

Office

# Snap Creators Lounge – London

Creative expression: Custom digitally printed curtains.



## Starting Point

Your studio, in collaboration with Snap (Snapchat's umbrella brand), partnered with Création Baumann to design the Creator Studio at Snap's London headquarters. This space is crafted to inspire Snap creatives and brand partners to playfully explore Snap innovations while immersing themselves in the magic of augmented reality. Serving as a flexible workspace and event venue, the studio fosters creative experimentation and highlights Snap's latest digital developments.

## Solution

Snap's innovations come to life through interactive stations within the space, where sculptural installations animate both the digital and physical environment. The brand's signature yellow hues flow seamlessly across the walls and ceilings, fostering an inviting atmosphere. Digitally printed curtains made from SINFONIA CS, featuring a matching colour gradient, add lightness and depth to the room, perfectly enhancing the immersive experience of the brand world.

## Object

Snap Inc. Creators Lounge, London, UK

## Concept

Your Studio, London, UK [weareyourstudio.com](https://weareyourstudio.com)

## Photos

Tom D Morgan, London, UK [tdm.space](https://tdm.space)



# Textiles Used

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## SINFONIA CS VI color

**Article-Number:** 0100300

**Use:** Transparent/semi-transparent curtain fabric

**Number of colors:** 61

**Material:** 100% Flame retardant (Trevira CS)

**Fabric width:** 300 cm/118 inch/3.28 yard

**Weight:** 74 g/m<sup>2</sup>

**Sound absorption:**  $\alpha_w$  0.10

**Light fastness:** 5-6

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## SINFONIA CS VI WHITE

**Article-Number:** 0100301

**Use:** Transparent/semi-transparent curtain fabric

**Number of colors:** 3

**Material:** 100% Flame retardant (Trevira CS)

**Fabric width:** 300 cm/118 inch/3.28 yard

**Weight:** 74 g/m<sup>2</sup>

**Sound absorption:**  $\alpha_w$  0.10

**Light fastness:** 5-6