

# interiordesign TODAY

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

NOVEMBER 2015



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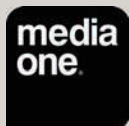
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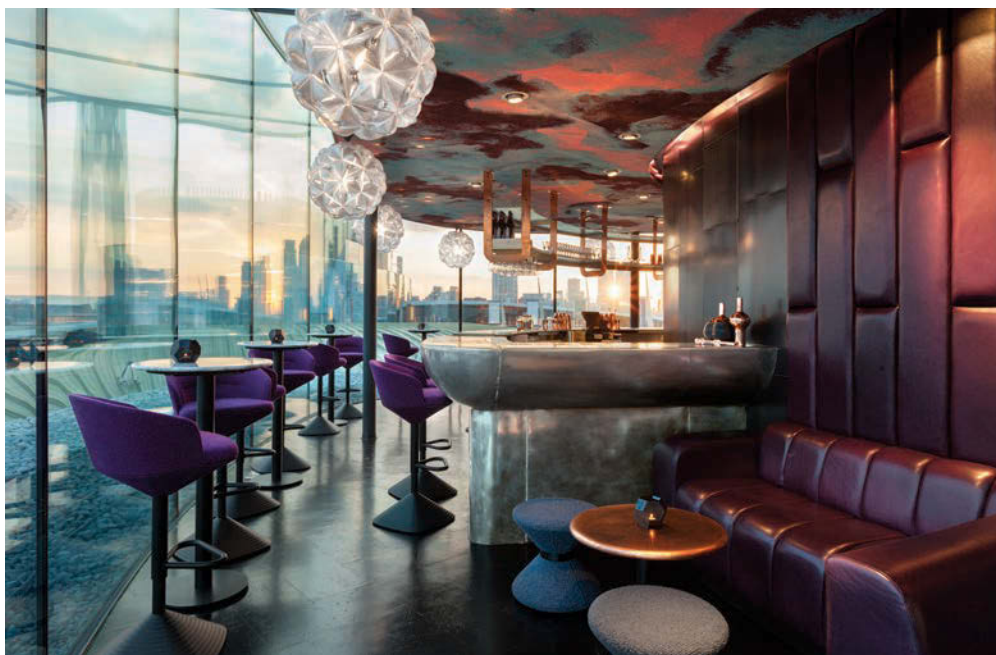
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# FROM THE EDITOR

WELCOME TO THE NOVEMBER 2015 EDITION OF INTERIOR DESIGN TODAY.  
BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS.



**LONDON** sure knows how to throw a party and never is this truer than during the Design Festival. As I write this I'm taking calls from people inviting me to amazing spaces for canapés and the chance to talk all things designs, whilst quaffing the latest trendy tippie and mingling with the designers I've had the honour of working with over the year. I think that is one of my highlights about the design season; it brings the community together with a smorgasbord of activity and allows design professionals to take a view on the latest products to hit the industry. Now I've been to the previews and seen glimpses of creative genius so I know I'm going to have a great time cherry-picking products for my up coming editions. If you have any design highlights from the show season, drop me an email to let me know and maybe it'll make it into the next issue.

On one of my regular jaunts over to Design Centre Chelsea Harbour I visited the Crestron showroom, designed by Louise Bradley and fitted out by the home automation experts themselves. On page 38 we begin a conversation with the designer herself Louise Bradley and Robin van Meeuwen, CEO Crestron, talking about their collaboration and the future for home automation, with designers and technicians working side by side to create tech savvy homes. Natalia Miyar features in our Designer Profile this edition. Natalia has a great perspective on design, coming from a more history based education and having moved to London in her thirties. My showroom showcase took me down to Pimlico Road to visit the Rose Uniacke space. Recently renovated and sparkling with antique treasures and bespoke designs, Rose has created a wonder to behold. We know you're busy during the autumn season so to make your morning commutes and tube runs a little more enjoyable, why not download our IDT app from the app store and read on the go! Just search for 'Interior Design Today' for access to our latest issue as well as a library of our previous editions.

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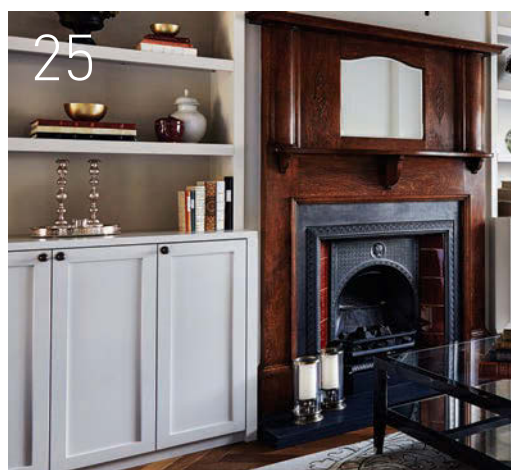
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## NEWS|BRIEF

BRINGING LIGHTING  
AND ARCHITECTURE  
TOGETHER

lightspace dot London is a new, free to attend, inspirational lighting event for architects, lighting designers and artists. It is on 18th and 19th November 2015 at London Excel. lightspace dot London will feature inspirational speakers alongside a curated exhibition showing innovations from the leading lighting marques and will be the largest architectural lighting event in the UK. The theme of the event is the integration of electric and natural light and uniquely, half the speakers will be architects and half will be lighting designers and artists. Confirmed speakers include the lighting designers Andreas Shultz, Tim Downey, Rogier van der Heide and Paul Traynor.

HOTTEST HOTEL  
IN LONDON

Mondrian London is continuing to strengthen its design credentials with an array of cultural design activities this autumn. Teaming up with the Tate's highly anticipated EY Exhibition – The World Goes Pop as the official partner, the hotel is launching an exclusive Tate package to further cement its reputation as a destination design hotel on London's eclectic Southbank. Mondrian London is offering a special The World Goes Pop package, which includes overnight accommodation for two people plus full breakfast buffet, two tickets to The EY Exhibition: The World Goes Pop at Tate Modern, glass of champagne and a 'World Goes Pop' inspired cake per person in the Den at Mondrian London. Prices start from £246 based on two people sharing.

## UP UP AND AWAY!

CHARLES PÉTILLON PRESENTS HIS FIRST PUBLIC ART INSTALLATION IN LONDON

**French artist Charles Pétillon has presented his first public art installation – and his first ever live work outside of France – in Covent Garden with 100,000 giant white balloons filling the grand interior of the 19th Century Market Building.**

Uniting the world of art with world-class architecture, the installation was unveiled ahead of the London Design Festival and was inspired by Covent Garden's heritage as London's first public square and the West End's reputation as the beating heart of the city. Weaving its way through the South Hall of the Grade II listed Market Building, Heartbeat stretches 54 metres in length and 12 metres in width, and incorporates gentle pulsating white light to symbolise the beating of a heart and reflect the history, energy and dynamism of the district. Charles Pétillon said: "The balloon invasions I create are metaphors. Their goal is to change the way in which we see the things we live

alongside each day without really noticing them. With Heartbeat I wanted to represent the Market Building as the beating heart of this area – connecting its past with the present day to allow visitors to re-examine its role at the heart of London's life."

A pop-up gallery on the Piazza at Unit 5, Royal Opera House Arcade, showcases Charles' series of Invasions photographs as well as some of his other work.

The complex yet fragile composition represents Charles' largest and most ambitious project to date and will run until 27th September.

Charles is best known for Invasions, a series of arresting sculptures which challenge perceptions of everyday scenes by filling the likes of derelict houses, basketball courts and even cars with hundreds of white balloons.

Heartbeat forms part of Covent Garden's ongoing cultural programme which transforms the district into an ever-changing, open-air art gallery.

BRINGING  
DESIGNER  
FURNITURE  
TO LIVERPOOL

Online design brand MADE.COM has announced plans for the opening of its brand new North West showroom in Liverpool. The new 4000sq ft. showroom space based at Liverpool's Metquarter,

will open in mid-September. MADE.COM's award winning concept strips out expensive middlemen such as agents, importers and vast warehouses to connect the customer directly with the makers and sells online only. Currently operating showrooms in London's Soho and Leeds, MADE plans to open the new space to meet demand from its growing customer base in the North West. Annabel Kilner, Head of UK, MADE.COM, said:

"As an online only company, where we can bring our brand to life and enable customers to see the quality of our product, with limited additional costs, we will. The new site allows us to do this. It's a cost effective partnership with the centre, meaning there are no big high street costs but we're alongside great brands such as Hugo Boss and Jo Malone." Visitors to the showroom will have access to interactive technologies including



## LIGHT UP BROADGATE CIRCLE



Paul Nulty Lighting Design (PNLD) has completed work on the latest London opening for the Hakassan Group's Yauatcha, in Broadgate Circle. Yauatcha, a contemporary dim sum teahouse sits within a unique semi-circular restaurant overlooking Broadgate Circle in the City of London, and is the company's second UK opening for the restaurant chain. PNLD worked collaboratively with the client and alongside architecture firm Gensler and interior design company GBRH, to create a dramatic lighting

design concept that is consistent with the brand's identity and adapted to the unique space and physical needs of the new restaurant and retail unit. Set over two floors PNLD has designed a lighting scheme that complements the darkness of the interior design. Lighting entices customers upstairs by incorporating the brand's signature blue colour within an illuminated glass balustrade and staircase that leads from the ground floor entrance to the first floor restaurant.

## BOUTIQUE STEAKHOUSE

Martin Brudnizki Design Studio has announced the arrival of Smith & Wollensky's debut London restaurant and the boutique steakhouse's first opening outside of the US. Situated within the illustrious Adelphi building, the location provides the perfect space to import the timeless Smith & Wollensky brand, as it takes residence in one of London's most iconic art deco landmarks. The European flagship restaurant comprises of two floors and includes two dining areas, two bars and three interchangeable private dining rooms, all inspired by the building's classic 1930's design, alongside the same warm American hospitality that has made the restaurant so popular

Stateside. The décor features a classic aesthetic, as timber wall panelling meets green arabesque tiles and a bespoke timber patterned floor; whilst the recognisable Smith & Wollensky green hue brings a certain familiarity to the space. Echoing the architecture of the building, subtle nods to the art deco period are prevalent throughout the restaurant in the form of real copper leaf adorning the ceiling and an intricate monochrome mosaic marble floor displayed in the centre of the room, framed in timber.



CloudTags, where customers can access all product information using a simple tablet device. Jennina O'Neill, Centre Manager, Metquarter, added: "We're very excited to be bringing MADE.COM to Metquarter Liverpool. It's a brand new shopping concept and a first for Liverpool, which will add to Metquarter's unrivalled mix of global brands and dynamic local labels. We are confident MADE.COM will prove to be very popular in Liverpool."

## D I A R Y

### 24 - 25 November

Sleep Event  
[www.thesleepevent.com](http://www.thesleepevent.com)  
**BUSINESS DESIGN CENTRE, LONDON**  
 The Sleep Event brings together the cream of the hotel design industry. Celebrating ingenuity and innovation in the hospitality sector, the Sleep Event is also run in connection with the European Hotel Design Awards.

### 3 - 7 December

Design Miami  
[miami2014.designmiami.com](http://miami2014.designmiami.com)  
**MIAMI**  
 Design Miami is a global forum for design, bringing together influential visitors to celebrate design, culture and commerce. Commercial opportunities combine with creativity, fusing architecture, art, fashion and design.

### 12 - 15 January 2016

Heimtextil  
[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)  
**MESSE FRANKFURT EXHIBITION CENTRE, FRANKFURT**  
 Heimtextil is the international trade fair for home and contract textiles. Pioneering innovations and the latest trends form the basis for new collections and changes in demand behaviour, geared towards the interior decoration sector.

### 31 January - 2 February

Spatex  
[www.spatex.co.uk](http://www.spatex.co.uk)  
**RICOH ARENA, COVENTRY**  
 The ESSENTIAL exhibition for designers, specifiers and architects involved in water leisure projects. Featuring well over a hundred exhibitors, including manufacturers and suppliers from both home and abroad.

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## NEWS|BRIEF

## NETHOUSEPRICES AND HOZZ UK PARTNER

Nethouseprices have partnered with Houzz.co.uk to offer our loyal users access to the Houzz community and content through Nethouseprices. "Nethouseprices helps property consumers and professionals with free access to relevant property prices and listings," said Catherine Lamond, MD of Nethouseprices. "We have been long time admirers of Houzz and their home design, renovation and improvement ideas and tools are the perfect complement to Nethouseprices." Andrew Small, Managing Director, Houzz UK, added: "We're thrilled to partner with Nethouseprices to connect homeowners and home-movers with talented home professionals, design inspiration, and renovation advice at all stages of their property journey."

## ON THE GLOBAL PULSE

JOI-Design's vision for plugged-in, globetrotting professionals has just been unveiled in Frankfurt with serviced apartment hotel Capri by Fraser opening the doors of its first property in Germany. Singapore-based Frasers Hospitality appointed the hospitality interiors experts to design a modern concept for the extended-stay residences that would tap into the energetic pulse of the 24/7 lifestyle of its guests as well as the dynamic vibe of its location in the city's new urban district Europaviertel, which translates to European quarter. Europe's second Capri by Fraser, the German flagship features 153 well-appointed studio and one-bedroom apartments skilfully conceived by the Hamburg studio to merge design with couture and art.

## HOME FROM HOME OFFICE

## ALIGN CREATE 'HOME FROM HOME' OFFICE SPACE FOR BRAND AND PACKAGING DESIGN SPECIALISTS BRANDOPUS

**align, interior architects and designers and specialists in original workplace thinking, have created a dynamic, 19,000 sq ft, three-storey suite of offices for fast-growing brand and packaging design specialists BrandOpus.**

The project, located within the former Freemantle TV Studios at number one Stephen Street, was a pre-let space as part of the 1-2 Stephen Street development in London's west end by Derwent London. align were introduced to the client at a very early stage at the invitation of agents Pilcher Hershman and project manager Ines Stanley of Interactive Space, both of whom had previously worked with align on an office project for Dentsu in Fitzrovia. Significant time at the beginning of the two-and-a-half-year project was spent working out how to optimise the space available for BrandOpus's needs. The configuration of the ground floor studio spaces could be seen as quite fragmented and align needed to work closely with the BrandOpus

team looking at the optimal flow and journey for both staff and for visitors. align's work around flow and journeys led to a series of collaborative workshops with the Derwent team (including Orms Architects and Arup) to finesse the original CAT A scheme to match the requirements of BrandOpus. Changes included a re-located main entrance, which was created in order to lead visitors more naturally to the reception area and also to follow the natural sweep of the road. Another major structural change was the idea of punching a huge circulation void into the floor just inside the new entrance in order to create a very clear flow down to the lower ground floor (and up to the mezzanine levels). 'We reflected a domestic approach on this level in many ways', Gurvinder Khurana continued, 'partly through furniture, which ranges from specified and inherited pieces to 'found' and bespoke items, with everything from Vitra design classics to reclaimed credenzas from ebay - and partly through a comprehensive lighting scheme'.



## ENIGMATIC INTERIOR

B3 Designers have created the brand identity and interiors of Sackville's, a new London restaurant located in the heart of Mayfair. The brief was to create a sophisticated, destination, 'Tailored Meats and Spirits' restaurant in a former tailors' address in Sackville Street. The 135 square feet, 56 covers restaurant consists of two floors, each floor with its own distinctive style inspired by the former tailors' identity. Sackville's brand identity is drawn from the sleek, sophisticated and understated luxury evoked through tailoring activity back in the 1960's.

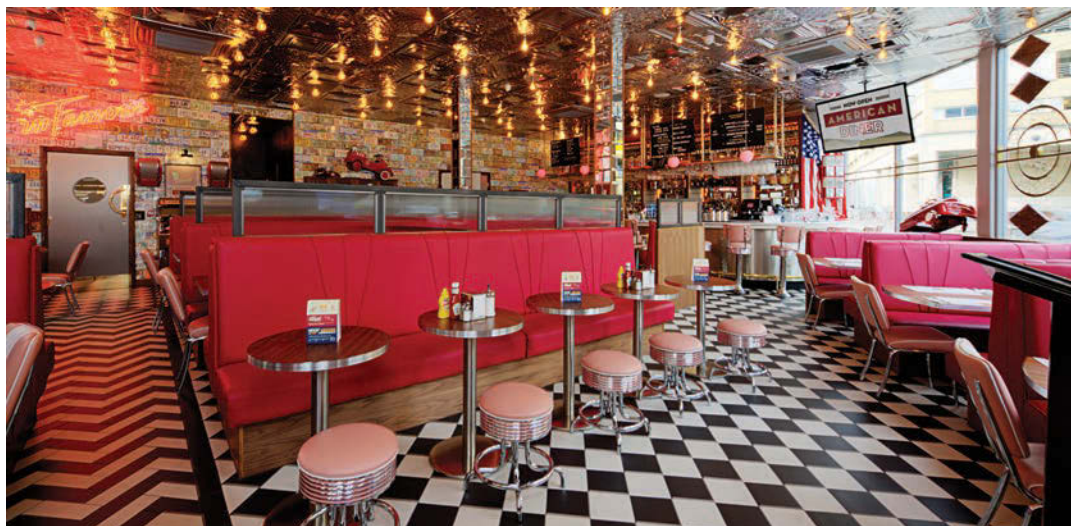




## DINE AND DESIGN

NoChintz has completed the design of a new Northern Quarter restaurant, Infamous Diner on behalf of its client Mark Andrew Developments. MAD has also now appointed the studio to deliver refurbishment projects across its other bars and restaurants in Manchester including the Rosylee Tearooms, Walrus Bar and the Fitzgerald Bar. The appointments come following the successful launch of Infamous, the 150 sq metre restaurant, which has opened amidst much acclaim. NoChintz advised on the interiors, signage and

branding helping the client to convey a distinctly American feel, taking inspiration from the classic 1950s style diner concept whilst adding a contemporary twist. Associate director Amy Brown said: "This was a fun brief to work on and I really feel that our ideas have helped the client bring a genuine slice of everyday American life to Manchester." Interior features include traditional black and white floor tiles, metal clad surfaces, memorabilia, a jukebox and classic retro American furniture"



## LET'S MEAT IN SINGAPORE

MEATliquor SINGapore is again designed by Shed and carries on the tradition with a space full of theatricality; interior themes reference the maritime heritage and culture of the local area. Set across four shophouses, the exterior spills a red seedy glow whilst inside expect mind-washing lyrics of drunken sailors and flirty sea-maidens scribed across the ceiling, floor and walls. Housing a map room, step through the red glare of the abattoir curtains and take a seat at the captain's table as you sip on a cocktail from the world globe drinks cabinet.



