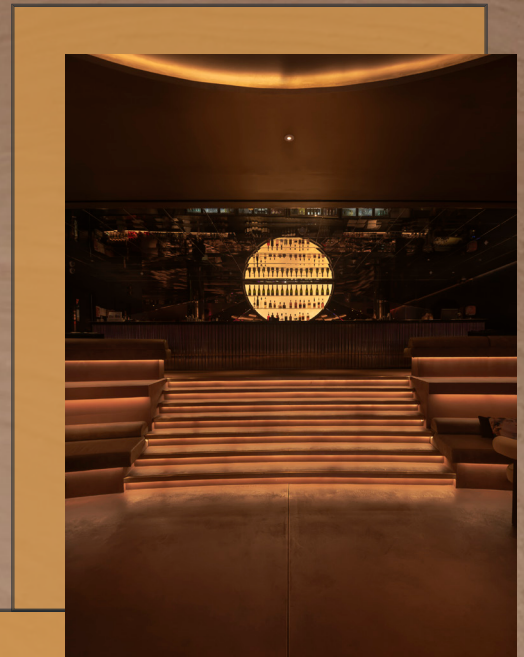


Moxy Hotel, Piccadilly, London

Project Overview:

Criterion Capital sought to preserve the historic significance of the landmark Criterion Building, whose architecture pays homage to Helios, the Greek god of the sun, while remaining true to its commitment to sustainability through adaptive reuse.

Marriott Bonvoy, the hotel brand, envisioned a vibrant, fun, Gen Z-focused hotel and 24-hour hospitality destination that captured the energy of London's West End.



Floor Finish: **Solidro** by Ideal Work

Photography: Hermine Patch

Designer: Sophie Finch, Finch Interiors

Installer: Venetian Artisans London

The Design Challenge:

Sophie Finch, Finch Interiors, was challenged to reconcile the practical demands of a 24-hour hospitality venue with the creation of a warm and inviting interior. The finish needed to withstand spills, intense levels of foot traffic and continuous use, while performing consistently across different floor substrates and the amphitheatre steps without compromising the richness and depth of colour that lay at the heart of the design that was central to the design vision.

Solution:

Ideal Work's Solidro was selected for its composition, sustainability credentials, efficient application cycle, seamless finish and high performance under heavy use. It also provided the depth and intensity of colour needed to realise the design concept.



Surface Preparation



Hand Trowelled



In Between Sanding

Seamless application by our trained and trusted installers, **Venetian Artisans London**

The application process:

∞ **Surface Preparation:** There is a choice of three techniques to address different substrates offering versatile and flexible preparation for floors, walls and fittings.

∞ **Hand-Trowelled Application:** The Solidro finish was applied in three layers, creating a depth of texture while maintaining a seamless appearance. Fast drying time and light sanding between coats makes this system extremely cost effective. The use of high quality pigments produces luminous colour.

∞ **Soft Burnishing:** A final sanding brings out the movement in the middle coat and smooths the surface.

∞ **Final Treatment:** Solidro is already waterproof and the final sealer builds exceptional wear resistance and contributes to the gorgeous aesthetic.

Results:

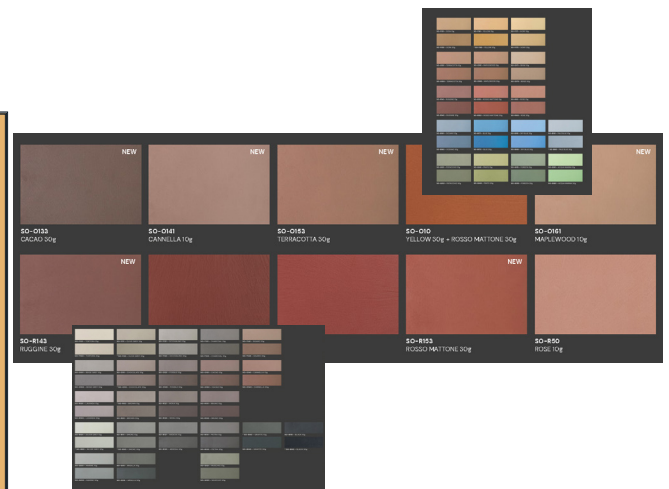
The completed interior delivers a tactile aesthetic which the designer likened to suede, combining warmth with exceptional resistance to everyday wear.

