

# interior designer

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Purifying paints for enhanced indoor wellness  
Purifying the paints industry with sustainability

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# FROM THE EDITOR

WELCOME TO THE MARCH 2024 EDITION OF **INTERIOR DESIGNER** MAGAZINE, BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS.



**F**resh from my visit to the Surface Design Show 2024, which took place at London's Business Design Centre at the start of February, I feel a new sense of vitality has arrived in the industry. The event was buzzing with designers, architects, specifiers, brands and new talent; all energised for the year ahead, and passionate about continuing the conversation around sustainability and material innovation.

In this issue, we focus on the surface materials of paint, paper, and wall coverings. On the cover we feature eco-friendly paint brand Graphenstone, who are renowned for revolutionising the interiors industry with their highly durable and pigment-rich ranges, which offer significant CO<sub>2</sub> and CO<sub>2</sub>(e) saving benefits.

We catch up with London based designers PL Studio to talk about how they utilise paint to transform spaces and bring colour and character to a project; and in our Design Stories, Timorous Beasties discuss bringing their irreverent and sustainable style to the world of fabrics and wallpapers.

Sophie van Winden, Co-Founder of Owl Design, takes the hot seat in our Designer Profile, where she talks joyful design and the end of throwaway culture. Founded in 2014 by Sophie and her design partner Simone Gordon, Owl is acclaimed for their distinctive and daring use of colour, pattern and texture.

The issue is packed with the latest products, from flooring and furniture to lighting and heating; and of course we showcase recently completed projects, from private residential spaces to brilliant office designs. We also meet Gabriela Hersham, CEO and Co-Founder of workspace provider Huckletree, who discusses the brand's bold and playful approach to designing their workspace locations.

In a special feature, interiors recruitment specialist, Lucy Painter, chats to Abby Humphreys, Design Director at Twelve Studio, about retaining clients and what motivates her design team.

Enjoy the issue.

Rebekah Killigrew

Editor

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Returning for its third consecutive year, the BIID have announced the return of the BIID Interior Design Awards for 2024.

# DIARY DATES

## 27-28 FEBRUARY 2024 WORKSPACE DESIGN SHOW

Business Design Centre, London  
workspaceshow.co.uk

Bringing together the UK workplace design community, Workspace Design Show 2024 has unveiled an array of exciting plans for the upcoming February event. This year, the show will revolve around the theme of Bloom: Exploring the thriving ecosystem of work life. One of the standout features will undoubtedly be the raft of collaborations with renowned architects' practices, promising an unforgettable experience for attendees.

## 3-6 MARCH 2024 KBB

NEC, Birmingham  
kbb.co.uk

Returning to the NEC Birmingham is the UK's largest dedicated kitchens, bedrooms and bathrooms exhibition, kbb Birmingham. Showcasing over 250 exhibitors, from 20 different countries across the KBB sector, the biennial event will feature the latest industry product innovations and advanced designs across the four-day show.

## 21-23 MAY 2024 CLERKENWELL DESIGN WEEK

London  
clerkenwelldesignweek.com

Clerkenwell Design Week showcases thousands of cutting-edge products for your upcoming interior design projects. The UK's leading design festival celebrates London's creative hub with more than 130 resident showrooms, over 200 exhibitors and new for 2024, 10 design destinations. Explore the world's leading design brands, undiscovered talent, specially commissioned installations, and brand activations as well as hundreds of design-led events, workshops, talks, parties, showroom presentations and more.

## 6-9 OCTOBER 2024 DECOREX

Olympia, London  
decorex.com

Decorex is the ultimate destination for high-end interiors and it returns in 2024 to Olympia London from the 6-9 October. It's the place to meet emerging and established interior design brands and discover unique products for your upcoming projects. Across the four days in October they will host the industry to connect with one another and be inspired by the plethora of beautiful products on show.



(L to R) Lee Fleming, Emma Dodsley, Susan Clark and Matthew Day at Reward Finance Leeds.

## HUGELY SUCCESSFUL YEAR

Twelve months after the senior team at specialist commercial interior design business, Ben Johnson, completed a management buyout, the company has gone from strength to strength, expanding into new sectors, as well as opening a new London office. In December 2022, Emma Dodsley, Lee Fleming and Matthew Day led the buyout of Ben Johnson following the retirement of managing director, Adrian Rumble. They were advised on the deal by Susan Clark, partner in LCF Law's corporate team. Following the MBO, Ben Johnson, which is headquartered in York with another office in Newcastle, has won a string of prestigious contracts both locally and nationally. This has resulted in the company opening a third office in Fitzrovia, close to

both Regent's Park and the landmark BT Tower. Over the past 12 months, Ben Johnson has also diversified the sectors it works in, with major contract wins seeing the company completing fit outs spanning more than 40,000 sq ft on behalf of financial and professional services clients, as well as a further 40,000 sq ft for gaming and technology businesses. The company has also completed projects for engineering businesses, mixed use schemes and fit outs in medical and laboratory environments that cover approximately 30,000 sq ft in each sector. Another high-profile recently completed project includes a 25,000 sq ft fit out of office and laboratory space within London's iconic Battersea Power Station development.

