



Too cool for school - Bournemouth gets the UK's first children's beach hut

PRESS RELEASE – for immediate use

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Bournemouth's beach huts are beautifully British, sought-after and scarce, traditional yet increasingly trendy. This year, Bournemouth Tourism and the interior designers at IKEA Southampton have teamed together to create the UK's first beach hut interior-designed specifically for children. A traditional black and white chalet-style beach hut has been painted pastel green and white and fitted out with a pristine-white fully furnished IKEA kitchen and utensils, clever storage solutions, children and adult beach furniture, toys and of course child safety solutions from IKEA'S Patrull range.

The hut stands out from its neighbours along Blue Flag award-winning Durley Chine beach, which is particularly popular among families, and the hut is available to rent over the summer.

Nick Scott, IKEA Southampton's interior designer said: "When Bournemouth presented us with the challenge we couldn't wait to unleash our creativity and small space living solutions in such a unique space. It was great fun picking the products that people will use during their stays in the hut and maybe it will give them a few ideas for their own homes."

"Beach Huts are particularly popular with families," says Bournemouth's Director of Tourism Mark Smith, "they provide shade from the summer sun for children who shouldn't be over-exposed to the summer sun and are ideal for holidaymakers of all ages, proving a 'base camp' from which to enjoy Bournemouth's award-winning beach and myriad of attractions. We are astounded by what IKEA has achieved in such a short amount of time and surprised that everything you would want for a perfect day on the beach can be co-ordinated into such a compact area."

To book a beach hut call 01202 451781. Visit www.bournemouth.co.uk



Vibrant lifestyle images of children and mums using the beach hut, interior and product shots, as well as interviews with IKEA's interior designer and Bournemouth's Director of Tourism.

The IKEA Children's beach hut is available for family press trips in September / October. Please contact Jo O'Connell
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Hut and Happening - Beach Hut Facts

- The children's beach hut is 2m x 2m
- Bournemouth has 2000 beach huts dotted along its seven miles of golden sands stretching from Hengistbury Head to Alum Chine.
- Bournemouth actually invented the beach hut, and still rents out the oldest in the UK, which was built in 1908.
- Approximately 75,000 telephone calls are made to the seafront office on the first day of beach hut rentals in January each year.
- Beach huts evolved from the famous bathing machines. The earliest record of bathing machines in Bournemouth is in 1827 and is connected with Tregonwell's house, which is now the Royal Exeter Hotel.
- Bournemouth now has more beach hut "villages" than ever before. This year new villages include the 75 individually coloured "Dawn till Dusk" huts, each painted in contemporary shades from sandy yellows, through greens, blues, pinks and purples will form a vibrant colour spectrum along the promenade. Four iconic "The Seagull and the Windbreak" new beach huts are being built this year, each accommodating up to four wheelchair users and include high colour contrast surfaces, tactile floor surfaces to assist the visually impaired, adjustable height kitchen units. [Watch the YouTube video of the hut design here.](#)

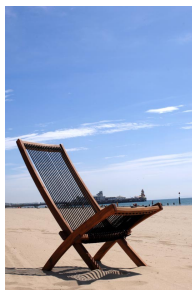
Nick Scott – IKEA Interior Designer says:

"When designing the interior for the IKEA beach hut I chose a selection of products that showed the wide range that IKEA has to offer for small space living.

The NORBO fold-down table, mounted to the wall, is a great example of how pieces of furniture and products for small spaces are great if they can be used for several functions. The NORBO table provides a great table to eat at for both children and adults, while also being an area where children can sit and draw, colour or paint while providing a retreat away from the hot sunshine. When finished with, it can be folded away creating extra space making it a perfect solution for small spaces like a beach hut.



The BROMMO fold-away rope-strung wooden chairs are IKEA's version of the British deckchair. They are very comfortable, stylish and fold down to take up as little space as possible again saving valuable space when living in small spaces.



The white APPLAD kitchen with NUMERAR work tops was chosen because it represents great value for money but looks great surrounded by bright colours. It was put on metal legs to provide extra storage under the cabinets, and to make sweeping out the beach hut as easy as possible. We decided to try and fit as many cabinets into the one wall as possible and avoid open storage cabinets so the kitchen had good clean lines and preventing sand did getting into the cupboards.

We didn't go for a solid wood worktop but instead chose the laminate worktop NEMERAR, because it is low maintenance and will not suffer during the wetter winter months.

The SOLIG solar-powered light was chosen to be used in the evenings once the sun has gone down. This is when the beach hut becomes a great space for relaxing in the evenings while soaking up the last of the day's sunshine. The SOLIG solar-powered light



is also a great product in terms of energy efficiency and doesn't require batteries let alone a mains power supply making them the perfect solution!"

