

IDS

LIFESTYLE TECHNOLOGY

FOUR-BEDROOM APARTMENT

KENSINGTON

State-of-the-Art AV Distribution Facilitates Stunning Media Wall.

IDS collaborated with the award-winning architect Amos Goldreich Architecture to seamlessly integrate audio and video distribution in a super-prime four-bedroom apartment in Kensington.

During the last year, TV has become the primary entertainment source for many families across the globe. Whether it's the latest boxset on streaming services such as Netflix or the blockbuster on Sky or Virgin, we have certainly been preoccupied with viewing.

The TV set can take centre place in living rooms; there are some beautiful designs on the market, but where does home entertainment equipment fit in the design process? Decoders and remotes can encroach on interior design, especially when you have more than one. Unsightly, non-customisable set-top boxes do not integrate nicely in a minimalist scheme.

Our brief was to provide an unobtrusive AV distribution system that goes unnoticed in our latest Kensington project, reduces clutter, and occupies the minimum footprint, while delivering excellent sound and picture quality.



The Media Wall.



There are several options for integrating the 'behind the scenes' AV into the design. Here we provided a 4x4 video matrix system that allows the client to centralise all the video sources such as Sky and Blu-ray players.

Then it is easily, effectively, and efficiently distributed throughout the four TVs, without multiple remotes and electronic components scattered throughout the home, and wires hanging everywhere.

Tas describes, "We built a seamless AV distribution system using the end clients existing TV and speakers. We opted for Bluestream video distribution technology and Sonos Amps for the audio.

"The beauty of this project is how clean and minimalist the complete AV solution is. By locating the rack within the media cupboard, we housed all the equipment. We utilised the bare minimum of space, freeing up space to allow the client to install shelving. We achieved this by reducing the rack's size and removed/decommissioned old equipment to accommodate more space for the client's media wall."

Stereo sound for shows, films, and video games without compromising space or design.

The Sonos Amp provides immersive sound in the living space. Its compact dimensions sit nicely hidden away in the rack and wirelessly connects to the installed speakers.

IDS also supplied and installed the data infrastructure, which provides Wi-Fi connectivity throughout the apartment

Amos Goldreich, Director of Amos Goldreich Architecture, comments, "IDS, are a pleasure to work with. We've been collaborating with them on a number of projects. Always providing the best solutions specific to the design and the client's brief. I highly recommend them."

Project Credits:

Architects & Interiors – Amos Goldreich Architecture

Photography – Ollie Hammick

Styling – Jemima Hetherington



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