



# WATSON & GABB

COMMISSION DESIGN

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[watsonandgabb.com](http://watsonandgabb.com)

[info@watsonandgabb.com](mailto:info@watsonandgabb.com)

+ 44 (0) 1380 859484



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## 01. ABOUT US

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Watson & Gabb are a Wiltshire based surface design studio providing Read-to-Install and Customised-to-Order panels, with a commitment to nothing short of excellence. The workshop & studio was launched in 2014, and since then the business has grown from a 'two man show' to a team of 15 staff. The Watson & Gabb design and craft is driven by a deep passion to articulate a unique story and experience, built on alchemy of tradition and innovation. Watson & Gabb believe story is something that is worth to be told, narrated, lived. Each hand-crafted surface and has a story which blends seamlessly to create an unpretentious luxury, which is as refined as it is masterfully designed.

New methods and material exploration continue daily in the workshop, using a broad variety of techniques with a diverse team of artisans. All products are handmade with love and care in Devizes, Wiltshire ensuring a commitment to quality. An amalgamation of tradition and cutting edge materials with various techniques results in bespoke handcrafted surface design.

## 02. PROPOSITION

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Watson & Gabb provide an extensive collection of panels suitable for most residential and commercial applications, providing flexibility in finishes and specification.

Our collaborative approach provides clients with the opportunity to work alongside our experienced design team to realise unique design requirements.

## 03. PREREQUISITES

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Collaborative projects are very exciting, as they open up the scope of a design with unique outcomes.

Here's what we consider on a case by case basis:

- Material choice works with materials and processes we are familiar with and embrace.
- Recognisable as a Watson & Gabb work.

Kindly note, we are not in the business of plagiarism as copying others work is against our ethical policy of supporting our hard working design community. Why copy someone else's work when you can have your own unique design?



## 04. THE PROCESS

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As you might expect, custom projects are time-consuming, involve a lot of communication, and are accompanied by a different pricing structure and lead time. All our panels are produced via a combination of hand and state-of-the-art technology, and with custom the process usually follows the below structure:

1. We require the client to provide as much initial information on likely project as possible including initial brief, in-situ photos, documentation, budget and time frames. More information early enough assists in the process greatly.
2. Initial design brief meeting with Client/Designer and the Watson & Gabb Design Team (via Zoom or in person)
3. Agree and Issue Return Brief and Design Fee.
4. Client Engagement/Agreement.
5. Reconnaissance.
6. Site Visit, if required, to check, liaise with contractors, client, architect, interior designer as required.
7. Presentation of Initial Concepts.
8. Revisions and concept design development.
9. Final revisions and concept presentation.
10. New moulds created as required.
11. Production.
12. Shipping & Delivery.

*Please Note: We do not ordinarily offer installation, but we are open to discussing unique requirements.*

## 05. TIMELINES

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Shop drawings generally take between 1 - 4 weeks depending on scope of project.

Custom fabrication usually takes between 8 - 16 weeks, dependent on material availability, production schedules. Patience is a virtue here as all projects are unique, however we do try very hard to work within your deadlines – anything is possible!

## 06. RATES

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How long is a piece of string?

Each collaborative project we undertake is unique, and is dependent on the brief, scale, time and materials. Indicatively, we will issue a recommended fee to engage our services up to, and including the 12 step process as detailed above.

We are very transparent and will work closely with our Clients to ensure the discussion of costs and budget are understood and adhered to at the early stages of the project.

*Please Note: Fees are non-refundable*



## PHASE 1: CONCEPT DEVELOPMENT

The first phase of the design process is the development of a solid conceptual framework. Drawing from intrinsic and inherent influences, we blend the client's requirements with our conceptualisation. We explore options through the multidisciplinary use of a variety of modalities to express and explore ideas as required. Examples may include 3D models, renders, sketched concepts and samples to propose outcomes.

## PHASE 2: DESIGN DEVELOPMENT

Trialling and testing form and materiality in order to arrive at a simple, yet evolved solution is at the core of Watson & Gabb's process—and as such, each and every design undergoes rigorous testing before being released to you.

## PHASE 3: DOCUMENTATION

With Client confidence and the approval of Design Development, the Watson & Gabb design team will consolidate and complete a detailed drawing package before proceeding with Fabrication.

## PHASE 4: FABRICATION

The Watson & Gabb studio and workshop is invested in an incredible outcome. Throughout the fabrication phase we work in strict accordance to our design intent and project timeline. Proudly designed and made in Devizes, Wiltshire.

## PHASE 5: DELIVERY & INSTALLATION

Watson & Gabb offer a 'white glove' service, working alongside highly trained professionals to provide smooth and care-free delivery to the chosen place for installation.

Watson & Gabb recognise the importance of overseeing the project from start to finish. The team will supervise and guide contractors with installation on-site and manage contingency, if required, at an extra cost, to ensure the installation is tailored to the fixture and space.

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