## CHECK IN

**The Independent Hotel Show 2015 is delighted to welcome the British Hospitality Association (BHA) as a key partner of the show.**

The BHA is the leading membership organisation championing the British hospitality and tourism industry and promotes the interests of hotel owners and other businesses in the sector. Dedicated to driving growth within hospitality and tourism, the BHA's alignment with the Independent Hotel Show demonstrates their combined commitment to support, inspire and engage with the UK's burgeoning boutique and luxury hotel sector. Commenting on the collaboration Sergey Shishkin, Business Development and Relationship Manager at BHA said, "The luxury and boutique hotel sector embarked on a strong future and we are delighted to announce the British Hospitality Association has been appointed a key partner of the Independent Hotel Show 2015. This flourishing sector has a lot to offer and it is only by sharing ideas and promoting the interests of our members that the hospitality and tourism industry can continue on its journey to prosperity."

## HOLLOWAYS OF LUDLOW HOME

As part of their expansion, retailer Holloways of Ludlow have announced the opening of their dedicated luxury lifestyle interior shop 'Holloways of Ludlow Home' in the beautiful village of Brasted, Kent to coincide with their 30th birthday anniversary celebration this year. Holloways of Ludlow's Home Buyer, Michelle Alger and Director, Mark Holloway created the idea of developing the brand by finding the perfect location for their interiors shop in the heart of the village of Brasted.

The unique property is the oldest house in the high street, dating back to 1480, and was chosen for its period features and roadside location. It has been sympathetically re-designed to showcase their range of handpicked interior products. Michelle, whose career credentials as Head of Home for Heals and senior buyer for leading retailers including Liberty, Paul Smith, The White Company, and Ralph Lauren Home, will lead the creative direction and product

lines for Holloways of Ludlow Home drawing on her extensive knowledge and contacts for seeking out some of the world's best product designers not seen on the high-street. Michelle has handpicked a shortlist of products for the home and giftware from her favourite variety of established and handmade artisan designers from around the world including tableware, kitchenware, glassware, ceramics, lighting, home fragrance, textiles, and furniture that will excite consumers who love to find the best 'hidden secrets' in home design.

# Shortlist.

Good design doesn't mean following one set rule. It doesn't come from matching every piece of furniture and it certainly doesn't mean producing carbon copies of the spreads as featured in magazines. This edition's Shortlist will hopefully engage all kinds of design minds and give choice and variety to projects on the horizon.



## ◀ REFLECTION OF THE SEA

Neptune is a charming regency inspired convex mirror, designed to light up any room with its highly burnished gleaming gold spheres set against a smooth curved frame finished in high gloss black lacquer. At 1000mm diameter and 145mm deep, the mirror, with its golden orbs nestled in the rim of the frame evokes thoughts of pearls perched in their oyster vessels, deep in Neptune's sea. RRP: £6,516. ❖

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

## JUNGLE RUGS ▶

Designed by Inigo Elizalde for the SELVA! Collection and launched at the International Contemporary Furniture Fair (ICFF) in May, this is a completely custom made rug with a 150 knot count, hand knotted in Nepal, in 4mm and 5mm cut pile and 100 per cent bamboo fiber. There is a range of materials available from the finest silk to eco-friendly sunpat (cactus), suiting all designers' needs. The new SELVA! collection of rugs is a celebration of the living, the magical, the deep and dark nature of tropical jungles and creatures that live in them. The latest collection is all about tropical flowers, foliage, trees, vines, diabolical snakes and jungles they define. There are 11 new Jungle designs and four new snake designs. All rugs are GoodWeave certified. ❖

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



## ◀ OH NORAH

The Norah chair by M-Atelier for Giorgetti is a beautifully unique small swivel armchair. A continuous line connects the whole skeleton of the piece from the arm to the legs in a single shape, this is complimented by the main body which combines the seat and the back. Crafted from solid walnut Canaletto wood, the chair is available in a choice of leather or fabric upholstery. Stocked by Interior Supply the chairs measures 66 x 66 x h 80 cm. RRP from £4336. ❖ [www.interiorsupply.co.uk](http://www.interiorsupply.co.uk)





### ▲ DESIGN BRITAIN

ACHICA, the online member's only luxury lifestyle store has launched a capsule interior accessory collection featuring the work of five British designers from the UK's leading design schools. The 'Design Britain' collection features products chosen for their commerciality as well as exceptional design - from colour pop bowls made from plastic bags to elegant hand crafted glass lights. Available exclusively at ACHICA, the range is the first part of an ongoing programme to celebrate British design talent from the British luxury online retailer, which celebrates its fifth birthday this year. Samuel Bellamy designed the Moroccan Pendant lamps. Sam has created a modern take on Moroccan pendant lamps crafted from brass, copper and aluminium that give a romantic glow when lit, assembled using the latest technologies they are secured with rivets to give them permanence and sense of the hand made. Prices from £195. ❖ [www.achica.com](http://www.achica.com)

### ▼ GO LOCO FOR COCO

CoCo is a dining chair for indoor and outdoor use, designed, by The Gabbertas Studio for pioneering brand Oasiq. The inspiration for CoCo's design comes from a desire to explore the potential of using two simple and graphic planes in juxtaposition, and to consider how these slightly different forms relate to each other. Mid-century references come into play via the typology in the frame structure, with a combination of wood and steel bringing the design together in a well-rounded manner. CoCo has an unmistakable contemporary character and a reassuring context. A flexible connection between the seat and the back ensures sound ergonomics. ❖ [www.gabbertas.com](http://www.gabbertas.com)



### ▼ SWEET DREAMS

Cristian Zuzunaga's Chaplins Bareclona cabinet was spotted in GQ magazine by our editor. Design certainly meets arts in this incredible piece of furniture. Part of a collection of three pieces. Inspired by Zuzunaga's celebrated pixel and graphic art style this piece of furniture was motivated by a dream he had and hence the name given to the collection: Dreams. Presented in three versions, colour, black and white, BD uses skilled artisanal processes, which gives the products more proximity to art than industrial design. BD's collaborations with creative designers such as Zuzunaga make the pieces sculptures for the home. ❖ [www.Zuzunaga.com](http://www.Zuzunaga.com)







# PROJECT GALLERY

Interior Design Today presents the Project Gallery, a collection of spaces, residential and commercial, that have been transformed into beautiful interiors by some of the industry's greatest design talents. This edition we have a real mix of interior design ingenuity, from retail spaces to hotel bedrooms, in line with our leading product features this issue.

Robert Angell has designed some beautiful suites at The Berkeley Hotel and Shed Design have been travelling the globe, converting retail spaces into fully immersive gallery environments. The Level Shoe Design District in the Dubai Mall will have you chomping at the bit to get shoe sharp in the store and William & Son in the heart of Mayfair has undergone a complete restoration with a design that flows from product to building and back again. Craft by Tom Dixon makes our gallery, as does the Hampstead Gardens project by Studio Duggan, for some residential flavour.











## BEAUTIFUL BERKELEY SUITES

Designed in Robert Angell's signature style, the Berkeley Chelsea Suites exude a subtle sophistication. The Suites are contemporary and luxurious. The palette includes soft warm tones of pale soft blues and yellows and the paper textured wallpaper adds texture and interest. The bedroom can be connected to the lounge by full height sliding doors, which give a dual aspect to the windows. The bedrooms have stunningly modern and comfortable four-poster beds with beautifully considered grey veneered night stands with low level illumination. The wardrobes have leather lined drawers with shaped glass fronts with each internal section considered. The lounge is decorated with a curved sofa, which wraps around a circular dining table. There is a study space niche beautifully crafted with inlay leather desk top and book shelves. The room exudes elegance and is exquisite in every detail from the contrast piping on the desk chair to the stitching on the headboards. The bathrooms are a haven to relax and unwind and a place to pamper yourself amongst soft cream marbles and large baths and shower rooms. There is a real sense of space and luxury within these suites and Robert Angell continues to enrich this amazing hotel with his timeless style.









## HOME CRAFT

Craft London is three floors of culinary surprise and excellence, headed up by acclaimed chef, Stevie Parle. Craft London is a partnership with Tom Dixon and designed by Design Research Studio, located in the new cultural hub of Greenwich Peninsula. The project kicked off with a café/roastery in October 2014 and the restaurant, cocktail bar and shop followed in April. The focus will be on quality in production, collaborating with modern experts, fanatics and obsessives, to craft world-class products. The design reflects the approach to the food and drink, working with British craftsmen and women to create a modern setting. Craft London is located in an original building by Marks Barfield at the entrance to a beautiful new park designed by Design Research Studio with Alys Fowler and Thomas Hoblyn. The development is set to be a new residential and cultural hub.







## STEP UP

Shed's biggest project to date is Level Shoe District in Dubai Mall, the world's largest shopping mall. The completed spaces reveal a combination of creativity and luxury, and the compelling 96,000 sq ft metropolis houses 40 handpicked designer boutiques within a curated space of four multi-brand pavilions. The scale of the site required an 'expo' style approach with the creation of four distinct multi-brand areas; Women's Designer, Contemporary, Men's and Trend – each curated with an individual aesthetic, personality and ambience. These 'pavilions' deliver a diverse but engaging set of environments, which sit comfortably together and culminate in a truly one-of-a-kind shoe-metropolis. Perimeter fins envelop the spaces and have a light yet robust fenestration which when softly lit. 'Women's Designer' sprawls through vaulted brass arches into an eclectic mix of gold birdcages, marble and copper hemispheres. 'Contemporary' is a deliberately heavy piece of micro architecture clad in oiled metal panels in which each product is beautifully suspended on a single illuminated drop rod. 'Trend' clients are mesmerised by a lunar outcrop of marble mountains and gigantic copper nuggets bursting upwards through the floor. Finally, Men are not forgotten with a strong masculine area of their own. Geometric patination blends a palette of crystal clear glass with grey fumed oaks.

[www.shed-design.com](http://www.shed-design.com)













## RETAIL EBB AND FLOW

Shed has been working with William and Son over the past two years to create a new retail flagship in the heart of Mayfair. The 10,000 sq m site brings together all William and Son's departments under one roof. The site is made up of five original buildings that have been configured to act as one floor plate. This gave Shed a design opportunity to create retail pockets that ebb and flow not only with the building but also with the product type. On entering, the customer's eyes are drawn to the grand bespoke staircase, clad in terrazzo with inlay motifs running along the balustrades. This grand statement wraps around a three-meter high, perfectly crafted walnut cabinet, showcasing a snapshot of the W&S products on offer. This proves to be one of several display cases that are true pieces of craftsmanship in their own right. Shed managed to work in tandem with several craftsmen to produce authentic fixtures of a bygone era, whilst acknowledging a contemporary application. The floor material is a combination of terrazzo with inlays of colourful rugs. The patterns are born out of exclusive motifs and designs belonging to William and Son, adapted to become part of the fabric of the building. Located in the oldest part of the building, the gunroom is a true showcase of the quality and skill involved in the production of the hand-crafted guns. Although detailed and bespoke in its own right, the environment provides a perfect backdrop to the exquisite variety of goods.

[www.shed-design.com](http://www.shed-design.com)







## ARTS AND CRAFTS SUBURB

Studio Duggan completed the refurbishment of a three-bedroom house in Brunner Close located in the heart of Hampstead Garden Suburb in North London. The brief was to fully renovate and sympathetically extend the existing house, whilst staying true to the property's original 'Arts and Crafts' character. Studio Duggan worked closely with the client on this creative journey to ensure their inherent aesthetic desire gained expression throughout the property. Key features across the house celebrate the home's Arts and Crafts legacy – a salvaged, antique fireplace and bespoke cabinetry in the living room and kitchen; wall panelling in the hallway and upstairs family bathroom and custom made panelled bunk beds in the children's bedroom; and last but not least, stunning patinated copper pendant lights in the kitchen. Studio Duggan's key design ethos is very prevalent – the mixing of furniture, textures and colours alongside more contemporary pieces to evoke an overall fresh, understated luxury throughout the house.



Key features across the house celebrate the home's Arts and Crafts legacy







## TEXTILE TREK

BIID VICE PRESIDENT SUSIE RUMBOLD TALKS ABOUT THE FASCINATING VISIT TO SCOTLAND, HOSTED BY TEXTILES SCOTLAND AND ATTENDED BY BIID MEMBERS



**A group of five established interior designers and BIID members, including myself, attended a three day tour of some of Scotland's finest textile producers and**

**suppliers. The tour included visits to traditional mills and the studios of some of the country's most creative designers.**

Scotland's textiles industry offers a unique fusion of rich heritage, innovation and unrivalled creativity, producing internationally revered products, which our BIID team of Interior Designers were keen to find out more about.

Our group was based at the stunning Blythswood Square Hotel, an award-winning 5 star spa hotel located in the heart of vibrant Glasgow. Over the three days we were transported to locations all over Scotland to see first-hand, the very best of the Scottish textiles industry.

Highlights of the visit included a visit to textile manufacturers Begg and Co. Established in 1866 in the Scottish town of Paisley, the company prides itself on technical prowess, skilled craftsmanship and meticulous attention to detail. Today, nearly a

century and a half later, these principles are still adhered to. During the tour, we were fascinated to learn more about the company's time-honoured traditional weaving and finishing methods, which combine with cutting-edge production techniques. We loved visiting the working mill and enjoyed the hugely informative tour.

We also visited Selkirk based DC Dalgliesh, the world's only hand-crafted tartan mill. The BIID group learnt about the company's traditional weaving techniques, where they still hand-weave short lengths on unique single-width looms, making their fabrics particularly prized. DC Dalgliesh's traditional and contemporary tartans are world renowned, commissioned by top designers such as Vivienne Westwood and worn by the Royal family, including the Duchess of Cambridge.

A further highlight of the trip was a visit to Bute Fabrics, a contemporary fabric designer and manufacturer of wool upholstery fabrics, based on the beautiful isle of Bute, off the dramatic west coast of Scotland. The visit featured a hugely informative mill tour and our group enjoyed seeing the collaborations with internationally acclaimed textile designers Timorous Beasties.

The BIID team also visited MYB Textiles, which was founded in 1900 in the Irvine Valley of Ayrshire, Scotland. MYB Textiles is now the only producer in the world manufacturing patterned lace with original Nottingham Lace Looms, some of which are over 90 years old and up to 1220cms wide. Here, we learned about the extremely labour intensive manufacturing process, whereby the looms run at a very slow, controlled pace so as to give a high level of quality control. It was a fascinating factory tour which gave the BIID visitors a real appreciation of how detailed the lace making process is.

My BIID colleagues and I were delighted to take part in this tour, which was not just educational, but inspirational too. We loved getting a 'behind the scenes' glimpse of the wonderful craftsmanship on display in the mills and manufacturers we visited. The Scottish textiles industry produces some of the most beautiful fabrics on earth and as an Institute we're proud to be supporting the work that Textiles Scotland are doing to raise public awareness of these world class products.

[www.scottish-enterprise.com](http://www.scottish-enterprise.com)

[www.textilescotland.com](http://www.textilescotland.com)

[www.biid.org.uk](http://www.biid.org.uk)



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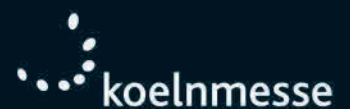


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## PROMISING QUALITY

The conceptual imagery of interior designers and architects is an integral part of the presentation in establishing client relationships. It is only when the project is completed that the client fully appreciates the beauty of the designer's art. Known for their positive approach to provide the best in curtains, blinds and soft furnishing manufacture, Deanswood Interiors go the extra mile when it comes to service. Deanswood Interiors has been operating for more than forty years, through two generations. Today the sons of the founders of the business, now retired, have extended the service to include a unique system of computer controlled quality control system of which the Deanswood team is justifiably proud. The system, called DiDii leaves nothing to chance and overcomes possible human error in all that the team controls, a process that allows Deanswood to offer valuable guarantees on quality, interpretation and delivery on every project.

[www.deanswood.co.uk](http://www.deanswood.co.uk)

## PATCHWORK POLFLOR

A bold and dramatic flooring design from Polyflor's Expona Commercial range of luxury vinyl tiles was chosen for the refurbishment of Vida Loca Tattoo studio in Bolton, Greater Manchester recently. Vida Loca Tattoo in Bolton town centre includes a tattoo studio, hair salon, piercing studio and a coffee shop all under one roof. The owners chose the Dark Recycled Wood design from Expona Commercial PUR range to fit in with the studio's contemporary style. To give the look of a random patchwork of upcycled timber, the design includes tiles in three different widths and in various complementary shades, creating the effect of a reclaimed wood floor, a look that is becoming increasingly popular. The Expona Commercial luxury vinyl tile collection features 55 eye catching wood, stone and effects design options for use in heavy commercial environments such as the retail sector. Its 2.5mm gauge and 0.55mm wear layer means this range is ideal for high traffic spaces such as cafés, bars and restaurants.

0161 767 1111 | [info@polyflor.com](mailto:info@polyflor.com) | [www.polyflor.com](http://www.polyflor.com)



## LOCK IT UP

Scottish Widows Investments have selected Kemmlit lockers for their impressive new London offices. The lockers are manufactured from galvanised sheet steel with a scratch and abrasion resistant stove enamelled finish and can be configured to provide a wide range of options. For this project, architects Morrow & Lorraine specified Kemmlit's Type S2Z lockers, which offer integrated air duct ventilation and clothes hanging/drying facilities for those employees who cycle or jog to work. There are also compartments for storing footwear, rucksacks, and valuables. S2Z lockers are part of an extensive range of high performance cubicle and locker systems from Kemmlit who also offer a design, project management and installation service. [info@kemmlituk.com](mailto:info@kemmlituk.com) | [www.kemmlituk.com](http://www.kemmlituk.com)







## TILES FROM TIME AGO

Craven Dunnill Jackfield has successfully completed the replacement and restoration of hand glazed, historic wall tiles for the Grade 2, former East Ham College. The project involved the origination of accurate models for 39 unique designs and the formulation of several metal oxide glazes, which were fired and applied seamlessly to match the original tiles of the 1903 building. Rick Mather Architects lead the refurbishment project; Jackfield manufactured the tiles and worked in close collaboration with specialist tiling and terrazzo contractor WB Simpson & Son. The newly manufactured wall tiles are such an exact match to the originals and so expertly installed that the difference in age of around 110 years is indiscernible to the untrained eye. The Edwardian Grade 2 listed building was home to the Old Technical College and forms part of the larger East Ham Civic Campus. It is now the new Newham Collegiate Sixth Form Centre.

