

## Bespoke Aquarium Designers Nominated For Two SBID Awards 2020



**Edgbaston, Oct 14, 2020 ([IssueWire.com](http://www.IssueWire.com))** - Architectural aquarium design company ViDERE, has been nominated as a finalist for two awards at this year's SBID Awards.

Videre has been nominated as a finalist for the categories Cabinetry & Joinery and Furniture – Contract for two amazing projects – an integrated bespoke aquarium and an office aquarium to help improve staff wellbeing.

Akil Gordon-Beckford, founder and director of Videre, commented, “Designing and installing bespoke aquariums has been my life’s passion and I have been lucky enough to have called it my career for nearly 15 years.

Everything I have done and continue to do is focussed on improving how people think and feel by connecting them to nature. I love the art of expressing this through designing bespoke aquariums for commercial and residential interiors.”

## Technical aspects of bespoke aquariums

Unlike many other architectural applications, the load-bearing applied by water on glass is constant but not uniform. The greater the height, or depth, of water in relation to the glass the greater the pressure or load force.

The ability for glass panels in a tank to withstand a constant force is lower than that for transitory stresses. So the design stress is adjusted to allow for the different conditions within an aquarium environment.

When designing a bespoke aquarium, it is important to consider three key factors involved in the installation for a successful delivery: glass type; application; and use of electricity and its safety.

We calculate the glass thickness needed based on the load applied by the water but additional allowances need to be made for varying factors such as aquarium life which could create dynamic. Other considerations need to be made regarding the structure of the building and the load-bearing capacity of the floor supporting the aquarium.

Laminated float low iron glass is generally preferred in installations as functionality-wise it is fit for purpose and provides excellent strength and durability. The low iron qualities provide a better aesthetic experience as it gives a clearer, less green tint to the aquarium.

The application of the aquarium includes the landscaping of the aquarium interior often referred to as aquascaping. Saltwater is denser than freshwater due to the sodium chloride dissolved in it, which means a tank of saltwater is heavier and has greater load-bearing on the glass panels.

Finally, for user safety and wellbeing, electricity must be integrated in a safe way in every aquarium project. We achieve this by using drip loops on all cords, where any water that escapes the tank gathers at the bottom of a cable/cord loop and drips onto the floor, as opposed to infiltrating electrical circuitry. All electrical points are encased in ip66 housing and where possible located above or away from the aquarium water surface and plumbing. Aquariums are isolated on its own electrical circuit with several breakers and alarms in the event of a power cut.

We prioritize each of the technical factors above when specifying our bespoke aquariums, ensuring we are solving problems for clients to achieve their perfect vision.

## Blending creativity with technical specifications for the perfect aquarium

“Everything we do as a business is designed to improve how people feel, by connecting them with nature and transforming a company's working space into a living space.

Aquariums are a powerful visual centerpiece. Aesthetics are critical to achieving a perfect balance of shapes, colors and textures to combine to create beautiful aquascapes. Art and creativity run through our blood at ViDERE, I am proud to work with such an imaginative, dedicated team,” Akil Gordon-Beckford commented.

By harnessing the power of visual representation, each and every single aquarium Videre design is bespoke to the client's requirements.

The integrated bespoke aquarium that is featured for Videre's nomination of the Cabinetry & Joinery category, was part of a wider-scale home renovation and was built into the house structure.

Videre collaborated closely with the architect and on-site contractor to create a stunning aquarium ecosystem that provided a wow-factor to the interior space. The aquarium is located in the center of the home as part of the living area and serves not only to give an amazing first impression to the room but also to act as a transitional divider between the lounge and dining space.

The aquarium is a unique architectural, high impact feature with vibrant colors and multiple points of interest. Installation of this magnitude and application is normally difficult to achieve, given its size and location. Videre worked closely with the contractor team to achieve it by running pipes under the flooring during the house renovation connecting the main display tank in the living area to the filtration equipment located 20 meters away in the garage.

Videre's office aquarium featured in their Furniture – Contract category finalist award nomination was designed and created entirely with the client's brand ambitions at heart.

The client is a Birmingham city-centre digital agency, and as part of their growth and development strategy, they wanted to create an internal working environment that was rich with biophilic design. The idea was to improve client experience when visiting, improve the brand identity of the company, and inspire/motivate employees while improving their wellbeing.

The aquarium was positioned in a prominent location overlooking the dining area and pool table, so it was easily accessible for team members to access and benefit from its calming properties.

Over the course of this project, Videre Aquariums saw the purpose of the aquarium evolve from solely being an interior design feature into a therapeutic tool to reduce work-related stress and anxiety.

Post-installation we worked with the client introducing different ways of engaging with the tank in the space to improve the overall health and wellbeing of individuals in the team.

## **Connecting people with nature**

Akil Gordon-Beckford, founder and director of Videre comments, "We design bespoke aquariums to help people be happier and healthier at work and at home.

On a business level, I love working with interior designers, architects, and other design professionals creating an aquarium that clients are proud of.

On a personal level, I thrive on educating and inspiring design professionals about the benefits of good mental health and wellbeing for people in internal spaces.

This year has thrown up exponential challenges to people's mental health, and my passion is to help people with their mental health and wellbeing, whether it's through our architectural aquarium designs or simply by being there for a person.

To be nominated for two categories in this year's SBID Awards is an incredible feeling and to be shortlisted alongside such prestigious brands is an honor. I have my team, my family, and my clients to thank for helping me to push myself and being the best version of myself I can be."

To vote for Videre in each of the categories, please visit the links below:

<https://www.sbidproductdesignawards.com/finalist/integrated-bespoke-aquarium/>

<https://www.sbidproductdesignawards.com/finalist/office-aquarium/>



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