

As effective as a subtle fabric or as functional as a well-designed chair, it can be a Wow or a Whisper

# Wows and Whispers

News & comment from  
THE SILK FOREST

We hope you enjoyed our last first edition of *Wows and Whispers*. In this edition, we'll return to the story of fire certification in later editions but to avoid tedium, we will touch on the way foliage is made and why some types are better than others.

But first a couple of pictures illustrating how we solved a problem. Just to avoid keeping our light under a bushel.

For those who aren't in the know about ships, the floors are generally made of metal. They are a fabulous example of human ingenuity. But there are things about their construction which do present the odd problem...

The architect wanted the artificial palm trees to appear as if they grew through the deck.

Whatever we did had to be tough and able to stand up to the wear and tear of a public space- this was a high traffic area, the entrance to the Night Club. As you can see, the result is pretty spectacular, though we say so ourselves. So good that when P&O built the sister ship, the Azura, they asked us to do it again. You can see the results at

[www.thesilkforest.com/marine-offshore/ventura](http://www.thesilkforest.com/marine-offshore/ventura) or [www.thesilkforest.com/marine-offshore/azura](http://www.thesilkforest.com/marine-offshore/azura)



Malabar Club MV Ventura P&O Cruises



Tamarind Club MV Azura P&O Cruises

## Artificial Foliage why some types are good and some ... erm.. not..

As we are talking about quality, here we're going to ignore fire standards and concentrate on the construction. You had an eyefull of fire stuff last month and we'll be doing more later, so let's do the pretties.

Everything in artificial foliage is a trade-off of cost against look against resilience. Cheap means you get neither looks nor resilience, expensive means you get looks but compromise on resilience or *vice versa*. Occasionally something really hits the button on all three but it's a rarity.

Most artificial foliage is made with a thin wire support around which a plastic is moulded, the leaves are added. If the whole branch is moulded in one piece this will probably be the most resilient. Sometimes, the foliage is a pop-on attachment. This is where a sleeve of plastic at the bottom of the leaf slots onto a round nodule on the branch. This can give a more dimensionality but it's also a weakness.

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Folks can't help touching and over time the touching gets to pulling and that means losing leaves. On balance, moulded is better than pop-on, if you're in an area where it can be touched.

The most resilient is external grade foliage- but that's a separate thing in itself, so we'll avoid getting tedious and cover that one another time.

**Out from under our bushel comes the following:**

Whatever type of foliage we suggest for a piece of work, we aim to use the most resilient best quality to get the most stunning look for the optimum lifetime cost.

**Christmas is coming...**



*DAKS Simpson Christmas windows, 2011*

DAKS Simpson wanted to create a unique look for their Christmas windows and asked us to source a particular variety of Silver Birch logs. There are lots of varieties but only one has the bright almost artificially white bark you see here.

Most of the time people who have them want to keep them. Luckily, we keep close to the right people to find out when it's available and this time we could help.

We think they look fabulous, thank to the creative team at DAKS Simpson. We're glad to have helped...



*DAKS Simpson Christmas windows, 2011*

**Coming Next month:**

**Fire Performance Specifications II**

...just when you thought you could put the extinguisher away...

Sorry if it's boring but we think keeping your customers safe *and* doing our bit to keep our customers out of the Courts are really important.

Just a thank you

if you send us the name of someone you think would like to receive this newsletter, tell us and at the same time, the name of your favourite registered charity. If your contact agrees to be added to our list, we'll send that charity a cheque for £20 from us, and give you and/or your company the credit for it.\*

If they place an order with us, we'll send that charity another cheque for £200.\*

BUT we have to state the following: we have to reserve the right to refuse to make a contribution and take steps to avoid abuse. This promotion does not constitute a contractual obligation of any kind on our part.

\*If you're worried about the ethics/corporate rules etc we covered these in the last edition.

If you'd like a copy send an email with "Edition 1" in the header, to

info @thesilkforest.com

Reviews of our first edition:

“Some fabby pictures” -The Daily Mirò

“A real Rollercoaster” -Virtual Funfairs Magazine

“Just too much!” -The Daily Excess

“No food!” -Epicureans Weekly

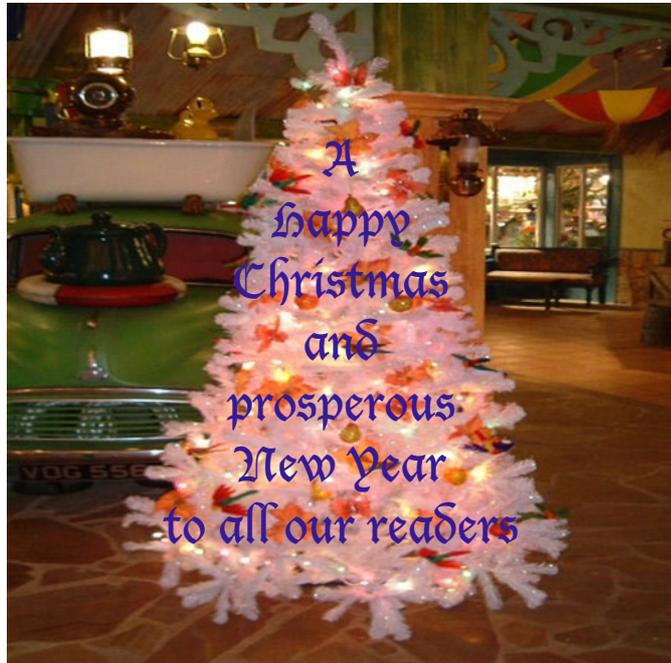
“No wine!” -Oenology Today

“Which Newsletter?” -Which Newsletter Magazine

and finally...

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...but think on this: after Ingrid Bergman left Bogart on the tarmac in Casablanca, Rick & Louis never really found their friendship that beautiful once they got to Brazzaville and eventually she found Victor Laszlo really was that boring...



### **Now here's a thought**

If all the world's a stage, and all the men and women merely players, who is the audience and where are they sitting?

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*However, if you want us to accept some responsibility, you'll have to pay us for doing something -this lot comes free.*