## GLOBAL STUDIO GROWS SENIOR TEAM

International interior design studio Elicyon has welcomed Tess Cavendish to their growing team, taking on the role of Client Relationships Director. With more than a decade's experience working in the super prime property sector coupled with a rich background in the art world, Tess is exceptionally wellpositioned to spearhead Elicyon's progression and growth, fostering connections and relationships with Elicyon's existing client base, as well as exploring new avenues for business development. Tess's global outlook and fluency in several European languages will allow her to connect meaningfully with Elicyon's international clientele. With a plethora of projects completing globally, including branded residences and private 'mega-sized' mansions the Middle East and US, Elicyon is excited to welcome Tess at a pivotal time for the studio. Elicyon also announced the appointment of Rebecca Larn as Associate Director. Rebecca's journey in the world of interior design began in 2012, when she graduated with a degree in Interior Design from the University of Portsmouth. Since joining Elicyon in 2017, Rebecca has meticulously honed her skills and expertise showcasing her talents on various projects including One Hyde Park, Chiltern Place, 199 Knightsbridge, The Boltons and Chelsea Barracks, as well as several international projects in Dubai, New York and Qatar.



Tess Cavendish, Client Relationships Director



Rebecca Larn, Associate Director





# INTERNATIONAL BUSINESS EXPANSION

For fourteen years, Noor Charchafchi has been the Director of the award-winning Celine Interior Design, now one of the UK's most sought-after luxury interior design companies, specialising in delivering an unrivalled client service. As a cross-discipline interior and architecture practice, their focus is on creating exceptional homes and spaces that truly empower a client's standard of living. The focus is on timeless, classical design reflecting British traditions and heritage, with contemporary Middle Eastern touches. Due to demand, 2024 will mark the company's rapid expansion and growth, launching globally into France and the Middle East, with offices opening in Monaco, Dubai, and Riyadh. Noor comments, "The design company looks to spread its wings further and expand this year with new international offices. With my Iraqi heritage, it's long been a dream of mine to return to the Middle East and support the growth of the region. I want to ensure we bring together the most talented individuals, to build extraordinary residential and commercial venues, uniting unique creative visions, and design excellence. We want to invest back into this beautiful region and to hopefully become part of its continued growth and success." Noor's success reflects the level of dedication to the client and their attitude towards the professionalism of design. Celine Interior Design has worked across high profile residential and commercial property development projects, in the UK and internationally. These include some of the world's most desirable addresses, Mayfair, Knightsbridge, Belgravia, Monaco, Cap Ferrat, the Swiss Alps, The Kingdom of Saudi Arabia, and United Arab Emirates.



*Celine Interior Design, headed up by founder Noor Charchafchi, to open offices in Dubai and Riyadh in 2024.*

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## NEW LONG LASTING WALL PAINT LAUNCHED

Johnstone's Trade has launched UltraLast Matt, a premium quality matt wall paint that is resilient to initial scuffing and marking, and easy to clean, helping specifiers extend maintenance cycles on their projects and keep high-footfall interiors looking their best for longer. Certified with BRE, Johnstone's Trade UltraLast Matt comes with an Environmental Product Declaration (EPD) that attests to the product's environmental impact. The paint is 99.9% VOC-free, having a reduced impact on indoor air quality and helping architects work towards green building accreditations. The manufacturer's longest lasting wall paint yet, Johnstone's Trade UltraLast Matt has been formulated with Resilient Scuff Technology, which helps protect the painted surface from the initial scuff marking. This makes for a longer lasting finish in busy environments such as schools, accommodation, hospitals, shops and other commercial and public buildings. If painted surfaces do become marked, the paint technology allows the matt coating to be easily cleaned, withstanding more than 10,000 scrubs, which reduces the frequency of maintenance needed. In-built stain resistance makes the painted surface last even longer, while unavoidable stains can be removed with most commercial cleaning solutions. Johnstone's Trade UltraLast Matt is available in all PPG Voice of Colour shades.

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

## MAPS FOR ALL SURFACES

Love Maps On supply a range of map designs on wallpapers, ceramic tiles, splashbacks, canvases and posters, all made-to-measure by professional mapmakers and custom-printed by expert printers. Their products are designed to bring colour and flair to interior spaces, and whatever the colour scheme or style of your project, you'll find a contemporary, historical or art map to complement it. Their aim is to print beautiful maps onto as many different surfaces as possible with a range that includes a variety of designs from world maps, antique maps, art maps, and nautical charts. The Love Maps On team work with designers and businesses across the world on large-scale wall coverings, as well as offering personalised gift ideas for friends, family and smaller projects. Working closely with their mapping partners, Love Maps on are proud to be official partners of Ordnance Survey, Transport for London, LIG, Cassini Maps and the British Library.