01952 884124 | [www.cravendunnill-jackfield.co.uk](http://www.cravendunnill-jackfield.co.uk)

## BREAKING THE DESIGN CODE

Aliva UK has provided a luxury finish for the entrance hall of a state-of-the-art office development and datacentre for software firm CDL. CDL Group chairman and co-founder Tom Hogg handed Aliva a brief for The Codeworks that included a natural stone entrance hall floor and 12m high lift shaft at the company's riverside campus. Aliva, a UK leader in façades and interior finishes, executed an interior that incorporated more than 200 sqm of grey Jura limestone with tight 5mm joints and monolithic corners to give a traditional stone-built look. Justin Price, Sales Director, Aliva, said: "Aliva took CDL's vision and our expert design team translated it into a stand-out finish, incorporating high quality natural materials that give a very modern and unusual feel." Tom Hogg commented: "The quality of materials and work from Aliva UK were excellent, and the combination of stone and glass effectively evokes the binary code concept that lay behind the design. The new building looks stunning." 01189 635900 | [www.alivauk.com](http://www.alivauk.com) | @AlivaUK



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For the strength and beauty of quartz, with the simplicity of a lightweight surface, visit [www.maxtopquartz.co.uk](http://www.maxtopquartz.co.uk)





## OPTIMISED GLASS

Guardian Industries' Glass Group in the UK, a leading supplier of industry-leading commercial, residential and interior glass products, has introduced the latest version (2.0) of its Acoustic Calculator, an industry tool that helps glass and building professionals identify the best insulating glass unit (IGU) configuration to meet a project's specific glazing requirements. This latest version, available free of charge, now offers access to more than 37,000 calculated acoustic values and provides the acoustic performance for some of the most obscure insulating glass unit configurations, such as thick glass and thick laminated constructions. The Acoustic Calculator 2.0 is mobile and tablet optimised. The different types of glass covered by the Acoustic Calculator include standard float glass, laminated glass which offers enhanced performance in terms of safety and sound control, and Guardian LamiGlass® Sound Control, which combines excellent acoustic performance with all the benefits of traditional laminated safety glass with a clearly measurable improvement in noise reduction. [www.guardianplus.co.uk](http://www.guardianplus.co.uk)

## GO WITH THE FLOW

CD UK has supplied DuPont™ Corian® to enhance new Wood Street offices for investment company PGI. Architects M Moser and fabricator Manufacturing By Design Ltd worked to a brief from the client to transcend the 11 400 sq ft of space, maximising flow while preserving privacy and flexibility for their workforce. Designed to welcome clients and convey PGI values with supergraphics, colour and curves, the office needed a stunning but appropriately professional contemporary reception area that reflects the PGI brand values and internationalism. Manufacturing by Design Ltd applied the material in both the reception area and the café, and complemented with LED spotlights to highlight points of interest. DuPont™ Corian® in Venaro White was the material of choice, providing an organic shape and standout colour contrast, enabling the design team to mould the reception desk to the seamless shape they wanted, creating a focal point and signposting the sense of flow through the space. 0113 201 2240 | [www.cdukltd.co.uk](http://www.cdukltd.co.uk)



## HOT TO TROT

Tuscan Elite engineered flooring is independently tested and validated for use with under floor heating. Tuscan Elite engineered flooring has been independently tested by Exova BM TRADA using common industry protocols and the Contract Flooring Association industry guidelines. Tuscan Elite engineered flooring offers 24 effects in a choice of fashionable woodgrains, surface textures and board widths. Tuscan is exclusively distributed by IDS and comes with a 25 year residential warranty against manufacturing defect. Detailed test data evidenced outstanding performance by Tuscan Elite meaning it can be specified with confidence over water-based systems encased in concrete which is the most popular type of underfloor heating system now installed in the UK. Tuscan Elite flooring is ideal for a range of interior settings including kitchens, living spaces, dining rooms, bedrooms and hallways. The testing procedures confirmed the excellent stability characteristics that Tuscan Elite multiply flooring has when installed as either a floating floor, or full bond stick-down, over encased water piped UFH systems in accordance with the manufacturer's installation instructions and recommendations. 08457 298 298 | [info@idsurfaces.co.uk](mailto:info@idsurfaces.co.uk) | [www.idsurfaces.co.uk](http://www.idsurfaces.co.uk)





## TILES FOR TED

British Ceramic Tile has partnered with global lifestyle brand Ted Baker to launch 'no ordinary' designer tile range. The fashion forward collection of tiles brings the latest trends to the kitchen, blending British Ceramic Tile's unique manufacturing heritage with Ted's eye for detail and appreciation for a tile with style.

With the patchwork effect taking the interior world by storm, the GeoTile combines a sleek tonal grey colour palette with Ted's favourite geometric prints. Inspired by the Edwardian tiles that lead up the pathways of London's iconic townhouses, the eye-catching multi-use tile is made from high specification porcelain. Available as a pack of 24 decors, the range offers 12 148x148mm tiles with two of each design.

Bring the outdoors in with the ParqTile, offering a wood-effect floor, enabling you to recreate the same natural look without the need for any special sealing or maintenance. The multi-use porcelain tile is available in a contemporary grey or traditional brown with an authentic grain effect, in a 148x148mm size.

Textured tiles are very popular at the moment, with the TacTile collection offering a 3D teardrop effect tile in grey or classic matt white colourway, in a 298x498mm size. The structured wall tiles can be combined with multi-use plain ceramic tiles from the VersaTile range, available in a variety of colours for a match made in heaven.

The ArTile collection offers a range of glass splashbacks like no other. Offering a selection of vintage-inspired splashbacks in two sizes of 600x750mm and 200x250mm, they can be used alongside Ted's VersaTile range, or on their own as stand-alone pieces of wall art in the home. Featuring a choice of fashion-led designs including Cotton the bulldog in nude and black, distinguished rose and vintage rose. 01626 831370 | [www.projecttile.co.uk](http://www.projecttile.co.uk)

# heimtextil

## New Perspectives

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## THE IVY IS BACK

The Ivy recently opened its doors to the public once again. The interiors by Martin Brudnizki Design Studio (MBDS) retain elements of the previous colour palette, but with contemporary additions. A particularly noteworthy aspect of the new design, and one that the media has frequently highlighted, is the restaurant's fantastic central dining bar. The stone topped bar in the central dining area boasts beautiful lamps made by the Dernier & Hamlyn team in its London factory working closely with MBDS. The brief was to achieve a luxurious appearance and decorative feature combined with subtle lighting. The lamp bases were cast in solid brass using handcrafted wooden moulds and the glass shades were hand cut to accomplish the desired faceted look and their internal facings sandblasted to provide a soft spread of light. Jeremy Quantrill, Dernier & Hamlyn's managing director says: "These bar lamps look fantastic in The Ivy. Our team's attention to detail throughout the project has enabled us to help MBDS create such a beautiful space." **0208 760 0900 | [www.dernier-hamlyn.com](http://www.dernier-hamlyn.com)**

## CERAMIC DISTINCTION

Making its debut at Maison & Objet, Paris, was Chamberlain & Co, from the Royal Porcelain Works in Worcestershire. Chamberlain and Co produce luxury fine bone china in the heart of Worcestershire, continuing the region's proud tradition of ceramic distinction. The Chamberlain name and that of the Royal Porcelain Works that Robert Chamberlain founded have been synonymous internationally with quality, decorative excellence and exclusivity for more than two hundred years. Debuting at the prestigious Maison & Objet trade show in Paris, the four new Chamberlain & Co collections exhibited the philosophies that drove Robert Chamberlain, quality, beauty, attention to detail, which are still at the forefront of the company's culture, with each article created by hand and finished to exacting standards. Heritage, botanicals and Georgian splendour are the main themes of this inaugural anthology, with chinoiserie adding an alluring flavour reminiscent of the days when the potteries were in their absolute prime. Now, as then, unique bespoke commissions are also available from Chamberlain & Co. **01684 31888**  
**[enquiries@chamberlainco.co.uk](mailto:enquiries@chamberlainco.co.uk) | [www.chamberlainco.co.uk](http://www.chamberlainco.co.uk)**

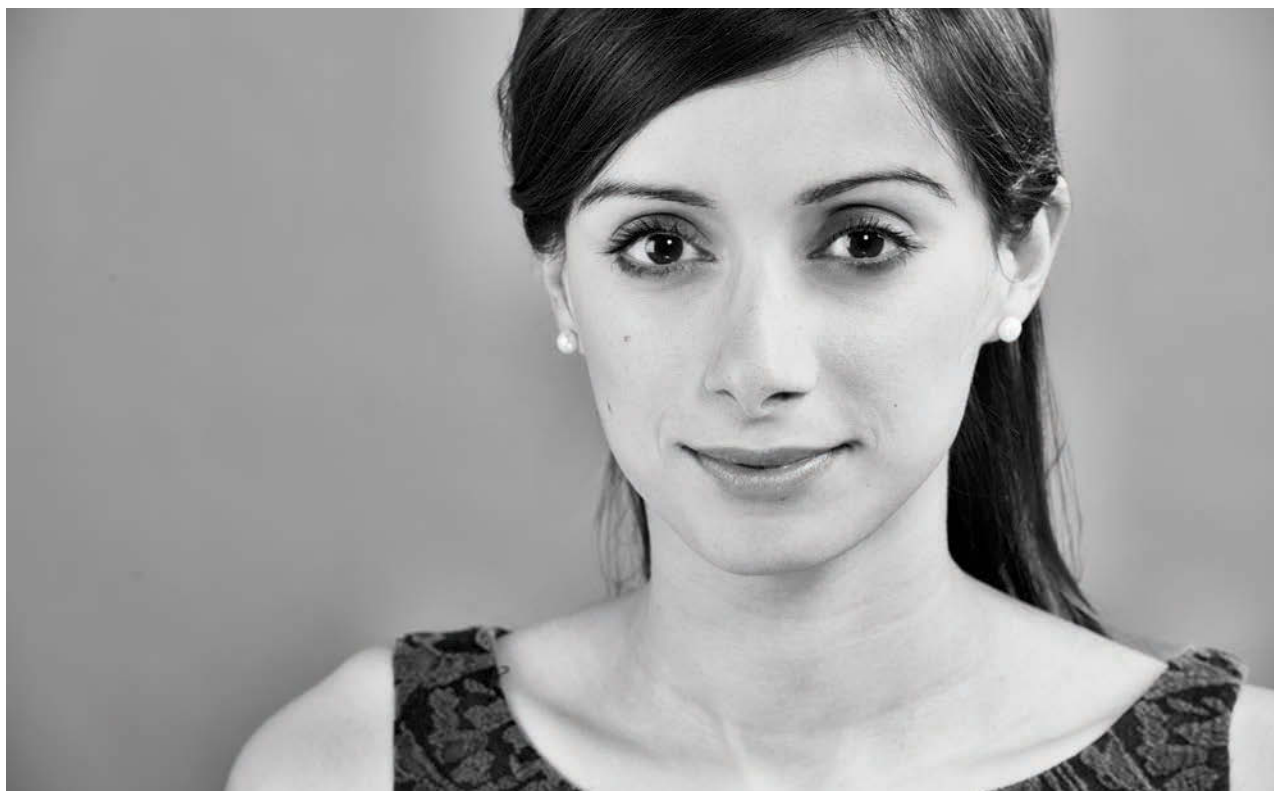


## SLATE FOR SEVEN SANDS

Slateware from Wales is now gracing the tables of the exclusive Seven Sands Restaurant in Dubai. The equally exclusive tableware range from Welsh Slate Ltd is contributing to the United Arab Emirates' image as a hub of food innovation rooted in tradition, with the Seven Sands designed by the Dubai World Trade Centre team but located in the retail complex The Beach at Jumeirah Beach Residence. Starter/pudding plates and main plates from Slateware's Dressed collection, which features hand-dressed edges to reflect Welsh Slate's 500 million-year-old pedigree, are complemented by small serving plates from the ultra-contemporary Fine collection with its fine elegant lines. The first fruits of a collaboration between Welsh Slate Ltd, Steelite International (the worldwide supplier of innovative tableware) and A Ronai LLC (Steelite's strategic partner in the UAE and Gulf region), the Slateware pieces are being used in the more formal dining areas of the 240-seat restaurant which also features a more casual lounge and a "Grab and go" takeaway element. **01248 600656 | [www.slateware.co.uk](http://www.slateware.co.uk)**







# INTRODUCING EPORTA

EPORTA IS THE NEW TRADE ONLY PLATFORM THAT ENABLES THE GLOBAL DESIGN COMMUNITY TO DO BUSINESS ONLINE. HAVE YOU VISITED YET?

EPORTA IS A NEW ONLINE SOURCING PLATFORM EXCLUSIVELY FOR TRADE BUYERS, THAT IS REVOLUTIONISING THE PROFESSIONAL HOME FURNISHING SECTOR BY ALLOWING INTERIOR DESIGNERS, ARCHITECTS AND RETAILERS TO CONNECT DIRECTLY WITH PRODUCT DESIGNERS, FURNITURE AND FURNISHING SUPPLIERS GLOBALLY, AND DO BUSINESS ONLINE.

The members-only platform is a B2B marketplace, which solves many of the daily issues faced by buyers, such as, dealing with multiple suppliers and business transactions, as well as tracking individual orders, deliveries and payments. eporta radically transforms these administrative tasks and streamlines the sourcing process.

eporta offers a huge range of suppliers and products; from big brand names such as Content by Terence Conran, Cassina, Poltrona Frau, Tom Dixon and James Dyson, to emerging talent, such as Conker Brown, Alexandra D Foster and James UK.

Aneeqa Khan founder of eporta explains: "We are hugely excited to be launching eporta which we believe will radically change the industry for the better. eporta helps the creative industries thrive by delivering a unique solution; a simple and efficient way to search for products, connect directly with

sellers and efficiently manage the buying process. We have received an overwhelming response from brands, designers and artisans, enabling us to offer access to an unprecedented range of items directly from suppliers to our trade buyer community."

## Created for Professional Buyers

eporta was developed to enable the community of trade buyers and suppliers to connect more effectively and communicate directly with each other, facilitating strong working relationships. This means professional buyers can, for the first time, access detailed product information, negotiate trade discounts and order products from multiple suppliers in an efficient manner, all in one place. Trade buyers receive free membership (on approval) that will give them access to almost 30,000 unique products from over 500 suppliers across more than 40 different countries.

eporta is free to join and easy to use, buyers simply:

- Search by Brand or Product
- Connect with suppliers
- Access product information, trade prices and place orders.

"One of my favourite things about being an interior designer is sourcing," comments London-based

interior designer, Anna Burles. "I love discovering up-and-coming designers and new products, and eporta is a great new tool for us - giving access to really good prices for brands we already know and introducing exciting new talent. On the admin side, it makes it easy to manage orders and trade relationships in one place, which gives us more time to enjoy the fun side of sourcing and making our design projects look amazing for the Client".

## An online Showroom for Suppliers

eporta delivers a unique platform for suppliers as well as emerging, cutting-edge new designers to sell to the trade, giving them a quality outlet to showcase their products, while retaining complete control over who they work with and who sees their product pricing.

"I'm in the process of establishing my business and keen to market myself to buyers," says Alexandra Foster from luxury handmade cushion brand, Alexandra D Foster. "eporta gives me a captive audience of trade buyers who are interested in my products and enables us to connect directly with each other to discuss bespoke requests and pricing."

[www.eporta.com](http://www.eporta.com)



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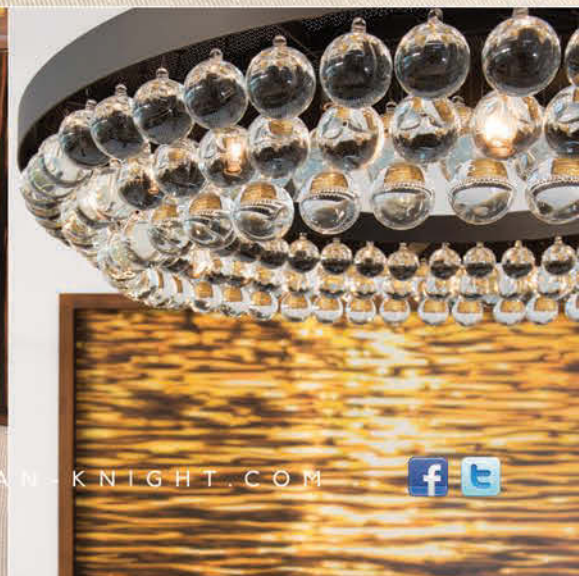
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## SNAPSHOT IN DETAIL

In celebration of the 20th anniversary of his design studio Channels, British furniture designer Samuel Chan is presenting a limited edition collection of his most iconic designs. The three chosen pieces capture his distinctive style reinterpreted with new details, finishes and materials. The limited edition collection of just twenty pieces per design are numbered and carry a commemorative mark. The collection was launched for the London Design Festival and is now available from the Channels store on the Kings Road, together with a retrospective of Samuel's work. Samuel Chan is an award winning furniture designer, renowned for his clean line aesthetic and exemplary woodcraft. He has been recognized with ten Design Guild Marks. [www.channelsdesign.com](http://www.channelsdesign.com)

# DESIGNS FOR LIFE

CRESTRON AND LOUISE BRADLEY RECENTLY TEAMED UP TO CREATE A WORKING SHOWROOM SPACE THAT DELIVERS ALL THE COMFORT AND LUXURY OF A HIGH SPEC HOME



**THERE WAS A TIME WHEN THE 'CLAPPER', CORDLESS PHONES AND EVEN UNDER FLOOR HEATING WERE THE EPITOME OF DESIGN SAVVY LIVING. NOW, WE ARE ABLE TO DO SO MUCH MORE WITHIN OUR HOMES. WE CAN UP OUR SECURITY, WE CAN PROGRAMME OUR HEATING AND WATER AND SAVE ENERGY WHILST OUT OF THE HOUSE, WE CAN REMOTE ACCESS OUR TELEVISIONS SO WE DO NOT MISS A MOMENT OF ENTERTAINMENT IN OUR BUSY LIFESTYLES.**

What has become a standard expectation of many clients within their homes now, means that designers and home automation companies must come together and collaborate in the early stages to provide a seamless home automation system that fits perfectly with clients' lifestyles whilst sitting, almost invisible behind the luxury designs of their homes.

Interior Design Today talked to Robin van Meeuwen, CEO Crestron EMEA and Louise Bradley

about their partnership and the ways in which designers should be working towards collaboration at the earliest stages for their clients' home automation needs.

## **HOW DID CRESTRON AND LOUISE BRADLEY COME TO WORK TOGETHER?**

**LB:** We have worked with Crestron on many successful interior projects over the years so when Robin van Meeuwen approached me to design the Chelsea Harbour Showroom, I was delighted. I enjoyed working on a more commercial project with the emphasis on creating a timeless space, which has longevity.

