THE RALPH LAUREN CENTRE
FOR BREAST CANCER RESEARCH

FOUNDED IN 1851 BY
WILLIAM MARSDEN MD
THE RALPH LAUREN CENTRE FOR BREAST CANCER RESEARCH

Location: The Royal Marsden London

Products: Amtico Signature
- Farmhouse Oak AR0W7630
- Classic Oak AR0W7430

Products: Amtico Assura
- American Oak AA0W7050

Sector: Healthcare

The Royal Marsden is one of the leading cancer treatment centres in the world, involved in around 750 clinical trials every year. The hospital has a major commitment to improving care given, and the centre's work influences the diagnosis and treatment of patients throughout the world.

In 2014, Mr Ralph Lauren continued a long standing relationship with The Royal Marsden when he visited the Chelsea hospital to support The Ralph Lauren Centre for Breast Cancer Research.

The investment saw the Ralph Lauren Corporation and The Royal Marsden Cancer Charity fund a new breast cancer research facility, which opened in spring 2016. The new centre will run clinical trials and studies and is dedicated to advancing breast cancer research, improving early diagnosis and developing new treatments.

Alongside the development of the new unit, the hospital also refurbished the flooring in the main reception area to freshen the space, investing in a product that was going to stand up to high levels of footfall.
Inspiration

The new breast cancer research facility required flooring that incorporated enhanced slip resistance, while offering a versatile finish which was suited to the warm, safe and welcoming environment created in the individual rooms. After careful consultation between the hospital, Amtico and the flooring contractor, a specification was suggested and further developed to meet all requirements. This included the need for excellent slip resistance, exceptional durability and a highly attractive, modern finish which blended with the state-of-the-art surroundings.

The Amtico Assura range, finished in an American Oak and laid in a Stripwood pattern, proved the ideal choice for the breast cancer research facility. The floor now provides the perfect balance between safety and aesthetics, while being easy to maintain. Additionally, as a commercial product, Assura's guarantee extends to 20 years, providing an excellent long-term investment to the facility.

The main reception of The Royal Marsden required new flooring that delivered a durable finish to an area that has extremely high footfall. For this reason, a selection of oak finishes from the Signature range were chosen and laid in a Random Plank pattern. This created an impressive modern and friendly area by delivering a clean and simple look.
Comment

Mo Bahrami, Projects & Property Manager at The Royal Marsden, was closely involved in both projects. He said: “We have used Amtico in other parts of the hospital before, so I was aware of the high quality finish available. Both the new Ralph Lauren Centre for Breast Cancer Research and the reception are now very clean and inviting areas, which are essential aspects for the hospital to consider in the design process.”

The installation of the flooring in both the main reception and the new Ralph Lauren Centre for Breast Cancer Research was completed by South London-based Downs Flooring. Commenting on Amtico, Managing Director David Walsh said: “Whenever I’m discussing projects with customers, Amtico is always top of my recommendation list. From an installation point of view, I always have total confidence in the product, which means I can finish a job safe in the knowledge the flooring will perform for years to come. And, as far as the finished look and feel is concerned, I don’t think there is a better type of flooring on the market. Essentially, if it’s in the budget, I will always recommend Amtico – it’s as simple as that.

David continued: “The Royal Marsden is also testament to the durability and aesthetics of Amtico’s flooring. Although the main reception has a particularly high footfall, I know from experience that it simply won’t be a problem.”