



The Dining area and Buffet Area at FeD, Cardiff

## FeD CARDIFF

Location: Cardiff, UK

Products: Amtico Signature  
Glint Orb and Glint Void, Woven  
Blonde Oak, Herringbone  
Pier Oak, Quill Gesso, Forge Oak, Script Maple Rum and  
Vintage Chestnut, Stripwood  
Stria Volcanic, Flagstone

Sector: Hospitality & Leisure

FeD is the first of a new chain of restaurants that opened its doors in Cardiff in December 2014. With the intention of becoming a 'Food Exploration Destination', FeD serves hundreds of dishes from nine different cuisines. And everything is cooked in front of the diners, at one of seven live kitchens.

The 300-seater restaurant is set over two storeys with a 250m<sup>2</sup> customer-facing and kitchen area. With a plan to serve 5,000 covers every week, the restaurant owners were looking to furnish the high-traffic seating and kitchen areas with high-quality, durable flooring that would be in keeping with the restaurant's style and branding but also be easy to clean and maintain.



Blond Oak



Glint Orb and Glint Void

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To reflect the diverse cuisine offering at FeD, the interior design team at Via Interiors, in Leeds, chose to zone the overall scheme, incorporating different design treatments, colours, materials and patterns for the flooring, ceiling, seating areas and live kitchen stations.

Retro materials were also high up in the design brief as was statement flooring, successfully achieved with the black and white woven pattern. Contrasting with this retro look are four additional zones created by combining stone and wood designs in a complementary mix of laying patterns.

British-made Amtico Signature luxury vinyl tiles (LVT) were the obvious choice for adding a touch of unique flavour to the design because of the wide range of choices available for colour, texture, tone, shape and scale. Five design types were brought together to achieve the individual and special look desired by the client.

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Sachin Bajpai, co-owner of FeD, describes how Amtico Signature LVT flooring has helped to create the look and achieve the quality he was hoping for. "The flooring looks fantastic and really helps with the zoning of our new flagship restaurant. The feature black and white flooring in the food area communicates the quality of both the branding and the food itself. It looks great and, very importantly for a busy restaurant, is easy to maintain."

Jane Verity-Smart, of interior design company Via Interiors, describes how Amtico Signature meets the brief. "We wanted to have a high-quality finish but, at the same time, use reclaimed and retro materials. The restaurant zoning was critical to the success of the design, and we're really pleased with how mixing the products and laying patterns has helped to complete the overall restaurant look. As these stunning images demonstrate, the flooring has played an essential design role for this exciting restaurant."



Glint Orb and Glint Void



Blonde Oak