∞ **Welcoming by design:** The hand-applied finish creates a rich, inviting environment without compromising durability.

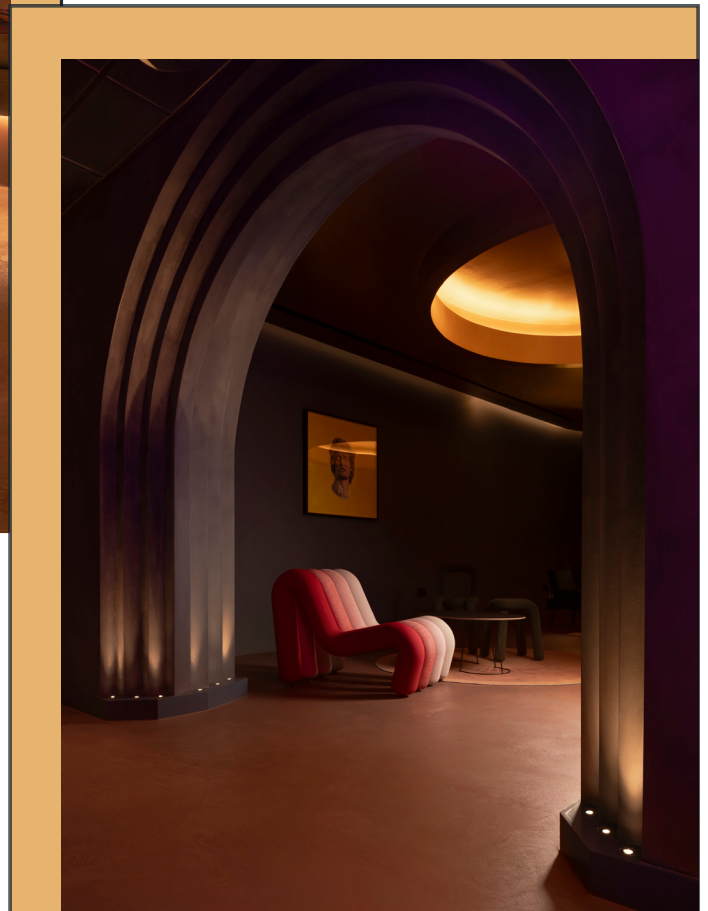
∞ **Seamless continuity:** Applied across multiple surfaces, Solidro provides visual consistency while retaining the character and movement of a handcrafted finish.

∞ **Design flexibility:** Its versatility enabled the designer to extend the same finish across floors and fitted elements, preserving the uninterrupted design language of an 'always-on' hospitality space.

∞ **Designed to endure:** Highly resilient and easy to maintain, the finish will retain its appearance and performance for years to come.



Solidro comes in a wide range of standard colours. Different tones can be obtained depending on the amount of pigment added. Bespoke colours can be mixed to match RAL. Solidro colours are part of Ideal Work's Art of Harmony colour scheme.



Project Outcome:

The completed scheme respects the building's historic connection to Helios while introducing a vibrant contemporary atmosphere that echoes the energy of London's West End. The designer particularly valued the finish for its suede-like appearance and the seamless continuity it brought to the entire lobby space.



Conclusion

The success of the project reflects the contribution of every member of the team. Sophie Finch of Finch Interiors brought together the aspirations of the client and the operational demands of a contemporary hospitality venue in a design that respects the building's heritage while embracing its new purpose. Ideal Work's **Solidro** provided the high-performance finish required to meet the project's demanding technical and aesthetic requirements, while the exceptional craftsmanship of Venetian Artisans London ensured the specification was realised to the highest standard.

Together, their expertise has reimagined an historic landmark as a contemporary hospitality destination, demonstrating how inspired design, innovative materials and skilled craftsmanship combine to create places of lasting meaning.



T: 01273 471524 E: office@idealworkuk.com

W: www.idealworkuk.com

 [@idealworkuk](https://www.instagram.com/idealworkuk)

 Ideal Work

 +44 7576 547917