**RVM:** Louise Bradley's involvement in high-end residential properties came across Crestron many years ago and understands technology well. The showroom design discussions started early in 2013 and the concept developed from the aesthetic perspective of Louise, working in tandem with technology functionality and vision from Crestron.

During this time, Crestron worked with Louise and other contacts within the design community to understand more fully what interior designers and their clients look for in such a space – the team then developed the solution so that the result fully met the vision for the showroom.

## **WHY NOW, WHAT HAS CHANGED IN THE INDUSTRY?**

**LB:** I don't think there has been a radical change, more of a natural progression in the area of technology and an increasing importance within the interiors field to incorporate cutting-edge technology within cutting-edge design. Technology allows huge flexibility and is all about saving time so I think developments in this field will be at the forefront of design projects for many years to come.

**RVM:** Our partners and offices around the world needed access to a dedicated demonstration space that shows the best technology available on the market. It was designed to grow our market





potential to a new level because for the first time ever we are showing our products working in a fully functional space.

#### **HOW CHALLENGING WAS IT TO BEGIN THE PROCESS OF COMBINING TECHNOLOGY AND INTERIOR DESIGN IN THE SHOWROOM SPACE?**

**LB:** It was straightforward as Crestron are the leaders in this field and I have integrated technology into projects for many years now. The approach was the same as many of the homes I have worked on.

**RVM:** Luckily, it was an easy and straightforward process as Crestron is designed to blend into any interior design, whether it be an ultra-modern apartment or a country townhouse. Touch panels can be customised to suit any colour or design of a room and this makes it easy from an interior design aspect. As this was a new project, we could install all the cabling needed right from the very beginning, meaning that the technology could grow with the space.

#### **WHAT DID YOU LEARN FROM WORKING TOGETHER?**

**LB:** That the possibilities are endless when combining design and technology.

**RVM:** We have certainly become more aware of the scale of the interior design world and the many different forms it can take. From this, we have

launched a series of BIID CPD courses to help educate interior designers on the benefit of home automation in the home, specifically lighting control, which can have a huge impact on the overall design and energy of a space. For example, mood lighting and colour control can transform a room from day to night as well as saving energy and keeping bills low.

#### **WHAT DO YOU THINK THE HOME AUTOMATION INDUSTRY WILL LOOK LIKE IN FIVE YEARS TIME?**

**LB:** I think the inclusion of technology in the home will become more widespread and be considered less of a luxury and more of a must, especially when considering all the different elements of security within the home.

**RVM:** Within the interior design community, we see home automation becoming more accepted and widespread implemented over the coming years. We have especially seen the rise in technology as a reoccurring theme at industry events such as the BIID Conference in June, and it is hot topic that gets people talking. This increase in recognition has come from the growing awareness of the lifestyle benefits of technology in the home and new technological advances coming to market. In recent times, with advances in mobile devices, apps and streaming, the consumer is constantly exposed to smart technology more than ever before, and are carrying around personal smart phones and tablets that have the

power to potentially control and monitor the smart home. As a result, the consumer is more aware and more interested in exploring home control, and this is something that interior designers need to take note of when discussing plans with a client.

#### **ARE THERE MORE PLANS FOR COLLABORATION?**

**LB:** We collaborate with Crestron on all of our design projects.

**RVM:** There are quite a few significant residential projects, and the showroom is an ongoing task as it is constantly evolving with the latest technology we have installed.

#### **LOUISE BRADLEY:**

#### **WHAT TECHNOLOGY ELEMENTS ARE IMPORTANT TO YOU IN YOUR OWN HOME AND HOW DID THIS INFORM THE WAY YOU DESIGNED THE SHOWROOM SPACE?**

For me, it is imperative that technology is integrated seamlessly into the space. Controlling the lighting in a very subtle yet easy way is probably the most important aspect as it immediately changes the look and feel of a room. Other features which enable the space to remain free and uncluttered such as doors that are opened with the Crestron system to reveal a television are a joy for any designer!



**WERE YOU SURPRISED BY ANY ELEMENTS OF THE TECHNOLOGY DESIGNS?**

I am always surprised at the seamless integration. At the touch of a button on your iPad you can have a large cinema screen lower down from the ceiling so that you can watch a movie in the comfort of your drawing room. There are many other elements, like turning your lights on from abroad whilst on holiday and these are just a few.

**WHAT CAN DESIGNERS DO TO ENSURE THAT WORKING WITH COMPANIES LIKE CRESTRON IS A SMOOTH AND EXCITING EXPERIENCE DURING A PROJECT?**

Like all collaborations, communication and a clear plan at the outset is important. It also helps if both sides have knowledge and understanding of the other partners in any project. As a design studio, we are very much detail-driven and I think that helps to ensure a smooth process from start to finish.

**HAS DESIGNING THE SHOWROOM SPACE CHANGED HOW YOU LOOK AT TECHNOLOGY WITHIN YOUR DESIGNS NOW?**

It has just reiterated the importance of technology in both the home and office environment. Our clients expect the latest gadgetry, making their lifestyle as simple and seamless as possible, so this is something that is always an integral part of our design process.

**IS THERE ANYTHING THAT YOU WOULD LIKE TO SEE FROM THE TECHNOLOGY THAT YOU HAVEN'T SEEN YET?**

It is difficult to answer this, we are constantly inspired by new and exciting technology, what comes next for the union between technologies and design is something I can't predict as I am always amazed at the advances of technology.

**ROBIN VAN MEEUWEN, CRESTRON:**

**WHAT DOES HOME AUTOMATION REPRESENT IN 2015?**

In today's world, home automation is becoming more and more standard. Having an integrated home saves time and energy by providing one system for all the electronic equipment in a home. Crestron products are designed to work together as a complete integrated system, rather than a collection of parts. The latest integrated technology systems have been made to blend naturally into every home and be adaptable for everything the modern lifestyle requires.

**HOW HAVE YOU WORKED TO CHANGE PEOPLE'S PERCEPTIONS OF WHAT HOME AUTOMATION IS TO THEM?**

Since the popularity of smart homes has become significantly rising in recent years, we have seen clients consider home automation as an achievable





**WERE THERE ANY AREAS OF COMPROMISE THAT HAD TO BE TRIED? DID THE TECHNOLOGY HAVE TO ALTER AT ALL TO SUIT THE SPACE?**

The beauty of using Crestron is that it can be molded into its surroundings. Control can come from a wireless or wall mounted touch screen, as well as the users own smart phone or tablet. Homeowners can also chose the level of technology they wish to control in their home, whether it is lighting, security, heating or AV. In the showroom, we were able to incorporate all off these systems in the space, without compromising on the look and feel of the space.

**WHAT ADVICE WOULD YOU GIVE TO DESIGNERS STARTING OUT ON A PROJECT THAT INCLUDES HIGH LEVELS OF AUTOMATED HOME TECHNOLOGY? WHAT ADVICE WOULD YOU GIVE TO THEIR CLIENTS?**

If you are thinking of having a home technology system installed into your project, it is important to take advice and get an integrator involved as early as possible. At the same time as you talk with the initial building trades, and you should also be contacting a technology design consultancy and or systems integrator and making sure that all the different trades communicate with each other. The biggest reasons for including technology at an early stage is cabling and seamless integration, by providing clear communication channels between designers, architects, consultants and integrators you can be assured the technology installed will be discreet and enhance the home to the fullest.

**WHAT ARE THE PLANS FOR CRESTRON IN 2016?**

The next big advance in home technology, and for us, will be more wearable smart devices that integrate into the home. The Apple watch has already started providing this and Crestron has developed a compatible app that integrates smart home devices. We envision this trend will grow, with more functionality and devices coming to the market. We will also be looking to develop our hugely popular Crestron Pyng™ offering. Pyng gives

homeowners a level of control scalability over their home automation devices. Pyng is modular, meaning that you can start with one room and then add more areas as time and budget allows. From the Pyng App, new wireless devices and accessories can be simply added, such as Crestron wireless lighting controls, which we see as being strong addition to any home.

[www.louisebradley.co.uk/](http://www.louisebradley.co.uk/)  
[www.crestron.com/](http://www.crestron.com/)

goal in the home. With the addition of quality 'DIY' style offerings such as our Crestron Pyng, users can start with one room in their home and then add more areas as time and budget allows. It is also easy to install and ideal for retrofit applications so is perfect for someone who wants to dip their toe into home automation, without going to the expense of a full system, which involves the installation of structural wiring.

**HOW DID WORKING WITH LOUISE BRADLEY HELP TO BREAK DOWN BARRIERS BETWEEN DESIGN AND SMART HOMES FUNCTIONS?**

Louise has been aware of the benefits Crestron brings to her projects and understands how home automation is integrated into her beautiful designs. By working together on this project, we have created a space for interior designers to come and explore home automation for themselves to see how easily it can be incorporated into a residential project.

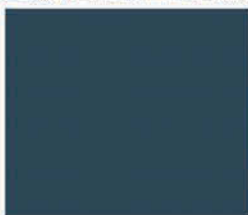




## Unrivalled quality: fit-out made fabulous



Portview Fit-Out is a multi-award winning, innovative interior fit-out specialist, delivering high quality fit-out solutions to the luxury retail sector. We were delighted to partner the Harvey Nichols team again as main contractor to deliver their new design concept store in Birmingham – a dynamic, innovative environment combining style and technology and offering a shopping experience of unrivalled luxury.



To work with us, please contact:  
**Simon Campbell**  
MANAGING DIRECTOR

46 Florenceville Avenue, Belfast BT7 3GZ

T 028 9064 4765 E [info@portview.co.uk](mailto:info@portview.co.uk)

W [www.portview.co.uk](http://www.portview.co.uk)

f [facebook.com/portviewfitout](https://facebook.com/portviewfitout)

t [twitter.com/PortviewFitOut](https://twitter.com/PortviewFitOut)





## RETAIL BLUEPRINT

Portview Fit-Out has completed work for luxury retailer Harvey Nichols on its new store in Birmingham. Designed by retail specialist Virgile + Partners, the new concept store is the blueprint for all future Harvey Nichols stores. The Portview team worked with Carlos Virgile's "controlled disruption" concept to deliver the 45,000 sq ft "all on one floor" layout. Virgile took an eclectic approach to materials, using contrasting rough and smooth surfaces and a variety and quirkiness in the furniture to create a unique design vocabulary. Simon Campbell, Managing Director, Portview said: "We have worked with Harvey Nichols on several of their recent projects and are delighted to be part of this design evolution. Customers will experience the highest quality in the new store, with no detail overlooked. We believe we have delivered a fit-out of distinction in an environment of ground-breaking style." 02028 9064 4765 | info@portview.co.uk [www.portview.co.uk](http://www.portview.co.uk)

## MULTI-SENSORY MULTIPLEX

This autumn Tom Dixon presents MULTIPLEX at The Old Selfridges Hotel, an immersive, multi-sensory department store of tomorrow. Held to coincide with four of the most important events on London's creative calendar – London Fashion Week, London Design Festival, the BFI London Film Festival and the Frieze art fair – MULTIPLEX brings together design, technology, fashion, film and interiors to explore how the future of retail might look, sound, smell, taste and feel. Visitors will be able to explore departments dedicated to technology, home, fashion, beauty, jewellery, as well as a food hall. The site will also host an eclectic range of events, installations, pop-ups and interventions. This will act as a magnet for Londoners and the creatives who flock to the capital across this month. Instigated by Tom Dixon, MULTIPLEX is built around the contributions of its collaborating brands, bringing their own ideas and experiences to the event. MULTIPLEX is open every day from 18 September to 15 October at The Old Selfridges Hotel, 1 Orchard Street, London W1H 6JS. [www.tomdixon.net](http://www.tomdixon.net)



## FRONT ROW

The design and installation of a Harrods concession for fashion icons, the Olsen twins has provided a great opportunity for Hull based firm, B Batch Group. This is the company's fourth fit out project in London's most famous department store, providing luxury clothing line the Row with a new home in Harrods. At almost 70 years old, B Batch is responsible for the interior fit out, design and manufacture of a variety of well-known brands and fashion labels around the globe. With its attention mainly focused on the national and international export market, the third generation family owners have also set their sights closer to home in Yorkshire, supplying bespoke interiors and manufacture, for shop fit-outs and commercial interiors. Jason Moses, Director of JM Projects commented, "I am very pleased that B Batch won this contract, we always work well together. At the beginning of a project we discuss the concept and some basic designs, specifying some materials and then B Batch drafts the full CAD & 3D designs using their knowledge and design expertise. I have learned to count on B Batch Group as my go-to partner no matter how big, small or complex the challenges may be. They work hard to transform the vision into stunning spaces that work in the real world and make fashion stores stand out within the industry." [www.bbatchgroup.com](http://www.bbatchgroup.com)



# REST STOP

THE SLEEP EVENT RETURNS AND IT'S BIG CELEBRATIONS ALL ROUND AS THE SHOW ENJOYS ITS TENTH YEAR OF HOTEL DESIGN INNOVATION CREATIVITY, ENERGY AND VIBRANCY THAN EVER BEFORE

The Sleep Event celebrates its 10th edition in 2015 at London's Business Design Centre on 24-25 November. Over two days visitors can experience imaginative installations by award-winning design studios, gain insight from thought-provoking conference sessions with industry luminaries and discover products carefully selected for diversity, innovation and quality.

Sleep 2015 sees the design teams for the immensely popular Sleep Set competition and Sleep Bar invited to take inspiration from fairy tales and folklore from around the world. Translating the 'Wonder Tale' theme into guestroom designs that will be realised at the show are Sleep Set contenders Shaun Clarkson ID, THE STUDIO at Harrods, Anita Rosato Interior Design, Oliver Heath Studio and Areen Hospitality. Each will explain their response to the brief during a conference session, with the winning team announced on Tuesday, 24 November at 7pm at the Sleep Bar (in association with Sleeper Magazine) - this year created by Conran + Partners who promise unexpected perspectives, reflections, 'upside-down-ness' and unmistakable glamour. Also conveying 'Wonder Tale' will be a striking installation by lighting

specialists Preciosa, a formation of ethereal glowing 'Souls' that will 'float' above the entrance foyer.

Every year Sleep handpicks a collection of both new and returning exhibitors to ensure visitors are treated to design innovations that will provide the "wow" factor and competitive edge in their projects. Established manufacturers and bespoke artisans from across the globe will be revealing their latest collections. GROHE, Sleep's founder partner will showcase a variety of their newest designs as well as host the VIP lounge. A big draw for visitors, the free-to-attend Sleep Conference is shaping up with fresh, forward-thinking content to inform and inspire the future of hotel design. With a reputation for content that tackles the key issues, the Conference continues to attract celebrated industry names from the UK, Europe and beyond. The 2015 programme combines topical panel discussions with celebrity keynotes such as award-winning creative duo Meyer Davis from New York and Martin Brudnizki, known for his recent re-design of the original Ivy restaurant and bar. Making its debut is Sleep Essentials, rapid tutorials offering designers the chance to get ideas for their future projects from top consultants, from lighting and landscaping

through to art and spa, all gathered in one room. Design Dream Team sees a dynamic panel comprised of directors from top hospitality design studios draw upon their encyclopaedic design knowledge to debate how to make design pay, with, amongst others, Margaret McMahon of Wimberly Interiors, Wilson Associates' Tristan Auer, Ariane Steinbeck of RPW Design shaking things up. And, never shy of tackling the controversial topics, the Sleep Conference will discuss whether hotel designers even have a role at all in a digital world where "everyone is a designer now", with Maria Vafiadis, founder of hospitality interior architecture studio MKV Design, and Rose Etherington, former editor of Dezeen and now founder of clippings.com, contributing their viewpoint.

Sleep is on 24th & 25th November with a late opening until 8pm on Tuesday 24th when visitors can enjoy the design inspiration and networking opportunities during the show's cocktail hour from 6-7pm. Sleep's official Event Partner is the European Hotel Design Awards, which will culminate in a dinner on the evening of Monday 23 November when the winners will be announced in a glittering ceremony at Park Plaza Westminster Bridge in London. [www.thesleepevent.com](http://www.thesleepevent.com)





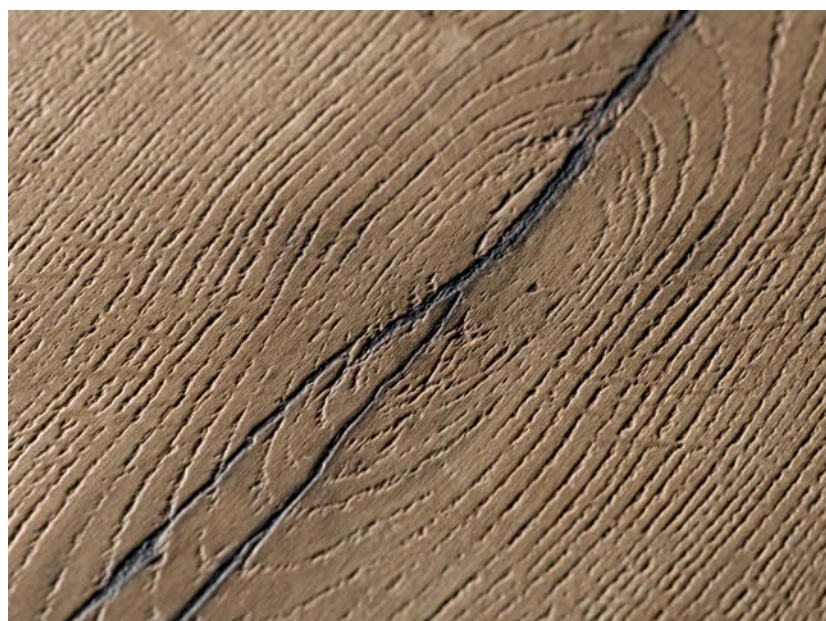
## DARK MATTER

Dark Concrete is one of four stunning quartz colours just launched by COMPAC, innovators in surface technology for over 40 years. Inspired by America's loft culture, Dark Concrete is part of COMPAC's New York Collection, a unique quartz worksurface range that explores an industrial and urban aesthetic, which will change the way we think about worksurfaces. Smooth, silky and sensuous to the touch, the New York Collection will excite the senses by offering the opportunity to create contemporary kitchens that replicates the style and uniqueness of loft living in the 'Big Apple'. The New York Collection consists of seven urban colours including new additions: Dark Concrete, Ice Concrete, Beige Concrete and Beige Zement. All with exclusive finishes, depth of colour and definition of grain –all durable, hygienic, easy to clean and maintain. **Sleep Event stand V7a**

