

BANKER WIRE MESH ADDS SPARKLING EFFECT TO KEY ARCHITECTURAL FEATURES AT HOB IN DALMA MALL, ABU DHABI

Wire mesh is among several bold design details that enhance the upscale shopping environment

MUKWONAGO, WI – June 23, 2020 – The design of HOB, a luxury shopping destination for perfumes, accessories and cosmetics in Dalma Mall – one of the largest shopping malls located in Abu Dhabi – called for custom, quality materials that could meet both functional and aesthetic purposes. One such material is Banker Wire’s M22-22 mid-fill woven pattern, which was the ideal medium to be used as an interior decorative feature on the back display wall, doors, and perfume stand counters.

H2R Design was tasked with creating a boutique retail space that draws inspiration from the local region through the use of regal colors and upscale architectural details. Each detail was carefully selected to reinforce HOB’s vision for the design, which was to exude magnificence, refinement and grandiosity. The design team felt Banker Wire’s architectural woven wire mesh was the perfect complement to their design concept and the elegant material selections around it, such as dark oak wood, brassy metallics and stunning marble flooring.

“It is essential to recognize the contextual journey in order to create a soulful and memorable experience,” says Hasan and Husain Roomi, H2R Design Founders. “The use of this brass Banker Wire mesh worked so well here, as it resembled modern Mashrabiya patterns, and brought in the sense of arabesque tradition.”

Used to embody a cultivated, high-end quality, M22-22’s twin wire flat top pattern adds visual texture and interest. The wires are crimped in such a way to create facets that collect and redirect light from all angles, allowing the mesh to sparkle in its environment. In fact, each side of this particular mesh pattern offers very different textures, and either side can be showcased in an application depending on the desired aesthetic.

For the perfume displays in particular, the upper levels are made of the brass wire mesh with tube lights in the back for a beautiful, diffused glowing effect. The high transparency of M22-22, which has a 61% open area, maintains a sense of openness in the space while still forming boundaries from one display to the next. This thoughtful combination of lighting and wire mesh reveals different depths and dimensions to create a delicate, reflective backdrop for the product being sold. Most importantly, the brass structures play a significant role in tying the entire store together.

H2R Design also felt that Banker Wire’s M22-22 pattern had an important relation to the HOB logo, which they designed to evoke a sense of discovery for hidden treasures, with an “x” shape inspired by ‘x marks the spot’ commonly associated with treasure maps.

Ultimately, intricate craftsmanship was required to interlace the woven wire mesh and other distinct materials to present a retail space with smooth angles, soft edges and an awe-inspiring effect that appeals to HOB’s affluent clientele.

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About Banker Wire

Banker Wire is the world’s leading manufacturer of woven and welded wire mesh for architectural and industrial applications. From intricate design highlights in architectural environments to large-scale industrial applications, the company’s scalable operations ensure every mesh job is precisely manufactured according to the specifications of each order. Durable, sustainable and available in thousands of patterns, wire mesh is the ideal medium to satisfy any project regardless of its function or aesthetic. Founded in 1896, Banker Wire’s state-of-the-art facility in Mukwonago, Wisconsin employs proprietary equipment and processes that have been refined for more than a century, bringing unmatched customization, variety, quality and service to customers globally. For more information visit www.bankerwire.com.

About Architectural Woven Wire Mesh

Pre-crimped woven wire mesh is constructed of individual wires that are crimped prior to being woven together on a loom. Pre-crimping the wires provides a much higher degree of control during the weaving process. This allows for far more intricate and interesting patterns, as well as unique customization, to meet the vision of the designer. Banker Wire has refined and innovated its crimping process more than any other manufacturer, delivering more than 8,000 different spacing, diameter, and crimp combinations, plus endless customization options. As a result, Banker can make any woven wire mesh pattern imaginable – manufactured to specify for any project type.

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