



Welcome to Data 62

Hello

We recently worked with London design agency Sella Concept to create two fantastic projects for hospitality company Incognito at the iconic cricket grounds The Oval and Lords — the latter being the home of the MCC (Marylebone Cricket Club) — both of which are the main focus of this newsletter.

In other news we are delighted to have been appointed to fit-out a luxury new store for Baker Brothers, a Bedford-based diamond specialist, luxury jewellery and watch retailer.

The new store has been designed by London-based Innovare Design, who have created the exciting new concept that extends over two floors; this is due to complete in July when we look forward to bringing you photos of the finished store.

Currently, we are on site working with London contractor, Quinn, on the refurbishment of the Warburg Institute building in London; we are also fitting out a restaurant for Master Bao, a Taiwanese restaurant at Westfield Stratford.

Other projects on site include the Grade II listed luxurious New Park Manor Hotel in Brockenhurst in the New Forest, a former royal hunting lodge, owned by Ralph Trustees (for whom we have delivered a range of projects at The Grove, Watford).

As always, I would be delighted to discuss your forthcoming requirements, whether you're looking for shopfitting or bespoke joinery, to see where Datum can add value to your projects.

Kind regards

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[Contact David by email](#)

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Background to The Oval & Lords

We were appointed to fit-out a hospitality box at Lords and a larger hospitality lounge at The Oval — demanding projects that ran concurrently, where the objective was to create luxury VIP hospitality facilities for cricket fans to enjoy whilst watching international matches.

We very much enjoyed working with interior designers Sella Concept to create these two fantastic projects and were delighted to receive the following comments from them:

"What an incredible space we created!! As ever thank you for your commitment on all of the additional and urgent bits we required your help with. We're so happy with it. Massive thanks to the whole team at Datum!"

We were also delighted to receive the following testimony from our client Hugo Boylan, Chief Operating Officer of Incognito Group:

"I trust all is well and many thanks for bearing with us. It's been a manic few months and we appreciate everything you have done for us. And what a space you have created for us. Thank you so much.

"Honestly, I cannot thank you for what you have made for us. This is exactly how I envisioned our suites looking and the compliments we have received from people globally has been ridiculous! Including both Lords and the Oval."

The Oval | London



The Oval lounge featured high quality finishes throughout, including veneered wall panelling, stone bar tops and drinks shelves, faux onyx and specialist gloss paint finishes.

The floor was a combination of Blue Spider Granite, Amtico and Westex Ultima Major carpet.

All of the various bespoke joinery fittings used throughout the fit-out were manufactured in our workshop.

This project was completed in seven weeks — in time to host VIPs at two important international fixtures.



Lords | London



The Lords hospitality box incorporated luxury finishes and bespoke design detailing, in keeping with the iconic surroundings.

Featuring, faux leather wall panelling, marble counter tops, red Travertine and Gold Sienna Granite, antique bronze mirrors and ceramic floor tiles in two colours.

The ceiling featured a specialist hand-painted mural depicting cricketers in action.

As with the project at The Oval, the Lords scheme had to be ready in time for a number of international cricketing fixtures; the project was completed in 3 weeks.