**marketing@compac.es | www.compac.es**

## IN SYNC

Following the successful launch of three synchronised pore textures in 2014, the EGGER Zoom range has been updated with three new Feelwood decors including one brand new texture. Using advanced surface technology the decor is aligned to the texture to create a registered surface finish. The new texture added to the Feelwood range is ST37 Halifax Oak, which is available in two colourways, H1180 ST37 Natural Halifax Oak and H1181 ST37 Tobacco Halifax Oak. The finish features deep cracks and knots to meet the increasing demand for more rustic materials. Another new decor to be introduced is H3342 ST28 Sepia Gladstone Oak to complement the existing ST28 series which comprises three decors; H3325 ST28 Tobacco Gladstone Oak, H3309 ST28 Sand Gladstone Oak and H3326 ST28 Grey Beige Gladstone Oak. The latest update from EGGER includes seven new decors and is available from mid-September. **Sleep Event stand G9 | 0845 606 8888 | www.egger.co.uk**



## WIRED FOR SOUND AND LIGHT

Hamilton is set to stand out from the crowd at Sleep 2015. The company is seeing a rise in demand from small/medium 'Boutique' hotels for its electrical wiring accessories and Mercury® lighting control and multi-room audio systems, all of which will be showcased at the show. Hamilton's ability to integrate smart technologies sympathetically and seamlessly within hotel projects, merging the new with the old, makes them a natural choice. Special plate finishes/colours and non-standard plate functions can be supplied using Hamilton's 'Bespoke' design service - larger plate sizes incorporating specified multiple functions can be designed and produced to order. Add to this the 18 unique 'designer' plate collections, available in metal, plastic, wood and even glass finishes - many compatible with the Mercury® lighting control system - Hamilton can deliver a totally co-ordinated look that will meet virtually any client brief. **Sleep Event stand V8 | 01747 860088**  
**info@hamilton-litestat.com | www.hamilton-litestat.com**



## JUST THE TONIC

Ideal Standard has launched the latest standout development for its Showroom collection, Tonic II, a new total bathroom solution of harmonious and contemporary ceramics, fittings, furniture and bathtubs created by German design studio, ARTEFAKT. With a refined soft geometric design, Tonic II has clean, beautiful lines that aim to create calm and serenity, transporting you from today's hectic lifestyle to true relaxation. With a focus on technology and versatility Tonic II offers a broad choice of solutions and furniture combinations. With subtle, pure lines and a delicately chic colour palette it works harmoniously in any surrounding, creating the ideal space and atmosphere for your bathroom. The versatility of the range is showcased through a wide range of sizes and models, providing various options, allowing you to create the perfect large bathroom or small cloakroom for your client. Every piece in the collection is carefully considered, benefiting from innovative features, including: integrated ambient lighting; ingenious spacious storage options with soft-close features and water saving technology. All the new WC bowls launched within the new Tonic II range feature the very latest in flushing technology; Ideal Standard's revolutionary AquaBlade, which combines great aesthetics with the best flushing performance in the market, offering greater hygiene and is easier to clean. Together these unique features make Tonic II the paramount choice, a contemporary bathroom that delivers against both form and function, enabling a complete transformation, making your experience in the bathroom one of peace and tranquillity.

**Sleep Event stand K260**

**01482 346 461 | [www.ideal-standard.co.uk](http://www.ideal-standard.co.uk)**

## THROW SOME LIGHT ON IT

Dar Lighting is widely recognised as one of the leading suppliers of a full range of innovative, quality lighting products for both domestic and commercial application. The designs cover a broad spectrum of decorative lighting from traditional chandeliers and large statement-piece light fittings to a full collection of table and floor lamps, wall brackets, and outdoor lights. Dar Lighting have an in-house shade manufacturing facility offering premium silk fabric available in a wide range of colours, which is adept in providing a bespoke service to meet the needs of any specific project. The company also offers a full range of lighting accessories including an extensive selection of LED and decorative filament lamps.

World-wide sourcing and an in-house design team ensures that Dar Lighting brings together the very latest techniques and design ideas from across the globe to ensure that the lighting products continue to push the boundaries in a constantly evolving fashion forward industry. A prominent focus for 2015 are the design led ranges of bedroom lighting, which have been developed to accommodate the specific needs of Dar Lighting's clients.

Striking a balance between the traditional and the

contemporary is paramount when catering to the hospitality industry. Creative finishing techniques are used to align with current trends, whilst cast back plates and bold arm structures for wall

lights combine with neat switching details to deliver a timeless product that will suit hospitality interiors years down the line.

**Sleep Event stand M20a | [www.darlighting.co.uk](http://www.darlighting.co.uk)**







# SLEEP SOUNDLY

HARRISON SPINKS' CONTRACTS DIVISION PRESENT NATURAL SLEEP COMFORT FOR THE HOSPITALITY MARKET, ALL ON SHOW AT THE SLEEP EVENT THIS NOVEMBER

SINCE THE LAUNCH OF ITS CONTRACTS DIVISION IN NOVEMBER 2014, HARRISON SPINKS HAS ESTABLISHED ITSELF AS ONE OF THE LEADERS WITHIN THE HOSPITALITY SECTOR.

Established in 1840, the family business designs its Harrison and Somnus products in the heart of Yorkshire, utilising its years of industry knowledge to reinvent comfort and provide guests with the perfect sleep experience, all stemming from its innovative and eco-friendly ethos.

Since developing and patenting its advanced HD pocket springs, Harrison Spinks has revolutionised the way mattresses are made. All wire in the luxury mattresses is expertly wound at the Leeds-based factory to create its innovative Revolution® and HD pocket spring sheets. This flexibility means the mattresses can be tailored to guests' requirements within hotels and add to the life and performance of the mattress.

The innovation doesn't just stop with the high-density spring technology. Harrison Spinks uses 100 per cent natural fibres in its upholstery fillings, such as hemp and flax, home grown on the company's farm in Yorkshire, just 20 miles away from its factory. The farm is also the home to a flock of sheep, which are reared to provide fleece layers.

Natural fillings offer the hospitality sector an environmentally friendly option, providing uncompromised comfort whilst regulating the sleeper's temperature and ensuring the ultimate sleep experience for hotel guests.

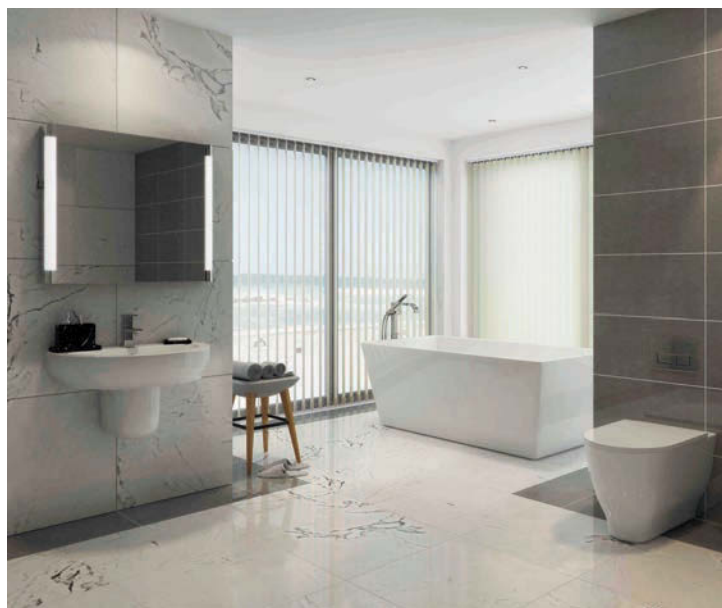
The company's ethos of using sustainable, home-grown materials, coupled with its world-leading spring technology, has led to Harrison Spinks being recognised by HM Queen Elizabeth II with two Queens Award's for Enterprise in Innovation and Sustainable Development. The sustainable approach not only allows Harrison Spinks to work with Natural England to preserve endangered wildlife habitats, but the springs and natural fibres are all recyclable at the end of their life. All Harrison and Somnus mattresses, as well as the divan bases, are treated with BugGuard™. As the UK fire regulations and standards are the highest in the world, all Harrison Spinks mattresses are fully compliant with BS7177 Crib 5 Fire Retardancy.

As no hotel is the same, Harrison Spinks can offer an unrivalled bespoke service to its customers, meaning every bed can be tailored to the hotelier's specific requirements. This ranges from a bed built to any width, length or height, the choice of firmness and a selection of fabrics and headboards. Whether it's just one bed or a

complete installation, the company's fleet of delivery vehicles operate across the whole of the UK, giving the hotelier a fast and efficient delivery service. Alternatively, Harrison Spinks can offer a complete installation and removal service upon request.

**Sleep Event stand M35 | 07741312608 |**  
[struswell@harrisonspinks.co.uk](mailto:struswell@harrisonspinks.co.uk) |  
[www.harrisonspinkscontract.co.uk](http://www.harrisonspinkscontract.co.uk)





## RAK SHOWCASE

RAK Ceramics will showcase new bathroom and tile collections at Sleep 2015. RAK's stand will include a series of bathroom roomsets displaying new sanitaryware, baths and basins, storage, accessories and decorative surfaces, with design-led options to suit all environments, from international chains to upscale bouquet hotels. New bathroom ranges on show will include RAK's Harmony collection, a luxurious, Italian-designed range of sanitaryware and basins, complemented with stylish matching furniture. New Origin 62, a compact bathroom range which RAK has developed to meet the huge demand for affordable, design-led suites, will also feature. RAK's multiple roomsets will feature decorative floor and wall tiles from its extensive tile collection. New designs for autumn 2015 will include Victoria - a glamorous, polished ceramic range with a plain ivory and matching floral motif décor tile, and contemporary-styled Tour - a chic rectangular design, in four earthy shades, with a distinct washed watercolour finish.

**Sleep Event stand G33 | 01730 237850**

**marketing@rakceramics.co.uk | www.rakceramics.co.uk**

## CUSTOM CRAFTSMANSHIP

ALVE is the international expert in industrialised craftsmanship and consultancy for unique and different lighting projects. Its technical expertise, continuous search for trends and ability to detect the aesthetic needs of each project are key assets. From one to hundreds ALVE makes unique lighting fixtures on demand thanks to the professional craftsmen and industrial capacity. ALVE has an international presence through subsidiaries (Peru, Mexico and Russia) as well as a network of lighting professionals to provide on-site support anywhere in the world. In the last 10 years ALVE has won market recognition by some of the most demanding hospitality, retail and contract customers because of its adaptability, professionalism and competitive pricing. **Sleep Event stand M22 | +34 981654279 | info@iluminacionalve.com | www.iluminacionalve.com**



## TAKE A DIP

Kaldewei will present an exciting line-up of recently launched products, including models from Kaldewei's brand new product segment - washbasins. Shown for the first time in the UK, visitors at the event will see products from two of Kaldewei's new series, Silenio and Incava. Both ranges are designed by industry-experienced designer, Anke Salomon, and are distinguished by exceptionally soft interior lines. The harmoniously combined bathtubs and washbasins of the Silenio range will be on display along with the Meisterstück Incava bath, an addition to Kaldewei's Meisterstücke collection of fully enamelled freestanding baths and already the proud recipient of a Red Dot Award. Shower surfaces on display will include new sizes of Kaldewei's popular shower surface, Scona. Now available in 44 sizes, the Scona shower surface offers a modern design with superior material quality at an even more affordable price point. **Sleep Event stand V10 | 01480 498053 info-uk@kaldewei.com | www.kaldewei.co.uk**





## SPECIFIED AT SLEEP

Found in quality hotels worldwide, Hansgrohe is a well-established bathroom brand serving global chains through to independent boutique hotels. On show this year will be iSpecify, Hansgrohe's latest planning tool for architects, interior designers, and bathroom planners allowing for easy, fast, and efficient project specifications with Axor and Hansgrohe products. Visitors will be able to experience the Select Evolution – this growing range of showers and controls with intuitive push button operation is enjoyable to use for all age of hotel guests. Latest products include new materials like white glass and stylish SoftCube shapes. Water and energy saving products and advice on compliance with the water regulations are examples of how the Hansgrohe Project Team can deliver peace of minds and help deliver successful long-term results. **Sleep Event stand M39 | 01372 465655 | enquiries@hansgrohe.co.uk | www.hansgrohe.co.uk**

## METRO LIFE

Morgan, the design-led British manufacturer of contract furniture will once more exhibit at Sleep 2015, showcasing a selection of inspiring designs. Examples of latest products include three new additions to the Metro collection, designed by Katerina Zachariades. Play hide and seek in the new 135 high back lounge chair, a fully upholstered booth echoing the bold organic lines characteristic of the Metro collection. Fully upholstered screens provide acoustic insulation and the opportunity to combine fabrics, whilst the deep wings offer refuge from your surroundings. Already offered with a timber and metal swivel base, the Metro 130 lounge chair is now available with a wire sled and timber & wire frame rocking base (shown); available in a powder coated finish with beech, oak or walnut species timber. **Sleep Event stand M23c | 01243 371111 | info@morganfurniture.co.uk | www.morganfurniture.co.uk**



## NEW HORIZONS, EMOTIONS, SOLUTIONS

Returning to the Sleep Event this year, Roca will be situated within the Design Gallery at stand DG7, showcasing bathroom solutions for the hotel market. Central to the exhibition space will be the new Inspira range, a new collection created using FINECERAMIC™, Roca's exclusive ceramic material which is 40 per cent lighter yet 30 per cent stronger, allowing for slim, sophisticated design details and shapes.

Visitors will also be able to see the new Modo collection, a made-to-measure range comprising basins, baths and shower trays made entirely from Surfex™, a solid surface material that can be configured to suit the needs and requirements of every space for a seamless finish. Creating beautiful bathroom spaces worldwide, Roca is an international company with a presence in 135 countries and more than 22,000 employees internationally. **Sleep Event stand DG7 | www.uk.roca.com**



## GERFLOR SNAPSHOT

Running for two days, the Sleep Event in November represents the very best in hotel design excellence, with an exhibition of the finest international product suppliers showcasing their best products. This year will see International flooring and interiors specialist Gerflor showcasing its stunning new range of Luxury Vinyl Tiles and Plank (LVT) products. Gerflor will also be providing a snapshot of the brand new, leading-edge safety flooring Taralay Impression Control, together with its highly credible SPM door, wall and corner protection systems, which includes Decotrend. **Sleep Event stand G42**  
**01926 622 600 | [contractuk@gerflor.com](mailto:contractuk@gerflor.com)**  
**[www.gerflor.co.uk](http://www.gerflor.co.uk)**

## PURE BRITISH DESIGN

Atelier and Enna are two Astro show-stoppers to be launched at the Sleep event in November. Among a wide variety of bathroom, decorative and exterior lighting on show, these both highlight the company's pure and creative approach to lighting design for the hospitality market. Astro's Atelier range has been created to evoke the type of task-lamp you would find in a craftsman's workshop of old. It has fully-articulated joints to provide maximum adjustability. James Bassant, who conceived the range, and Rob Speck who engineered it, decided to highlight the design of these joints by leaving them in a raw polished aluminium finish, regardless of the colour of the lamp (they come in white, black or natural aluminium). Atelier offers a wide range of options, including table, clamp, wall and floor versions in all three finishes. For Enna the original Surface and Recess reading lights launched last year have been joined by Enna Desk, Wall and Floor, creating an outstanding, cohesive collection. Through Enna and an increasing number of product families in its portfolio, Astro is a major force for design synergy in upmarket domestic and hotel interiors. Enna is fully adjustable. It uses a powerful 3w LED, which is deeply recessed to prevent glare and has a colour temperature of 2700K, (warm white). Made from steel and with finish options of white, black and matt gold, there is an Enna to bring distinct style to every interior.

**Sleep Event stand M10 | [www.astrolighting.co.uk](http://www.astrolighting.co.uk)**



## LAUNCHPAD FOR PRODUCTS

Crosswater is excited to be exhibiting at this year's Sleep for the fifth year running to showcase the latest, innovative bathroom products for the hospitality sector. With a leading contracts department that has secured projects all over the world in top hotels and restaurants, the team are looking forward to visitors reactions and feedback on products due to be launched in 2016. Set to impress at the forefront of innovation and design, some recent additions to the Crosswater Group's portfolio will also be exhibited on their adjoining stands G12 and H6 including Dial, Mike Pro in different finishes, other Wras approved mixers, a selection of Waldorf sanitaryware, brassware and basins, Plus+ Ton shower trays and TEN shower enclosures. **Sleep Event stand G12 and H6**  
**0345 873 8840 | [www.crosswater.co.uk](http://www.crosswater.co.uk)**





# Design Edit.

Holly Hunt's impressive showroom space in Mayfair, has solidified her position as an international interior design force. Hollyworks with a host of design talents, to present clients with the most incredible product designs and her work with lighting is no exception. Here are three sconces on offer at Holly Hunt, sure to light up your design life.



## ◀ BEVEL

Inspired by a skeletal structure, the Bevel Sconce's delicate bronze armature holds a complex glass shape that plays with the viewer's perception of the frailty of both materials. The muscular glass is thicker at the top and tapers at the bottom, ending in a beveled ellipse that reflects and refracts light like a prism. The effect created is similar to a fruit or blossom hanging from a delicate tree branch. Bevel dimensions come in at 13W x 18D x 23H cm. Designed by Alison Berger, the Bevel Sconce is available at Holly Hunt, price upon request

❖ [www.hollyhunt.com](http://www.hollyhunt.com)

## LENS ▶

A simple armature holds a thick glass lens through which beautiful light is multi-dimensionally transmitted and refracted. The sconce features a hand-poured leaded crystal lens, encased in brown black patina with a hand rubbed wax finish. Dimensions stand at 19W x 11D x 22H cm. The Alison Berger Lens Sconce is available at Holly Hunt, price upon request

❖ [www.hollyhunt.com](http://www.hollyhunt.com)



## ◀ LIBRO

Stefan Gulassa designed the Libro Sconce which is available at Holly Hunt. The Libro Sconce is an elegant homage to material, function and design process, with a burnished blackened steel finish. Dimensions stand at 69W x 23D x 48H cm, and when fully extended, 113 cm. ❖

[www.hollyhunt.com](http://www.hollyhunt.com)



DESIGNER **PROFILE**

# NATALIA MIYAR

JADE TILLEY TALKS TO **NATALIA MIYAR** ABOUT COLLAGING LIKE DIOR, THE CONNECTION WITH INCHBALD AND OUR MOST CONTEMPORARY DESIGN TOOL AT OUR DISPOSAL – OUR PHONE

HELEN GREEN DESIGN IS ONE OF BRITAIN'S LEADING INTERIOR DESIGN PRACTICES. LED BY NATALIA MIYAR, THE COMPANY COMPRISES A TWENTY-STRONG TEAM OF DESIGNERS AND ARCHITECTS WITH A WEALTH OF EXPERIENCE IN DESIGN AND ARCHITECTURE, FURNITURE AND PRODUCT DEVELOPMENT. THE COMPANY WAS FOUNDED BY THE LATE HELEN GREEN IN 2002 WITH A COMMITMENT TO DELIVERING EXCEPTIONAL DESIGN SERVICE FOR CLIENTS, PRESTIGIOUS DEVELOPERS AND BOUTIQUE HOTELIERS; A GOAL WHICH REMAINS AT THE HEART OF THE BUSINESS TODAY.