01344 427647 | [www.lovemapson.com](http://www.lovemapson.com) | IG: @lovemapson



## LUXURY WALLPAPER COLLABORATION CONTINUES

The collaboration between ELIE SAAB, one of the world's leading haute couture houses and luxury lifestyle brands, and Zambaiti Parati, a renewed historic brand in the field of quality wall coverings, continues with the introduction of the ELIE SAAB Wallpaper collection: VOL. II. The exclusive collection of wallpapers and digital panels blend together the elegant Parisian style that enhances the refined taste of the Maison, the tradition of Italian craftsmanship, the attention to detail and the richness of materials, in pure ELIE SAAB style. A remarkable characteristic of the collection is three-dimensionality, emphasizing embossing and relief, recalling the meticulous textile work used in the Brands creations. The wallpaper itself acquires a three-dimensional aspect in the production process, creating a tangible textured effect, a longstanding distinctive feature of Zambaiti Parati. The collection is organized in four distinctive lines, ranging from classic ornamental to geometric inspired by Art Déco, from marble-effect designs to thematic representations of the tropical world of nature. Including wallpapers in standard sizes of 10 square meters and a wide variety of digital panels, the collection is specifically designed for luxury residential and contract environments. Decorative digital panels are custom-made in terms of both dimensions and personalization, following the client's request.

[zambaitiparati.com/en/](http://zambaitiparati.com/en/) | IG: @zambaitiparati







# Sustainable Success

LUXURY SURFACE BRAND **ARMOURCOAT** SHOWCASED A SELECTION OF STRIKING SUSTAINABLE DESIGNS AT THE 2024 **SURFACE DESIGN SHOW**.

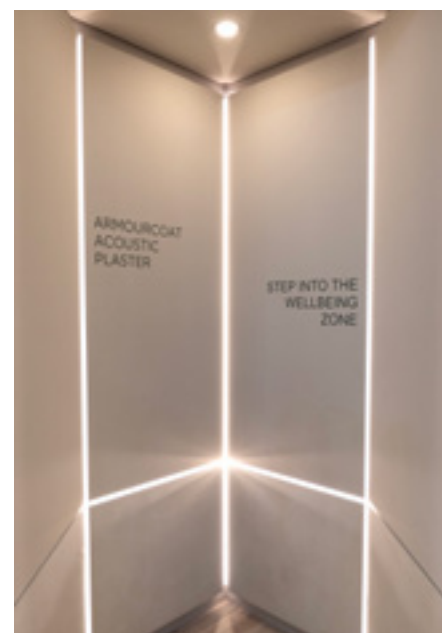
**Hosted at Islington's Business Design Centre, the Surface Design Show was back this February with over 180 exhibitors showing the very best in materials innovation to inspire the region's top architects and designers.**

The theme for 2024 was 'Mindful Living', addressing the role materials and their properties play in multi-sensory spaces. Showcasing the positive impacts materials can have on interior wellbeing were specialists in sustainable luxury finishes, Armourcoat. Priding themselves on being both a healthy and aesthetic choice, their wide range of sustainable luxury finishes are made from natural materials with zero VOCs and up to 75% recycled content.

The Surface Design Show was chosen to display three striking raw and earthy clay lime plaster finishes for the first time, including an attention grabbing 'rammed earth' feature. The naturally durable finish, that is testament to the craftsmanship of the brand, uses earth pigments to create a rich, engaging finish that is breathable, biodegradable and low in embodied carbon. Two

other new clay lime plaster finishes highlighted the creative possibilities of the material, one creating a gnarly, rugged texture and the other a beautiful soothing green ombre effect.

The stand, which was designed and constructed in house, also featured an acoustic plaster 'wellbeing zone', allowing visitors to enjoy a moment of calm away from the hubbub of the show. Designing for all the senses has become prevalent in interior schemes, with how the space feels acoustically being considered more and more. Armourcoat's acoustic plaster system absorbs sound, reducing unwanted noise to create a more relaxing interior environment. Armourcoat has a 39-year history designing, manufacturing and installing sustainable luxury finishes for visionary architects, designers and private clients around the world. They have built a reputation for excellence and are committed to providing clients with creative and sustainable solutions that enhance interior spaces.



[armourcoat.com/en](https://armourcoat.com/en) | IG: @armourcoat

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# Beyond Colour

ECO-FRIENDLY BRAND **GRAPHENSTONE PAINTS** A KINDER CARBON FUTURE FOR INTERIOR SCHEMES.

**Air-purifying paints can play a significant role in helping interior designers create truly sustainable spaces. Graphenstone's range of natural, mineral-based paints is free from toxic chemicals and healthier and kinder to use in interior settings.**

Graphenstone has been revolutionising the interiors industry thanks to its highly durable and pigment-rich ranges, which offer significant CO<sub>2</sub> and CO<sub>2</sub>(e) saving benefits. Its unique low-odour Graphene-infused formulations work hard to clean and purify indoor air, helping break down harmful emissions in the surrounding environment.

Designers are truly spoilt for choice as the company offers over 980 interiors and 322 exterior colours, a full range of RAL options, and a fully bespoke colour-matching service.

Graphenstone is now operating in 30 countries worldwide with prestigious clients such as Facebook, Google, Grosvenor and Zara. By combining ancient, non-toxic ingredients with cutting-edge carbon technology, their mission is to replace environmentally harmful synthetic coatings with natural minerals like lime, chalk, clay, and silicate, all of which have withstood the test of time. To enhance the performance of their paints, Graphenstone incorporates graphene, a powerful material derived from pure inert carbon that was

identified at Manchester University in 2004 and earned its discoverers the Nobel Prize.

Graphenstone's CEO, Patrick Folkes, emphasizes the brand's unique selling point: a combination of long-trusted materials and advanced graphene technology. The result is a range of eco-friendly, sustainable paints that prioritize strength, durability, and the well-being of occupants. These natural mineral based paints offer a much cleaner profile and their VOC content is minimal, measuring less than 0.1 percent. Unlike conventional synthetic trade paints, Graphenstone's clean-tech paints offer unparalleled endurance and deliver a captivating, deeply pigmented finish. The use of minerals enhances finish, vibrancy and beauty, reflecting surrounding colours in a richer, more luxurious manner.

A remarkable aspect of Graphenstone's lime-based photocatalytic ranges is their ability to combat airborne toxins in homes and offices, actively purifying the air every day using light energy, and contributing to a cleaner indoor environment. Moreover, Graphenstone paints boast one of the lowest embedded carbon footprints in the industry. The paints also absorb a significant amount of CO<sub>2</sub> mainly during the 30 day curing process and benefit from an ultra-low carbon-emitting production process. The relative CO<sub>2</sub>e savings are surprising and significant, from paints alone.

What sets Graphenstone apart is its position as one of the world's leading independently certified paint companies. The brand has earned esteemed certifications from the Cradle to Cradle Institute, including Gold, Silver, and Bronze accolades across all of its paint ranges. Additionally, Graphenstone has received recognition from respected global evaluation agencies such as Global Green Tag and Eurofins, solidifying its reputation as an industry leader in technology, ecological consciousness, and health. These independent evaluations set Graphenstone apart from other brands that make sustainability claims without legitimate credentials.

Graphenstone offers an extensive range of products for both exterior and interior applications, on all surfaces. While colour selection remains an important aspect for buyers, Graphenstone encourages customers to consider the holistic approach encapsulated in their trademarked concept of "Beyond Colour." By choosing Graphenstone's environmentally friendly paints, consumers align with sustainability goals and support a leading British enterprise that exemplifies ingenuity, commitment to sustainability, and exceptional quality.

[graphenstone-ecopaints.store](https://graphenstone-ecopaints.store)  
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*\* majority in first 30 days after application*

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The Founders of PL Studio, Aude Lerin (L) and Sabrina Panizza (R)

# Paint the Townhouse

PL STUDIO ON HOW THEY UTILISE PAINT TO TRANSFORM SPACES AND BRING COLOUR AND CHARACTER TO A PROJECT.

**London-based interior designers PL Studio were appointed by a colour-loving couple to transform a sterile and soulless new-build townhouse in East London into a warm, kaleidoscopic and characterful home.**

The townhouse had recently been completed as part of a new development in Forest Gate and was composed of a series of light grey square rooms that felt a 'clinical' and were lacking personality. The homeowners reached out to PL Studio to give life to their vision and help them create a welcoming, bold and colourful home.

We caught up with the founders of PL Studio, Aude Lerin and Sabrina Panizza, to discuss utilising paint to transform spaces, with the Forest Gate project as a brilliant case study.

## HOW DO YOU APPROACH SELECTING PAINT COLORS TO CREATE A SENSE OF PERSONALITY AND CHARACTER IN A ROOM?

At PL Studio we are naturally drawn to colours as they instil so much energy into a room. We tend to use brighter and warmer shades as they can trigger a combination of positive emotions and excitement; we experimented with bold colours in our own home and noticed the positive effect that the design had on

us, so we are huge advocates of uplifting colours and bold patterns for a feel-good factor, mood boost and overall happiness.

Our ideas originate from the fact we don't follow any rules; we tend to just go with our gut and inspiration, using paint as freely as possible to give life to an eye-catching interior. For us it is like creating a huge artwork; we like big imposing paintings, and we love to live surrounded by works of art, so we use paint to convey this idea and create art in a different way. We don't just think outside the box, but we like to think like there is no box, always looking to create an extraordinary space. What matters for us is the effect of surprise that makes a room exciting, full of character and personality, a room that would make a visitor wanting to see more and more.

## CAN YOU SHARE INSIGHTS ON INCORPORATING PAINT FINISHES AND TEXTURES TO ADD DEPTH AND DIMENSION TO A SPACE?

Incorporating different paint finishes and textures is a fantastic way to add depth and dimension to a space. This can create visual interest, evoke a certain mood, and enhance the overall design. We use different finishes to accentuate architectural features such as columns, arches, or alcoves; applying a different finish to these elements can make them stand out

and contribute to the depth of the space. We tend to favour matte finishes as they provide a subtle and sophisticated look, so we use them anytime we want to achieve a soft and elegant appearance. However, we have just recently started loving glossy finishes especially for the ceiling; their higher sheen and reflective nature create a fascinating look and an interesting illusion of light and movement.