When I spoke to Natalia she was in the middle of many exciting plans, some work-based, others not. During our chat we talked about the documentary 'Dior and I' which I searched for on Netflix and watched that evening. After reading this, I recommend you do the same.

**WHAT IS YOUR EARLIEST MEMORY OF DESIGN HAVING AN IMPACT ON YOU?**

I remember seeing the sweeping rows of white stucco fronted houses on a trip to London when I was seven; I loved the clean white architectural lines of the houses and my love of architecture really grew from there.

I'm very creative but when I was younger I channelled it in different ways. I decided on design much later in life. I had this mistaken impression that design had to be tedious. How wrong I was.







I used to play dress-up and set tables a lot but I think that architecture had a great impact on me. I liked the history elements of it and the socialising through people and buildings. I love reading about people and this usually has a link with buildings too. These are the things I'm curious about.

I don't draw or sketch a lot and this must sound strange for a designer, but I recently saw the documentary 'Dior and I' and interestingly, Christian Dior didn't sketch either. He constructed mood boards and collages and pulled them together from different elements – I do this too. It really resonated with me. It's a collage of research. Design is not just about drawing.

#### WHERE DID YOU STUDY DESIGN AND WHAT DID YOU SPECIALISE IN?

I studied Architectural History and Art History at Brown and then went on to study for my Masters of Architecture at the University of Miami. Interestingly enough, despite my MA, it was my undergrad in History that really taught me something special. I studied in the US, where education is about the processes opposed to the subject matter. I learned to research and create a narrative. I've always been interested in creating something that resonates with the client and to achieve this, you have to research. Studying History gave me this grounding.

At architecture school I learned how to look at things. When I do sketch a building, there is such a noticeable difference compared to when I photograph it. Not just the accuracy and detail but the way you interpret something when you sketch changes. What makes a façade? I was taught to look and make a more profound analysis of the things I see.

Having said this, I do think that our most practical and powerful design tool we have at our disposal is our phones. I will email my team pictures of things I've seen while I'm on the go and it's great to be able to give these updates and keep it like an open narrative of events.

#### HOW HAVE DESIGN SCHOOLS EVOLVED SINCE YOU WERE STUDYING?

We have a close relationship with Inchbald. Helen attended as a student and we now have a bursary for design students as part of Helen's legacy. We often visit and it's great to go and see what's going on.

I have a huge amount of respect and a lot of time for second career graduates. We have three or four at Helen Green now. These people who have had different careers prior to entering the design realm are really interesting and have really fresh perspectives on the business.

My life in London is very much like a second career. I practiced architecture in Miami and in

my 30s decided to move to London. I started focusing on design and interiors and it was like starting from scratch. I empathise with these people who decide to change, it's such a big jump.

We are a company that is professional but creative but it is rewarding at the same time. It can be hard work and frustrating at times but there are so many positives, it does outweigh it all.

#### WHAT KIND OF DESIGNER DID YOU ASPIRE TO BE? HAS IT WORKED OUT THAT WAY?

I always wanted to be someone who could help channel someone's vision and make it a reality. I invest a lot of time with our clients nurturing relationships because ultimately it gives me a greater understanding of them and results in a more cohesive project, which is invested with more personality. A home is a very personal space so I always respect nuances between our clients, creating liveable and luxurious designs, which are individually tailored while maintaining the vision of Helen Green Design.

#### WHO ARE YOUR DESIGN INSPIRATIONS?

I trained in architecture so I've learned to look and see, be it the individual components that make a whole or how they harmonise to create a space. A lot of my inspiration comes from travelling; visiting countries and experiencing the different

cultures – I love finding colour palettes and the combining of textures in unexpected places. On a cobbled street, in the colours of landscapes... Andrea Palladio, the 16th Century architect definitely gets a name check here. His style of architecture has such rigour and resolution, and was and is incredibly influential.

I take a lot of inspiration from periods of architecture. Georgian and Irish Georgian are great periods to draw from. Joseph Dirand, the French architect, designer and interior architect, is also a brilliant designer.

### HOW WOULD YOU DEFINE YOUR DESIGN STYLE?

It's continually evolving. I always look for the unexpected, playing with textures and colours in the most luxurious way.

### WHAT WAS YOUR FIRST PROFESSIONAL DESIGN COMMISSION?

My mother's kitchen – I think it still looks fabulous! My mother is an art historian and it was a trial by fire. I was young and just out of school. I think mum was preparing me for difficult clients. She was certainly a tough client to crack but at the same time, I was very green. It was about discovering and learning about living. I had envisioned a very specific design, for instance the

sink had to have perfectly rounded corners and I just ended up going crazy over the details. You cannot let anything go. That's why now I never leave anything to chance, it is all planned meticulously to ensure delivery.

### WHAT HAS BEEN YOUR BIGGEST DESIGN COMMISSION TO DATE?

I've worked on private islands and very large homes but each and every project has its own level of complexity. It's not their size but the intricacies of a space and how the overall scheme comes together.

### WHERE IS THE MAJORITY OF YOUR WORK BASED?

A majority of our work is London based but we work as far afield as the Caribbean. We've actually started a project in Australia It's a third home for a couple that we've done in the passed five years. I think it's going to be a really interesting project. It's a family home and as we usually design from London, now we've got to source new local companies from a place we don't have as many contacts or knowledge of. Much of the furniture will be made here and shipped over.

### HAVE YOU EVER WORKED OR LIVED ANYWHERE ELSE? HOW HAS THIS HELPED TO SHAPE AND INFLUENCE YOUR IDEAS ON DESIGN?

I'm a third culture child; I've lived in Mexico, Miami, New England and London so I love designs which feel contextual and true to a place. Each brings something different to my designs; my love of colour definitely comes from Mexico and Miami!

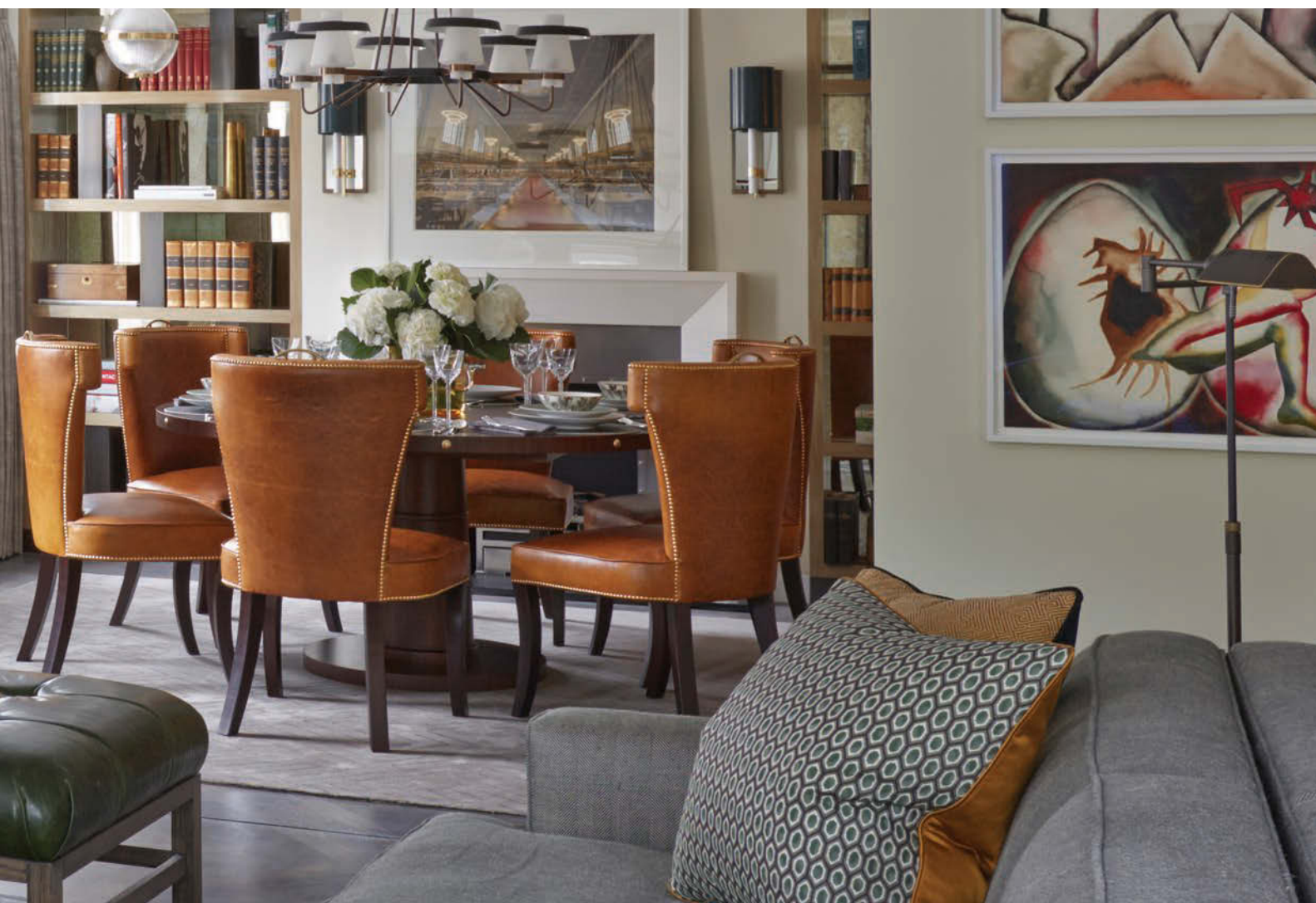
### IF YOU HADN'T BECOME AN INTERIOR DESIGNER WHAT WOULD YOU BE DOING?

A political journalist.

[www.helengreendesign.com](http://www.helengreendesign.com)









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# ASK THE DESIGNER...

HOW DO YOU MAINTAIN THE BALANCE BETWEEN BEDROOM AND LIVING SPACE IN HOTEL DESIGN AND DO YOU THINK THERE IS A MOVE TO MAKE RESIDENTIAL BEDROOMS MORE LIKE A HOTEL STAY?



The Berkeley Suites designed by Robert Angell Design International



**ALMAS SHAMSEE**  
Founder,  
Maisha Design

The theme of comfort and functionality combined with creating a memorable experience is key in hotel room design. The basic expectations of today's traveller are high. The trend is for a more subtle brand of luxury with guests expecting a more understated elegance achieved through luxurious textures and finishes. Technology plays a key part in this, clever lighting schemes, remote control blinds and music systems all available at a touch of a button.

[www.maishadesign.com](http://www.maishadesign.com)



**MARK RIESE**  
Owner,  
Urban Living Interiors

The challenge is to make the hotel room even more inviting than the clients own bedroom. It is style meets comfort meets those luxurious and special touches that you then want to translate back into your home. And so yes, we do want more than just a wonderful big bed in both the hotel room and our bedroom: a large comfortable sofa or chaise, coffee table, rug, soft lighting and a fire place.

[www.urbanlivinginteriors.co.uk](http://www.urbanlivinginteriors.co.uk)



**ROBERT ANGELL**  
Founder, Robert  
Angell Design  
International

It is not such a straightforward question. A residential bedroom is part of a series of living areas within a home. With a hotel room we are aiming to take those comforts and essentials to a hotel bedroom and compact them down into areas that give a sense of space, comfort, practicality, durability and a home from home, but also make guests feel amazing and exceeds their expectations.

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



**TIM GOSLING**  
Founder, Tim Gosling

A crucial element in any hotel room is the technology used for the control system - you don't want to be stranded in the space unable to remember how to turn the lights off, open the curtains or adjust the air con. The room needs to encompass a sense of luxury - something you would not have at home. Both lighting and linen are key and the ultimate luxury is a breakfast table which is turns into a games table. Backgammon before dinner?

[www.tgosling.com](http://www.tgosling.com)



**MARTIN GODDARD**  
Co-Founder,  
Goddard Littlefair

In our high-end hotel work, there's a definite split between 5\*+ hotels, where rooms are still expected to be living and working spaces - and the hipper end of the market, which is all about lifestyle. Here, the money is going into expanded public areas because people want to see and be seen, whilst rooms are residential and relaxed - but smaller.

[www.goddardlittlefair.com](http://www.goddardlittlefair.com)

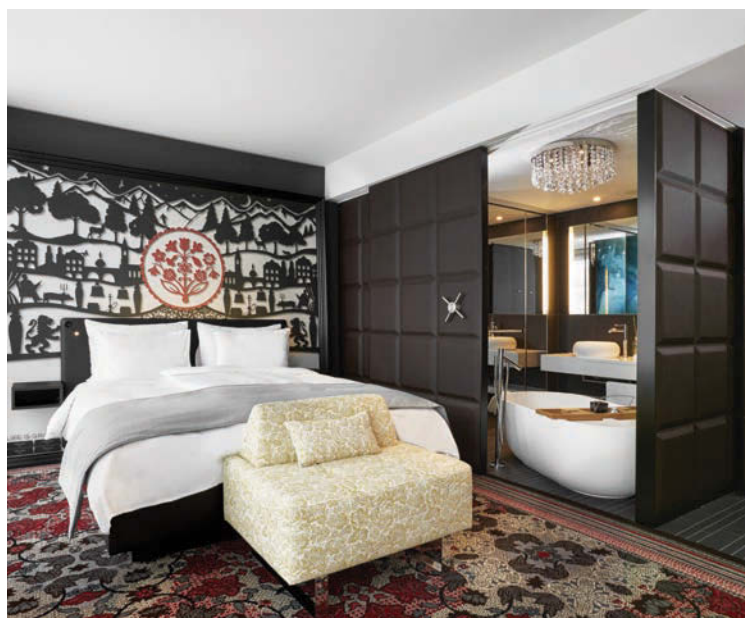


## SLEEP TIGHT

Royal Warrant holder and multi award-winning bed manufacturer Hypnos, has been hand crafting bespoke, made to measure beds, mattresses and statement headboards for more than 100 years. Each bed combines traditional skills with constant innovation. The intelligent Hypnos pocket spring technology actively minimises pressure points on the body, helping to increase blood circulation and alleviate tension, which in turn allows muscles to relax. The springs mould to the sleeper's body, leading to a natural alignment of the spine and a truly restful night's sleep. It is the unique combination of these pocket springs and the benefits of using some of the finest natural and sustainable fibres within the mattress, working together to evenly distribute the sleeper's weight for total body support, maximising pressure relief and comfort and create the perfect environment for sleep. All of these factors, coupled with the Hypnos ethos to create a completely bespoke bed solution on request, is what sets them apart and confirms the Hypnos reputation for outstanding service, excellence and for the very best in British quality. [www.hypnosbeds.com](http://www.hypnosbeds.com)

## NEW SOURCE

Bluesuntree source, design and retail affordable, inspirational, well-crafted products: furniture, lighting, rugs and accessories, everything for the design conscious consumer. Specialising in strong style periods including Mid-century modern, industrial, Scandinavian, vintage and contemporary, many of the products are designed by the in-house team and therefore only available exclusively, from Bluesuntree. The bedroom ranges are a relatively new addition to the company and sales have been going from strength to strength. All products are carefully considered to offer a stylish, sculptural elegance to your room. The beds are all available with an exclusive range of UK-manufactured mattresses. There is an ever-expanding collection of bedroom furniture too, some of which is designed and hand-made in England, offering exceptional craftsmanship and detailing. All products over £50 are eligible for free delivery in the UK mainland and if stocked in the UK warehouse, can be delivered in three to five working days. **0116 267 0267**



## SWISS CULTURE

Brintons has worked in partnership with esteemed Dutch designer Marcel Wanders to supply a unique range of carpets for the spectacular Kameha Grand Zürich. Created by tecArchitecture and designed by Marcel Wanders, the hotel's interior is inspired by Swiss culture. Chocolate patterned wall panelling combined with door handles and mini bars replicating bank safes, are contemporary, iconic Swiss references that are featured throughout all of the rooms. The hotel was a year in development and 8000 m<sup>2</sup> of custom Axminster carpet was installed throughout the bedrooms, conference rooms, hallways and even on one of the walls of a premier bedroom. Over 6000 m<sup>2</sup> of underlay was also installed to help create a comfortable and stylish finish. The hotel incorporates functionality with style, with rooms featuring a working office space alongside decadent furnishings for both business and leisure. Andrew Howell, Designer for Brintons, said: "The luxury and opulence of the hotel is reflected within the rich design of the carpet and range of deep colours used." **01562 635665 | [www.brintons.net](http://www.brintons.net)**



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Discover the revolutionary  
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## SENSE DESIGNS

Basalte is a Belgian manufacturer of design switches and products that are designed for KNX, the international standard for home automation systems. All products combine advanced technology with a refined and modern design. One of Basalte's lead products is Sentido. This touch-sensitive design switch is made of high-grade metals and available in various finishes like brushed aluminium, satin white, bronze and even glass. Sentido is divided into two or four equal surfaces and the entire switch is touch-sensitive, creating an innovative and unique user experience. Lights, shades and scenes can be operated at the slightest touch. Touching more than one surface at the same time, turns on and off all the lights in a room using a general scene. This multi-touch function makes light control highly intuitive and user-friendly. Sentido also has an internal temperature sensor, which discretely reports the temperature to the home automation system. [info@basalte.be](mailto:info@basalte.be) | [www.basalte.be](http://www.basalte.be)