## HOW DO YOU USE ACCENT WALLS AND COLOR BLOCKING TECHNIQUES WITH PAINT TO CREATE FOCAL POINTS AND HIGHLIGHT SPECIFIC FEATURES?

We usually don't go for single accent walls as we tend to create unexpected shapes rather than following the shape of the wall. However, we really love colour blocking! It is highly effective to create a focal point; for example, you can paint a large rectangle or square in the centre of the wall, or highlight a particular area such as a niche or alcove. This draws the eye to that specific feature.

Colour blocking can be done horizontally, vertically, diagonally, or in geometric patterns. The blocks can be of the same colour or different shades of the accent colour, like we have done in the principal bedroom of our Forest Gate project, where we opted for three different shades combined with a black grid









## Special Feature

that matches the bathroom design and create a link between the two spaces.

As we love Surrealism and intriguing and playful interiors, we also tried to incorporate trompe-l'oeils, optical illusions and elements that can become a 'talking-point' – this is what inspired the shapes in the entryway (the illusion of staircases), the clouded ceiling of the office cabinet, as well as the arches painted on the staircase wall. For us, it is like adding a different dimension to the space, and a magical atmosphere.

We experimented with quite a bold colour blocking technique in the dining room as well; our clients liked the idea of maybe adding some wall panelling somewhere in the house to add warmth, however, we didn't think that traditional wall panelling would have been suited to the house so we created a playful contemporary version of it, which we really liked. When using colour blocking, it is important to ensure a balance between the accent colour and neutral tones in the room. Too much of a bold color can be overwhelming, so use neutrals to maintain a sense of balance.

### HOW DO YOU CONSIDER THE PSYCHOLOGICAL IMPACT OF COLOR WHEN SELECTING PAINT?

We tend to tailor the colour choices to the purpose of the room, however when it comes to residential projects, the most important thing is the personal preference; it is key to consider the different personalities and preferences of the individuals using the space. Some people may find certain colours more appealing or soothing based on personal experiences and cultural associations. In our Forest Gate project for example, we actually did the opposite of creating a soft and soothing colour palette for the principal bedroom as we felt our clients were after a much bolder design; instead, we created an energising bedroom with three bold shades of warm and bright greens and they absolutely loved it!

### WHAT ROLE DOES COLOR CONTINUITY AND FLOW PLAY IN CONNECTING DIFFERENT ROOMS WITHIN A SPACE?

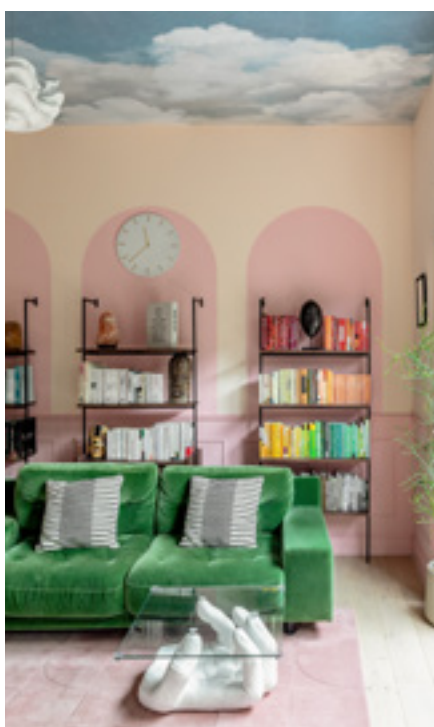
Color continuity and flow play a crucial role in connecting different rooms within a space, creating a cohesive design narrative. When used thoughtfully, paint can be a powerful tool to establish a harmonious and visually pleasing transition between rooms. Creating a unified colour palette and choose shades that flows seamlessly from one room to another is key. This doesn't mean every room has to be the exact same colour, but the colours should complement each other; variations of a colour or shades within the same colour family are incredibly useful to create a pleasing and consistent palette throughout the house.

In our Forest Gate project, we started from the entrance hall and the Jardin Majorelle-inspired palette. Proceeding room by room, we made sure to incorporate the same colours in different shades to keep a lovely connection throughout the house; until we reached the living space, where all the colour used in different rooms meet, with the addition of a confident bright orange, a great complement to the vibrant electric blue.

It's also very important to pay attention to the undertones of the colours you choose. Even within the same color family, different undertones can clash, so it is always better to stick to either warm or cool undertones for a cohesive look.

plstudiolondon.com | IG: @pl\_studio\_uk

Photography by Taran Wilthru





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Alistair McAuley and Paul Simmons,  
Co-Founders of Timorous Beasties

# DESIGN STORIES

**PAUL SIMMONS, CO-FOUNDER, TIMOROUS BEASTIES, ON HOW HE AND FELLOW CO-FOUNDER ALISTAIR MCAULEY HAVE BROUGHT THEIR IRREVERENT AND SUSTAINABLE STYLE TO THE WORLD OF FABRICS AND WALLPAPERS.**

**TELL US ABOUT YOUR DESIGN BACKGROUND AND THE HISTORY OF THE BRAND.**

We graduated from Glasgow School of Art in 1988. Alistair did a post grad in Glasgow and I went to the RCA in London. We started Timorous Beasties in 1990 - we wanted the freedom to draw, experiment, play with colour and really explore pattern. We felt the only way to do that was to establish our own studio. We both had a great passion for drawing, printed textiles and have always had a shared attitude. The creative scene in Glasgow in the early 90s was great too and we felt very much part of that. Also, the type of designs we were creating, which had their origins in historical textiles but also steeped in modernity, were, and still are, unconventional and disruptive. It struck a chord and quite quickly, we were off.