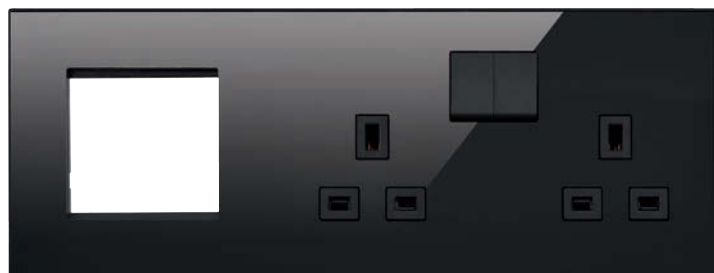
## ALL STEAM AND MIRRORS

Mist free mirrors are a must in the bathroom, for shaving, applying make up or styling hair. Once a demista™ heated mirror pad is installed, you will always have a clear view, no matter how steamed up the bathroom may be. The pads are available in a variety of sizes, and should the mirror be exceptionally large, they can be fitted in multiples to cover the entire area. Bespoke sizes are also available. Once fitted it requires no maintenance. Easy to install, demista™ is the original and innovative heated mirror pad, introduced more than 23 years ago, with proven standards of reliability, whilst providing an immediate local back up service. This is why demista™ is the first choice for both domestic and contract bathrooms, for both new build and refurbishment projects, in the UK and abroad. **01932866600** | [sales@demista.co.uk](mailto:sales@demista.co.uk)  
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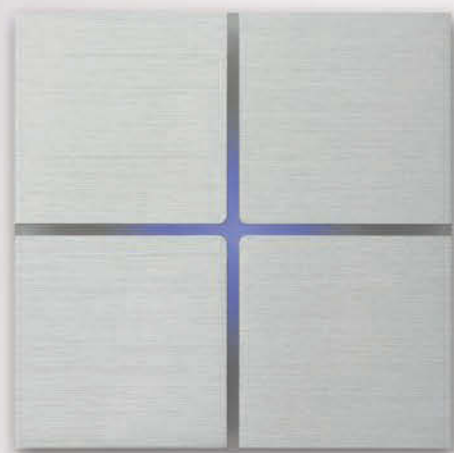


## VERSATILITY IN MIND

MK Electric is now offering a new extended range of combination plates for a complete multimedia solution within our Elements, Aspect and Edge portfolios. Designed with versatility in mind, the combination plate offers a comprehensive multimedia solution for interior designers and architects to specify on their projects. The solution offers five configurations and can accommodate a number of power and data configurations, which are available in 29 standard finishes. For ultimate flexibility, MK's Design Service also offers bespoke solutions for colour, material and finish. Users can select between MK Electric's vast euro module portfolio, which could include a collaboration of datacoms, telecoms, plus TV and satellite modules to create bespoke outlet combinations. MK's euro module range also includes the award-winning USB charging outlet, which provides two Amps of charging capability and is available in either black or white, to match the existing range of MK modules. With energy efficiency an increasingly important concern for any organisation, the module has zero standby power consumption as it automatically disconnects when the plug is removed, saving power. [www.mkelectric.co.uk](http://www.mkelectric.co.uk)







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# LOVE FURNITURE



## TELL US ABOUT YOUR DESIGN BACKGROUND.

The world of furnishing and production has always been part of the Bestetti's Family story. Luigi Bestetti, my uncle, is the chairman of Baxter and at the same time, the owner of another furniture company that existed even before the Baxter foundation. My family also owns a furniture store in Milan. So the whole family is part of this world and takes care of it at 360 degrees. It is precisely for this reason that since I was a child, I understood furniture design as part of my DNA, I lived and breathed it in its various aspects.

## WHERE DID THE BAXTER BRAND BEGIN?

Baxter was born in 1989 from an entrepreneurial dream that, in time, came concretely true. With the head office in the heart of Brianza, creative and productive pole of the furnishing field, Baxter writes its history day by day, nourished by an endless passion for what is beautiful, well thought and carried out in order to convey emotions. At the beginning of its adventure, Baxter presented classic upholstered furniture, characterised by a typically English mood, but with details of an elegance, which has been honed carefully. Nowadays, Baxter presents itself to its public as the result of a group of abilities and skills of technical, project and artistic nature.

## WHAT DOES BAXTER REPRESENT IN 2015?

From the very beginning of Baxter's birth, our aim has always been to concentrate on quality and on the uniqueness of the products; these are primary characteristics of our work, which have eventually allowed us to reach a unique position in the contemporary design world. As time has passed, we have managed to create a unique and global style, built on a strong basis of primary relationships with prestigious designers. These relations have been built on over the years, during which time we have had time to understand each other. These relations that have become an essential heritage of our company's know-how. There are some products, such as the Chester Moon sofa and the Housse armchair, which have become true icons of the Italian Baxter design.

## HOW DO YOU CONTINUE TO INNOVATE IN YOUR FIELD?

Our style department continues to carry out careful research on mood and trends. We pay a lot of attention to changes, especially when they include the house in terms of aesthetic aspects, without neglecting the sensory and functional side. The whole world is a source of inspiration that is reflected on all the pieces of our collections. I think it's important to be alert and curious, trying to have good eyes and intelligence to find out details and new sensations and then reinterpret them and make them yours.

## WHAT HAS BEEN BAXTER'S BIGGEST ACHIEVEMENT TO DATE?

I think the biggest achievement was to establish a brand with the ability to communicate, both independently and through our monobrand stores. This represents for me a very important achievement. At the same time, the passion and enthusiasm that I find every day in our partners eyes, allows me to continue with passion, trying to anticipate the latest trends and to understand what the market searches and what catches the attention of the design lovers.

## WHAT'S NEXT FOR THE BRAND?

We are a very active and dynamic company, always in search of new inspirations. Our next challenge is definitely the opening of a new shop in Milan. In the historical site of a cinema, very dear to all the Milanese, we will open the first Baxter Concept Store. It will be a very active and space to discover, born with the intention of bringing people to access a world that conveys through furnishing, cinema, books or just a place to enjoy with a drink. There will be in fact different environments, joined with a strong identity. The first floor will display the showroom windows and a small club bar. Then we will find a dedicated area for events, a Design Library, a private cinema and a space dedicated to architects and their projects with Baxter.



[www.baxterlondon.net](http://www.baxterlondon.net) | Image: Ingrid rocking armchair





# SHOWROOM SHOWCASE

INTERIOR DESIGN TODAY IS TAKING A LOOK THROUGH THE DOORS OF SOME OF THE UK'S BEST SHOWROOMS, OFFERING AN INSIGHT INTO THE COLLECTIONS CURATED AND CREATED BY THE DESIGNERS WHO RUN THEM. **by Jade Tilley**

The Pimlico Road is like something out of a rich and sumptuous historical novel. Depicting London as the quintessential, picturesque city of small independents and lavish luxury through shop windows that entice passers-by into their comfortable surrounds. The road is known for its eclectic mix of showrooms and design stores, all perfectly appointed, offering designers the freedom to explore a host of remarkable designs and sourced pieces for their present and future projects.

Running the length of 76 – 84 Pimlico Road is the Rose Uniacke showroom, commanding a corner spot, whose length extends a beautiful white façade, showcasing windows of striking furniture pieces and reflecting an inviting atmosphere and opportunity for calmness off the street in this beautifully appointed shop. I had held off on visiting the showroom as it recently underwent a refurbishment and extension. The result is an endless myriad of spaces, smoothly connected but without any major restructuring to the natural

form of the building. It is a breath of fresh air, cool, crisp white walls and wooden floors, flowing from space to space. Heavy drapes conceal 'backstage' areas and mirrors reflect every surface around. It is like a wonderful archive of bespoke furniture and antiques, brought to life by the huge windows, letting natural light flood the showroom.

Located close to the V&A and Museum of contemporary Art for London (formerly the Saatchi Gallery) the Rose Uniacke showroom is



perfectly at home amongst its neighbours, but with an element of more tactility than a traditional museum space. The pieces on show when I visited had a purpose, they were placed by choice and with knowledge of what visitors to the store may want, yet there is still a very organic and natural feeling to the overall space, tables placed at jaunty angles, plant pots festooning tables in multiple shapes and sizes, coat and hat stands placed as if the resident of this shop had just stepped out for his daily stroll. Dinner tables are set, ready for any occasion, reflecting the setting of some Fitzgerald novel in a 'Grand Dame' of a house.

The basement areas too have been renovated and this houses the studio spaces and offices. Off quiet corridors you can just hear the gentle thrum of a busy studio space, working on their latest commissions and projects.

As a company it is continually buying, selling and producing pieces with a keen eye that puts beautiful materials and fine craftsmanship at the top of their agenda. Rose Uniacke is trained in restoration and conservation and this showroom is an ode to her fine work. Rose was an antique dealer before becoming an interior designer, and

her love of combining old and new glows throughout the space. It is simple and paired back in many ways, but on close inspection there is such fine detail and quality in the pieces selected, you feel as though these pieces have been curated and collected over hundreds of years. There is historical significance to the designs and the space they inhabit, as well as a big nod to the contemporary style of the here and now.

Rose heads up all design projects as well as overseeing the running of the showroom and while there is an evident personal style aesthetic, every piece of furniture and every project designed, has its own individuality and relevance in the world.

I start my showroom journey in the basement where cavernous little spaces have been brought together in small room sets, each boasting something new and unique. There are pieces of Rose's own designs and those that have been sourced from far flung corners of the world. A huge inviting sofa of incredible depth sits, surrounded by wooden panelling that is actually on hold ready for a new project. This is the Drawing Room Sofa by Rose Uniacke and the

panels that surround it come apart in squares and feature a geometric pattern, emerging out of a topsy-turvy style of angular wooden blocks. One of the first pieces to catch my eye is an oddity at first. It looks almost made of stone, with a body of four, pebble-like pieces suspended on legs. Is it a table or a bench for seating? It has a quality that looks as though it could be a worn leather upholstered seat but is actually compressed cardboard. A fascinating design that keeps you guessing.

In other rooms there are beautiful wooden rooms sets, soft lighting glowing in corners and mirrors reflecting the light off the brick walls so that at times, you feel as though you are in some sort of secret Italian Trattoria of a bygone era. A two-tier Drinks trolley (Jacques Adnet) sits quietly against a wall and all of a sudden I have that 'upstairs/downstairs' feeling about the space, again transported to another time.

Downstairs in the main lobby area there is an example of more contemporary takes on design, with the patinated steel console table. Rose Uniacke carries a fabric collection that can be upholstered in any way the client chooses, whether it be on a brand new piece or updating a



classic, perhaps even for heavy curtains to finish a room. At the bottom of the spiral staircase sits the Rosewater Armchair in a beautiful navy hue. The staircase itself was custom designed by Rose and takes you back up to the bright and airy main floor showroom. There are so many gems on the main floor, that it is hard to know where to start, but a few pieces certainly caught my eye, no doubt a nod to my own personal tastes. Some were enchanting, like the rare mirrored casket antique, an example of craftsmanship from the Indian Sub-Continent. Built in satinwood, Rose Uniacke suggests that it is most likely from Vizagapatam on India's East Coast (now called Visakhapatnam in Andhra Pradesh). A highlight for me was the Marble Centre table in Swedish green marble. Its almost pastel green tone really stood out as a spectacular piece within the showroom. Mario Ceroli's slatted pine sofa and seats caught my eye as an interesting use of slatted wood techniques. The

sofa is from the Mobili Nella Valle series, 1966. Lighting certainly does not take a backseat in the showroom either. Despite copious amounts of natural light, pendants are strung from the ceiling, like dazzling jewels. The glass pendant light by Carlo Scarpa for Venini was a particular highlight.

Perusing the Rose Uniacke showroom was like an education in fine art, it transported me back and forth through eras and across continents. These showroom objects are a collection of gems, gathered up and cherished by Rose and her team until they find a home. With such treasures constantly moving in and out of the showroom, my advice would be to get there in quick and explore the worldly goods on offer.

**Rose Uniacke**  
**76 - 84, Pimlico Road**  
**London**  
**SW1W 8PL**  
**roseuniacke.com**



# MY ICON

Sally Storey, Design Director of both John Cullen Lighting and Lighting Design International is one of the country's leading lighting experts, Sally spends much of her time travelling all over the world to design lighting schemes for individual and corporate clients. Sally has written three very successful, well-received books on the subject of lighting and often contributes to national and international press.

## WHO IS YOUR DESIGN ICON?

Alvar Aalto

## WHAT ARE THEY MOST FAMOUS FOR?

Alvar Aalto was one of the great names of 20th Century modern architecture and design and he established a name beyond architecture with his influence on furniture and everyday objects. He is the most important famous Finnish architect.

## HOW WAS AALTO'S WORK RECEIVED DURING HIS MOST SUCCESSFUL PERIOD?

He was considered a modern Architect yet his work exhibits a carefully crafted balance of intricate and complex forms, spaces and elements. He was an independent thinker who did not have to follow others who were excited by the industrialised process and instead he forged an architecture that understood the psychological needs of the modern society and maybe more importantly, the Finnish environment and traditions of Scandinavian architecture. He designed buildings like Finlandia Hall in Helsinki and founded Artek, a furniture company, where he designed pieces that have become collectors' items today. At the same time he designed glassware for Iittala.

## WHY HAVE YOU CHOSEN AALTO AS YOUR 'ICON'?

Being half Finnish I was always keen to search for my roots, with summer holidays in the wild unspoilt Lake District of Finland, by Lake Saimaa, I felt close to nature and heard of Alvar Aalto. He probably inspired my decision to choose architecture as a subject at university and made me realise that an architect need not just be an architect, you can be a designer with a feeling of space and form. Just as he enjoyed materials playing with wood and glass in his designs.

## WHICH PROJECTS FROM YOUR OWN PORTFOLIO DEMONSTRATE A NOD TO AALTO'S WORK?

It is hard to be specific but I feel it is his values that underline my approach; the simplicity of his design, not being too rigid, and playing with asymmetry. Just as he has played with shapes with the famous fluid vases or the straight lines of his architecture, I can alter mood with a play of light and shadow. I think these are all embedded in my thoughts when I design the lighting for a hotel, a spa or a private residence. I want people to look, be surprised yet be comfortable and relaxed and light is one of the key elements to create this environment. Alvar Aalto did this for people with his buildings and furniture, I want to do this with light!

## IF YOU COULD BE REMEMBERED FOR ONE ELEMENT OF YOUR DESIGN, WHAT WOULD IT BE?

I would like to think just as I am inspired by Aalto, and his vase is still one of my favourite possessions, that people will look on my schemes and feel they have a timeless comfortable and sometimes dynamic expression.



# Allermuir

## Mimosa

A fantastically comfortable lounge chair  
with a design that invites the user to find  
a multitude of positions.



Design - Dondoli-Pocci



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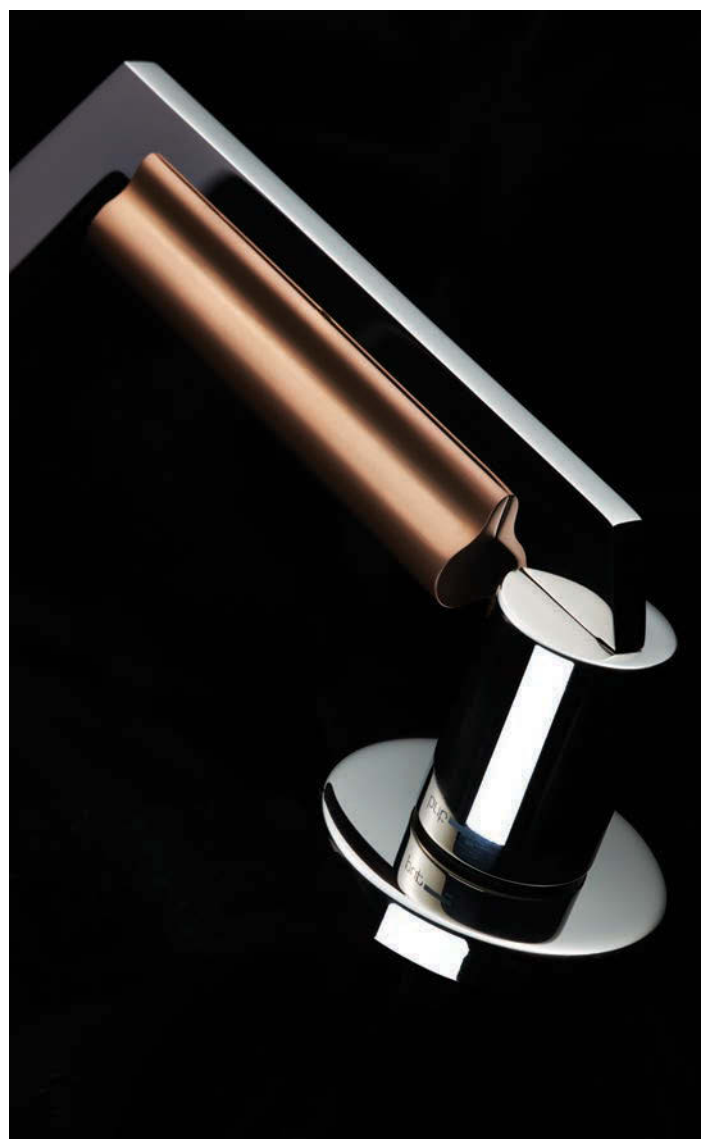
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## SCULPTED BY HISTORY

I Tesori presents Griff Werk. This Germany based company originated in Italy in 1946; the Italian roots are still present within its stylish range of products coupled with German engineering, resulting in stunning creations that are guaranteed to work. Predominantly made from stainless steel, the range includes the award winning Rotella R8 Glass Sliding Door system and the unrivalled Piatta handle with a 1.3mm thick rose, likened to the original door handle designed for The Ulm School of Design (HfG), which is regarded as one of the most important international design institutes since the Second World War. Former Bauhaus student Max Bill designed the architectural concept. Together with his student, Ernst Moeckel, he designed a handle for the university building in the 1950s. Griff Werk contacted his son Dr. Jakob Bill in 2012 when the university had been renovated and refurbished. This was followed by precise research and intensive development work from the support of the designer Jakob Zumbuhl and Kevin Fries. The specification of the shape of the original was to be precisely retained and, at the same time, the aim was to ensure that the handle also technically met all 21st century requirements. The brilliantly crafted products of Griff Werk offer flexibility and durability within a home or commercial environment, adding style and sophistication to any property. This ingenious range of products offers a complementary range for glass and wooden doors, by reputable designers like Jette Joop and Sieger Design.