**WHAT DOES TIMOROUS BEASTIES REPRESENT AS A DESIGN COMPANY?**

We represent a company that puts innovation at the forefront of what we do, both in terms of aesthetics and the processes we use. We like to challenge preconceptions of what pattern and decoration can be.

**HOW DO YOU CONTINUE TO INNOVATE IN THE INDUSTRY?**

We have the freedom to be ourselves - we don't follow trends or have conventions holding us back.

**WHAT HAS BEEN YOUR MOST SUCCESSFUL MILESTONE TO DATE?**

There have been quite a few over the years but we would say being very involved in Glasgow as the City of Art and Architecture in 1999 was an early milestone for us. Also, opening our first store in 2004. In 2005 we were awarded Designer of the Year and in 2006 we opened our showroom in Clerkenwell in London. Having the stores in Glasgow and London really changed the dynamic of the brand and gave international clients, both domestic and trade, a lot of confidence in us.

**HOW DO YOU TACKLE ISSUES SURROUNDING SUSTAINABILITY IN THE INTERIOR DESIGN INDUSTRY IN YOUR OWN STUDIO AND PROCESSES?**

There are many levels to how we tackle sustainability - our designs are printed to order to minimise waste. The fabric base cloth suppliers we use are small, independent, UK based manufacturers. The wallpapers we print on are

made from sustainable forest paper, which is the most eco friendly that you can currently get. We work with an energy specialist to advise on high level solutions to improve the energy usage in the design, manufacturing and warehousing departments of our Glasgow headquarters. We are also currently drawing up a Net Zero policy and undergoing a course to help the company on its Net Zero journey, part of the Scottish Enterprise Net Zero Academy.

**WHAT ARE YOU FOCUSED ON FOR 2024?**

We have a very busy year ahead; we are exhibiting 'Toile Tales' at Musée de la Toile de Jouy, just outside Paris, including a special display of new toiles to accompany a series of written tales from 9th February - 19th May. We are also opening two new showrooms, one in Edinburgh and one in London in the Spring, as well as an exciting new collection launch.

**WHAT DOES THE COMPANY ASPIRE TO LOOK LIKE IN 20 YEARS TIME?**

More chic and more irreverent than we are already!

[timorousbeasties.com](https://www.timorousbeasties.com) | IG: @timorous\_beasties



# ASK THE DESIGNER

WHAT IS YOUR MAIN CONSIDERATION WHEN MAKING **PAINT AND WALLPAPER SELECTIONS** FOR A **PRIVATE OFFICE DESIGN**?



## AQILAH AMRAN

Architect  
Align Design and Architecture

Our number one consideration is colour and the way a wallcovering works as part of the overall design concept. It sometimes needs to incorporate a client's branding colourway too, if that forms part of the brief. Wallpaper is often used sparingly for feature walls or to brighten up small spaces, but it's surprising how often we can't find the exact shade needed to harmonise with other elements. In these instances, we turn to bespoke digital print design, where we can control not only the colour but the scale of the design. Wallcoverings all need to be fire and building regs-compliant too, making the technical profile of equal import these days.  
[aligngb.com](http://aligngb.com) | IG: [@aligndesarch](https://www.instagram.com/aligndesarch)



## JESSICA CRANE

Founder and Lead Designer  
Jessica May Design

Offices can be a tricky space to work with, as finding the perfect balance between prioritising functionality and calm with creating an inspiring space is a challenge. When designing a home office, our main consideration is how the client will use the space and specifically what profession they have. If a client has a creative profession, we overall want the space to be inspiring, so naturally using bolder paint and/or wallpaper finishes are perfect for this. However, such colours and patterns can be distracting, and sometimes if in direct view can make focusing difficult – it's all about balance!  
[jessicamaydesign.co.uk](http://jessicamaydesign.co.uk)  
IG: [@jessicamaydesign](https://www.instagram.com/jessicamaydesign)



## LAUREN HARDING

Lead Interior Architect  
LC Interiors

When choosing a wall finish in a home office, I really try and think about how that office space will be used and find out whether or not it will be used for daily work, especially with the rise of hybrid working. I firmly believe in the principles of colour theory and based on a room's intended use, this has an impact on any scheme I present. If the office is to be used frequently, I always suggest subtle hues of colour through paint, and nothing that is too bold or busy pattern wise for wall coverings as you don't want anything that will overstimulate you whilst you're trying to work.  
[lcinteriorsuk.com](http://lcinteriorsuk.com) | IG: [@lc.interiors](https://www.instagram.com/lc.interiors)



## RIMA TATJANA

Founder  
Rima Tatjana Interiors

For a private office, the warmth of colours is an important consideration, where warmer tones would be allocated to relaxed spaces and cooler tones would benefit areas for more concentrated work. As for the colour scheme, this would be a select palette of colours all around the office. Those colours would complement one another and may include a variety of shades and tones so that different sections can be in the same colour, simply darker or lighter. I would recommend a custom wallpaper mural on one wall to act as a focal point and to create some asymmetry in an office. Wall art can be curated to transform an office and express tastes, values and vision; and company colours can be incorporated to tie in the design and strengthen branding.  
[rimatatjana.com](http://rimatatjana.com)



IN DETAIL

## 60 FOUNTAIN STREET BY JOLIE

**JOLIE** USHER IN A NEW ERA OF WORKPLACE AESTHETICS THROUGH SENSORY ZONING, COLOUR THEORY AND SOUNDSCAPING AT **60 FOUNTAIN STREET** IN MANCHESTER.

آموزشگاه انعکاس منبع جدیدترین اطلاعات، مقالات و دوره‌های آموزشی دکوراسیون داخلی







## 60 Fountain Street Manchester

**Interior design studio Jolie continue to lead the way with their unique multisensory approach to the modern workplace, exemplified in their meticulous redesign of 60 Fountain Street in the heart of Manchester's city centre.**

As the concept of the traditional workplace continues to evolve in the wake of the pandemic, Jolie is committed to developing contemporary workplace environments that place an emphasis on community and social sustainability by emphasising sensory zoning, colour theory and soundscaping to create dynamic and inviting social spaces.

### SETTING A PRECEDENT

At 60 Fountain Street, Jolie's comprehensive redesign of the existing building combines comfort, style and a nod to residential aesthetics, while transcending traditional commercial design choices and materials. This 'hotelization of the workplace' is a signature of Jolie's approach to workplace design, which caters predominantly to a Gen X and Gen Z demographic who value sustainability, wellbeing and a sense of belonging.

"Our design for 60 Fountain Street has created a space that provides a sense of importance, pride and exclusivity with a private members club feel," explains Jolie founder & CEO Franky Rousell. "We sought a sense of elevation in our redesign, through access to private amenities and facilities, and a desire to create a space that others will want to emulate. We're leading the pack, not following, and setting a precedent for developers to follow in workspace design."

Seeking to attract satellite offices of larger businesses from outside Manchester, as well as SMEs looking for an HQ that will put the needs of their staff first, Jolie believes that their unique approach to interior design, incorporating sensory zoning and scientific colour theory, has ensured that 60 Fountain Street will become a destination with a purpose in Manchester city centre. Material and colour choices in each area are underpinned by Jolie's extensive scientific research around colour, fragrance, touch, sound and scent, to drive tenants emotionally through each environment in the five storey building.

Jolie believes this attention to sensory detail has created a prime social environment for the development's core target demographic of tech, finance, legal and other professional services. "We believe the growing need and generational movement towards high end local, sustainable and community led amenities have become even more prevalent post-pandemic," says Rousell. "The professional demographic are well travelled and place high importance on prestige, good service and exclusivity. They look for more meaning and purpose from their space than mere visual identity; they want a story to tell. We understand there is an aspiration to create a real destination for tenants and to achieve this a building needs to offer a USP, beyond simply competing on price, location and overall experience with local competition."

### TRANSCENDING THE ORDINARY

Maximising the potential of the existing space was also a high priority for Jolie, including repurposing a redundant plant room on the 6th floor to create a covered glazed Loft Space extension that has become an aspirational space for business individuals to relax from sunrise to sunset, host informal meetings and find clarity to solve a tricky business dilemma. With mixed lounge and bar



amenities that serve tenants from morning coffee to evening cocktails, the space is also flexible enough to host exclusive events and talks, while offering the potential for an outdoor cinema in summer months. Cultivated as a reassuring and motivating coworking environment, Jolie has ensured the space offers comfort and clarity through the use of muted yellows, calming blues and deep browns across the material palette.

An off-white limestone flooring, with pockets of warming timber tones, is offset by dark textured walls, blackened metal elements and dark soft sheers to balance the scheme. Natural light floods in through the floor to ceiling bifold door, leading onto the showstopper terrace lounge, usable all year round. Transitioning to the terrace offers a light and airy feel amongst the concrete jungle of Manchester, achieved through the use of natural textures such as timber and plaster finishes, along with pops of fresh colour through upholstery.

This repurposing of a previously redundant space meant no lettable space was lost for the client, whilst creating a 'destination with purpose' within the building that very much delivers on Jolie's commitment to community and social sustainability. "Thinking outside the box when considering all available spaces within an existing building is crucial," explains Sarah Wakefield, Jolie's Creative Director. "Our redesign of 60 Fountain Street is a testament to our commitment to creating a workspace that transcends the ordinary. Sensory zoning and colour theory play a pivotal role in shaping an environment that inspires, invigorates, and fosters a true sense of community."