0207 4818070 | [enquiries@itesori.co.uk](mailto:enquiries@itesori.co.uk) | [www.itesori.co.uk](http://www.itesori.co.uk)  
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## BRITISH FIRECLAY

Entwistle from the Shaws Original range of traditional style fireclay sinks is a quality handcrafted British made product. This huge 800mm framed single bowl sink, with its distinctive, traditional style patterned front, is perfect for new build homes or refurbishment projects in older properties. The sink comes complete with a three-hole overflow and 3½" waste outlet and is manufactured with a durable glaze designed for years of usage. The Entwistle is available in white or biscuit finishes. **01254 775111** | [www.shawsofdarwen.com](http://www.shawsofdarwen.com)

## WHO'S FOR COFFEE?

Reflecting the crossover trend in hospitality and corporate interior design, the Albany seating and coffee table collection from Lyndon Design has fast become a popular choice with interior designers and specifiers looking for a versatile furniture solution, without sacrificing comfort and aesthetics. Designed in-house and available in lounge chair and sofa options, Albany's elegant, compact and stylish design lends itself to both informal and formal spaces; and is commonly found gracing hospitality lounges and bars, as well as corporate breakout and reception areas. Providing the perfect complement is the compact Albany coffee table with oak veneered top. Measuring just 1165 x 715 x 360h cm, this sits equally at home in any public area. Albany bears all the hallmarks of Lyndon Design's manufacturing expertise and ability to combine first class design with unparalleled handcrafted craftsmanship. This is reflected in the seating's hardwood internal frame, solid oak legs and intricate top stitch and soft buttoning detail, together with the coffee table's European Oak underframe. **01242 584897** | [www.lyndon.co.uk](http://www.lyndon.co.uk)





## COVER STORY

Interior Film is an innovative range of high performance, self-adhesive, decorative films manufactured by LG Hausys, for use on a wide range of interior applications. Quick and easy to install, feature walls can be dramatically refurbished within hours with minimum disruption. Interior Film is very versatile and can be applied to almost any interior surface including wood, metal, plasterboard, plastic and even melamine. This enables walls, doors, furniture, skirting and architrave to be attractively and quickly transformed. Offering excellent flexibility and adhesion, Interior Film provides the perfect finish, even to curved or complex shapes. Easy to clean and maintain, Interior Film is hard-wearing and remains stable if exposed to heat, humidity or low temperatures. Air free technology enables Interior Film to be easily applied to give a superb bubble free surface. Available in a range of designs and finishes including exotic woods, leather effect, textured metals and natural stone (premium wood featured), Interior Film is part of a range of interior surface products exclusively offered by David Clouting Ltd.

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## HIGH-END HINGE

SALICE has further enhanced its already impressive Lapis hinge system with three new finishes: champagne, graphite and stainless steel. With characteristics of adjustment, resistance, robustness and damping performance, Lapis is industry leading and one of the most representative products of SALICE's continuous research and product development. The system is characterised by two covers moving with the hinge elements simultaneously whilst hiding the technical components. Lapis stands out because of its refined aesthetics, its unique and revolutionary shape and its up-to-date and innovative design, plus of course a myriad of finishes and colours. **01480 413831** | [info.salice@saliceuk.co.uk](mailto:info.salice@saliceuk.co.uk) | [www.saliceuk.co.uk](http://www.saliceuk.co.uk)



## DYNAMIC TIMBERS

Kährs has introduced a new collection of 10 rustic oak wood floors. Part of Kährs Supreme Range, the Småland Collection features a dynamic timber surface with a unique composition of knots, graining and cracks. Its very rustic, undulating appearance is complemented by a range of surface treatments, which create a multi-faceted surface. Kährs Småland Collection is suitable for contract and residential environments and features a multi-layered construction, which can be installed over underfloor heating. All floors within the new range are made in Småland, Sweden, within the Småland forest region where Kährs was founded in 1857. The designs have a one-strip 'plank' format enhanced by a bevelled edge along all four sides. Colour tones range from light beige/grey Oak Vista, to deep toned Tveta, which is smoked to give a brown/black hue. Surface treatments include brushing, handscraping, sawing, staining and smoking, and all designs have an oiled prefinish. The new designs are crafted from sustainable oak, sourced from the Småland woodlands, and have a multi-layered construction for optimum stability. Individual boards measure 2420x187x15mm and feature Kährs glueless Woodloc® joint for a fast, gap-free installation. **023 9245 3045** | [sales@kahrs.com](mailto:sales@kahrs.com) | [kahrs.com](http://kahrs.com)



## TAILOR MADE

With innovation at its core, Bloc Blinds is a British manufacturer producing high quality window treatments for the commercial and residential interior market.

The company's latest innovation, the 'Fabric Changer System', is a brand new design concept that is challenging how the whole industry thinks about blinds thanks to a unique patented hook-on, hook-off system. This interchangeable roller blind allows for the fabric to be swapped as often as needed without having to replace the cassette, roller bar or surrounding hardware. Together with Bloc Blind's extensive range of classic, and contemporary fabrics as well as a host of new seasonal design options, customers can now keep up with trends all year round. Made-to-measure customers can order online inputting dimensions with each blind then being precision cut to fit. Following the first order, a unique code identifier is provided and the next time a customer wants to order they can simply log into the order system, enter a unique code and the original window measurements will be remembered. All Bloc blind components are manufactured using aluminium and glass reinforced nylon. They do not present any corrosion problems in normal environments. The system has been designed for smooth operation, together with rigidity to prolong the window blind's working life.

**To receive 10% discount on purchases, contact Bloc Blinds and quote the code IDT2015.**

**0800 107 5535 | [www.bloccommercialblinds.com](http://www.bloccommercialblinds.com)**



## DIVINE IN DALLAS

When Dallas reemerged as a major TNT network series in 2013, they decided to give one of the primary characters her own set. That set was on the 19th floor of the very real Museum Tower in the Arts District of Dallas, Texas. The low sleek lines of all of the Allan Knight furnishings had to mirror the decisively strong willed and sexy profile of the Pamela Ewing Character. Working with this idea, The Stella Firori chandelier became the obvious choice for the dining room space. With clusters of gemstones adorning the beautiful sleek limbs and a clever placement which allowed the artwork to be seen by the camera, the dining room on the set of Pamela's apartment was a knockout. The Ribbon Cross Acrylic dining table added that extra bit of glamour and sparkle. Allan Knight, Founder, commented, "The camera is merciless and shows every detail, so every angle of each piece which we placed had to be perfect. It was wonderful to work with the shows art director, Richard Berg and also designer Marco French. Everyone agreed that it was as if the products were created for the show itself!"

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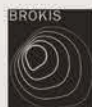
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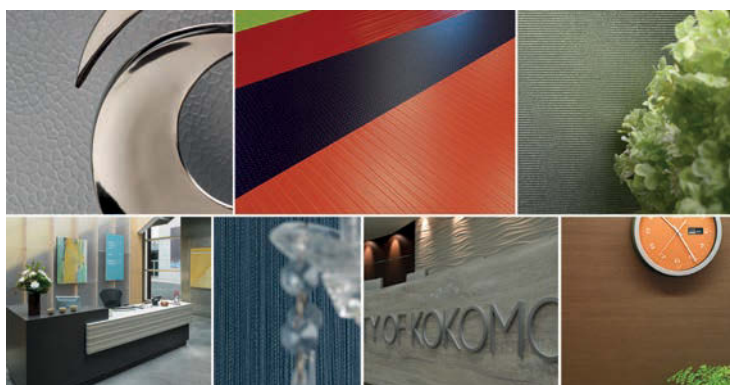


## MUST HAVE MARBLE

The architectural team at Chesney's can create absolutely anything out of solid marble or stone. Whether it is a bath, a cantilevered staircase, a sink or an entire building facade, the result is guaranteed to look stunning. This magnificent bath, sculpted from a single block of Italian Carrara marble, is a masterpiece in carving, with its delicate rendering of classical drapery. The bath is from £15,000 and can be made completely to your bespoke sizes. Chesney's Architectural offers a service for the design and manufacture of all architectural stone and marble work and has successfully completed a wide variety of projects of significant scale and challenging complexity. The technical skills that Chesney's has acquired over the past 25 years in developing its unique range of hand carved fireplaces, have enabled Chesney's architectural to undertake a wide variety of projects that require execution of the most challenging work in solid stone and marble. **020 7978 7224 | [www.chesneys.co.uk](http://www.chesneys.co.uk)**

## SEE THINGS DIFFERENTLY

The new Formica® Collection, launched recently, provides a completely refreshed portfolio that includes 113 new décors, bringing the total to more than 600 decorative laminate solutions. Formica Group has developed nine new Plain Colors to present a comprehensive palette of 120 colours, including the first global white, F0949 White. Plus Color, a unique toolbox, which features 30 colours offered in eight exclusive surface finishes with 240 possible combinations to create exclusive designs of the highest quality. The new patterns are based on authenticity and the return to essential and simple materials, such as fabrics, natural and man-made materials. Formica Group introduces, Denim Twill, four metal and engineered stone patterns and eight True Scale marble decors. New exclusive textures including Linewood, Puregrain, Hammered, and the award-winning Plex. The Formica Collection encompasses the core values and attributes of the Formica® brand with sustainability being a key consideration. All 113 new introductions to the Formica Collection are FSC® Certified as standard. **0191 259 3512 | [samples.uk@formica.com](mailto:samples.uk@formica.com) | [www.formica.com](http://www.formica.com)**



## RISE AND RECLINE

accentu8 has teamed up with designer Angela Gidden MBE to create a revolutionary combined swivel and rise and recline chair. Named the arc, the design-led chair has been launched by accentu8, the new Wilcare brand. It is designed to give a unique 360° experience to users and the swivel, rise and recline and footrest features all operate independently. As well as ensuring it offers maximum movement with both swivel and rise and recline features, Angela Gidden has given the chair a contemporary design and a modern "wellbeing" colour palette for healthcare providers and users to choose from the accentu8 'Cover & Colour Healthcare' and 'Lifestyle' fabric collections. The arc has 360° swivel action with auto-lock and extended horizontal recline to the 'Trendelenburg' position. The chair has easy grip arms to assist people getting in and out and a brushed chrome finish USB charger for personal mobile technology to keep users connected and in touch. It features a soft support, stability and pressure-relief with removable back and seat cushions for cleaning or updating. **01446 776 111 | [www.accentu8.net](http://www.accentu8.net)**



## BATHROOM COLLABORATIONS

Villeroy & Boch has announced new additions to its Legato Range, with luxury bathroom retailer UKBathrooms. Describing the collection as 'perfect for those who want to add luxury and functionality to their bathroom, the Legato Range combines modern styling with innovative design to create a relaxing space for the whole family to enjoy'. Villeroy & Boch has extended its Legato bathroom range to include new washbasins, acrylic baths, WCs and bidets. The elegant and modern design includes refined details such as integrated LED lighting and bevelled edges to give the illusion that the counter tops are floating, and hands-free cabinet doors with soft close fixtures. The brand new acrylic bath takes design queues from the washbasin and features a 15mm rim and central outlet. Wall-mounted and floor-standing WCs and bidets are also available to finish off this elegant collection, which includes bathroom cabinets available in eight great colour combinations. **01765 694720 | [www.ukbathrooms.com](http://www.ukbathrooms.com)**

## A BURST OF PERSONALITY

Abode presents Cyclo, a cool, contemporary range of bathroom brassware, bursting with personality. A unique contemporary styled range, suitable for both round and square bathroom interiors, Cyclo offers a full chrome finish, or for something completely different, a contrasting black handle option. There are 17 pieces available within this modern Cyclo range with its cylindrical shaped body, designer thin cubic shaped spout and elongated handle. Four styles of basin taps are all available in the optional chrome or chrome and black finish. A mini basin mixer has been introduced for cloakroom settings, smaller en-suites or compact bathrooms. A regular monobloc mixer, a sophisticated taller model, plus a wall mounted basin mixer all make the range. For the bath, there is an individual wall mounted bath spout and bath mixer control, all with metal wall back plates. A two-hole bath mixer plus a very modern four-piece wall-mounted bath shower mixer with shower handset with Smoothflex shower hose and metal handset. The set is completed by an architecturally tall, floor standing bath filler with shower handset which looks spectacular alongside a free-standing bath. **01226 283434 | [info@abodedesigns.co.uk](mailto:info@abodedesigns.co.uk) | [www.abode.eu](http://www.abode.eu)**



## DYNAMIC DUO

This year designers made reference to the abiding monochrome trend and allied it with spring/summer's ardour for strategic sheer and cut-out. From Givenchy's bestowal of black-and-white jackets, each ornately decorated with whip-stitching and lavish latticing to Balmain's Mondrian-esque grid of intersecting cut-outs, the trend for cut out monochrome is a contemporary statement that allows for a clean, bold break both in fashion and interiors. Dar Lighting's new laser cut, geometrically styled pendants create an optical illusion and are poised to take on the home in a myriad of ways. Whether understatedly styled the Scandi way or amped against designed pieces and objets d'art, white and black remain the standout shades for a cool contemporary scheme. The Moby 1 Light Pendant offers a unique sculptural element with its angular cut-outs. Made from soft matt white or black metal, it would make for a great alternative to a classic chandelier, with light being displayed through its varying cut-outs rather than through cut glass. **01295 672200 | [www.darlighting.co.uk](http://www.darlighting.co.uk)**





## TAP ALONG

Following the successful launch of its stunning Aio shower range, Methven has extended the collection with the addition of complementary tapware. The new tapware range is manufactured from Eco Brass® - a revolutionary high quality, high strength material which is lead and heavy metal free, providing enhanced corrosion resistance and therefore preserves water quality. Aio tapware is characterised by sophisticated simplicity, with an integrated lever and body design combined with precision engineering. The tapware collection features a variety of models, designs and sizes suitable for all water pressure systems. The Aio basin mixer features a directional aerator, which streamlines the water flow and minimises splash-back, making it perfect for both domestic and commercial use. To suit more compact bathrooms, a mini version of the basin mixer is also available. [www.methven.com/uk](http://www.methven.com/uk)

## HEAVY METAL

Staffan Tollgård Design Store welcomed the Yoroi sideboard to its collection in September. A leathery and shimmering skin of metal dresses the elegant form of this sideboard, bringing hints of Deco to a thoroughly modern piece. Inspired formally by the armour of the Samurai, designer Allesandro Masturzo has perfectly proven that manufacturer De Castelli's ability with metal knows no bounds. Both beautiful and useful, the leaves of copper conceal unexpected places to guard secrets: a large central drawer, two hidden drawers and two curved side doors. A combination of inspiring design with sophisticated crafting and finishing processes has resulted in a piece that is utterly unique. The Design Store is a light-filled 3500 square foot flagship space and overlooks the docks of Grosvenor Waterside, a few minutes' walk away from the Design district of Pimlico Road. A personally curated selection of the best of contemporary design is set within a beautifully designed space. [www.tollgard.co.uk](http://www.tollgard.co.uk)



## JOIN TOGETHER

Established in 2006, Cimitree has built a reputation as one of the UK's leading designers and makers of bespoke interiors, joinery, kitchens and furniture. The company works with interior designers, architects, developers and private clients on a diverse range of projects from single piece furniture commissions to whole house interior refits. From its workshop on the West Sussex / Hampshire border it creates handmade, bespoke work for residential and commercial projects that demand the very highest levels in craftsmanship and flexibility. Director and Co-Founder, Chris Thorpe commented: "Our expertise is about far more than knowing how to design and make things. It's about understanding and working with a huge range of materials and finishes, about being able to work closely with our clients and deliver their projects to time and budget." Current projects benefiting from Cimitree's bespoke work, include a Belgravia mews house and a Surrey country house. **01730 826809 | [info@cimitree.co.uk](mailto:info@cimitree.co.uk) | [www.cimitree.co.uk](http://www.cimitree.co.uk)**

# the**last**word



C A M B E R Y A R D

## DESIGN BUSINESS

POLLY WILLIAMS, DESIGNER ADVISOR AND FOUNDER, CAMBERYARD,  
ADVISES ON THE ROUTE TO BEGINNING A BUSINESS SAVVY DESIGN CAREER

**BEING A DESIGNER'S ADVISOR IS SOMETHING I LOVE. IT'S THE PROCESS OF GETTING TO KNOW MY CLIENTS, UNDERSTANDING THEIR WORK AND ASPIRATIONS FOR THEIR BUSINESS, AND THEN BRINGING IT ALL TO FRUITION.**

Building a business is very much like building and designing a home. Designers create floor plans and dimensions before starting to design a home; as a consulting firm we look at the floor plan and dimensions before we build a business. A house can't be built with three bathrooms, one kitchen and no bedrooms, in the same way a business should not be built without a clear business strategy.

At Camberyard, we use this analogy to construct a bespoke business strategy for your needs. For creative professionals who are launching their business straight from graduation, or who want to streamline their operations, we need to go back to the initial design. We work out the key elements that will make your dream 'house' –

how your business can fulfill all your needs and provide stable foundations to grow that business in today's markets.

Each designer and business idea is different, which is why we offer bespoke packages to tailor individual needs. I recently worked with a client who is looking to launch a new furniture range within their interior design business. We highlighted a need to establish a brand identity within the retail sector and an improved positioning of core brand values.

Thinking back to Camberyard's 'house' analogy, we reviewed the foundations of the business and identified how to streamline the company website. Then we evaluated and recommended printed marketing materials as sales tools for prospective retailers. We then turned to the 'decorating' – how to create a strategic approach when targeting retailers, supported by a portfolio of industry awards, endorsements and editorial. Finally, we established the importance of creating a targeted media and online PR

campaign.

I've been described by a client as her 'business and marketing guru'. I like that. We worked intensively to launch her brand; I could very clearly picture her business a year on and where it needed to be positioned in the market. It's so important to have a pair of fresh eyes, imagining it all with you. I am proud to say her bespoke furniture and lighting business is a wild success. Just as I knew it would be!

The creative process for every individual designer is so intense. I understand how easy it is to be swept away with ideas. The minutiae of invoicing or building a social media presence can feel stifling; that's where I come in. Marketing and PR strategy, proposal planning, rebranding . . . I enjoy it all.

My role here at Camberyard is to advise and then celebrate my clients when their design dream 'house' becomes their reality. The interior design and soft furnishings market is ever expanding.



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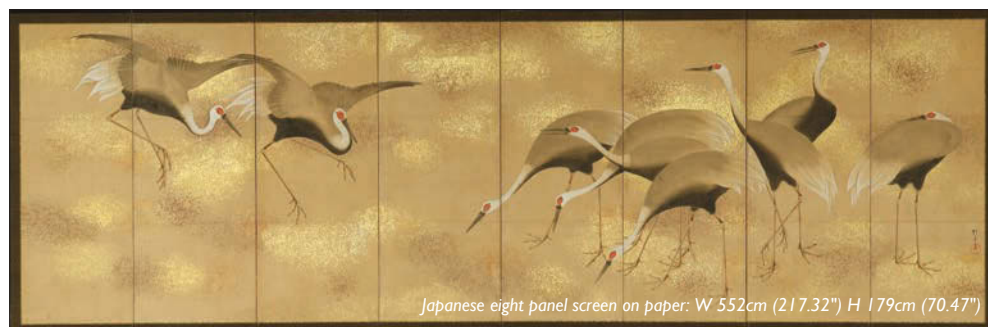
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