## SOUNDTRACKING THE WORK DAY

Sound is a sense often overlooked in interior design, but one that Jolie paid close attention to in their redesign of 60 Fountain Street. "Every step was considered," explains Wakefield, "from tenants morning workouts to their journey up the stairs or in the lift to the office, to the lounge areas where they can relax and recharge. The emotions of the daily routine were forefront in our decision making process and we have considered how to create transient sounds that are complementary and subtle, rather than overpowering or distracting." In the reception and stairwell areas, designed to be uplifting transitional spaces which feature dark textured marble-effect walls and rich tones through upholstery and paint, an inviting and uplifting soundtrack featuring tracks inspired by Turnmills by Maribou State has been curated.

In the Loft Space an ethereal and cinematic soundscape - think Any Other Name by Thomas Newman - elicits a relaxing and reflective response, to reinforce its role as a reassuring and motivating coworking environment.

In the main offices, refrains of Reflections by Ilya Orange provide an upbeat, creative and positive atmosphere that contributes to a soulful and nurturing space that encourages creativity and focussed energy. A colour palette of deep navy and contrasting earthy hues of yellows and oranges is tempered through the use of natural timber and carpet to soften the scheme throughout.

joliestudio.co.uk | IG: @joliestudiolt  
Photography by Billy Bolton











# Work at Play

**GABRIELA HERSHAM, CEO AND CO-FOUNDER, HUCKLETREE, DISCUSSES THE BRAND'S AWARD-WINNING OXFORD CIRCUS LOCATION, A PLAYFUL WORKSPACE HUB FOR TECHNOLOGY INNOVATORS.**

**Huckletree is a design-led workspace provider offering trusted spaces where teams can work, gather together, and connect with the best minds in the innovation ecosystem. Their hubs are designed to inspire members and foster collaboration, conversation, well-being, morale and productivity. With a human, passionate, and fun approach to hospitality, they are on a mission to redefine the workspace experience.**

The Huckletree Oxford Circus branch opened last year as a Central London workspace for Web3 and Artificial Intelligence (AI) innovators. Located on Oxford Street, it sits across two floors and 22,000 sq. Ft, and is home to 49 companies working at the forefront of the tech industry.

Here, Gabriela Hersham, CEO and Co-Founder of Huckletree, talks about the overall vision of the brand as well as the bold and playful approach behind the Oxford Circus branch, designed to support the needs of the progressive and forward thinking community members.

#### **TELL US ABOUT THE HISTORY OF THE BRAND.**

Huckletree opened our first workspace in London in 2014. Since then, we've established ourselves as the home of innovation in the UK & Ireland, bringing together over 4,500 members working across ten inspiring, design-led spaces in London, Manchester and Dublin. We are continuing to expand and grow our portfolio in 2024. Our newest hub just off Kensington High Street opened on January 2nd 2024 and we'll also be opening at Liverpool Street in April.

#### **HOW DOES HUCKLETREE STAND OUT AS A WORKSPACE PROVIDER?**

Our design aesthetic is bold, playful and supportive of collaboration. When people visit us, they often comment on how generously sized our communal areas are. This is intentional. With more people working between home and the office, when they make the journey into work they are coming in to connect with others and build relationships. The social side to the work experience is really important.

#### **YOUR OXFORD CIRCUS WORKSPACE HAS WON SEVERAL AWARDS FOR ITS DESIGN. HOW DID YOU APPROACH DESIGNING THIS LOCATION - WHAT WAS THE BRIEF?**

The design needed to have a modern, creative aesthetic with careful consideration of colour







Credit: Modus Workspace



Credit: Andy Fraser

throughout. With each location we go through a design process that typically starts with a thought. That thought is usually something along the lines of "how many ounces of rainbow can this location handle?" I fully believe that rainbow and sophistication can coexist!

#### TELL US ABOUT SOME OF THE NEW DESIGN FEATURES THAT WERE UNIQUE TO THIS LOCATION?

The Oxford Circus (OC) hub was our first hub to open post pandemic. We spent a lot of time reflecting on how the role of the workspace had changed in those pivotal years. OC marked an intentional shift in our design towards workspaces that are thoughtfully designed for wellness and happiness at work, as well as productivity and performance. This included the use of colour to create moods and develop emotional reactions within the space, thereby supporting healthier and more productive teams. We also introduced dichroic colours to inspire creativity and big picture thinking throughout the space.

#### HOW DID YOU MANAGE BALANCING THE FUNCTION OF THE SPACE WITH THE AESTHETICS?

At the start of the project, we had a clear vision and commitment to creating a vibrant workspace that was functional and fit for purpose. What comes first is ensuring a range of spaces to fit every working need - this includes inspiring spaces for meetings, huddles, casual conversations, socialising and focus time. Ensuring that everyone is comfortable working from our spaces is important. Our design is bold but not overwhelming. Moments of calm are offered throughout the hub, for example our individual focus booths allow our members to work quietly and switch off in peaceful surroundings.

#### HOW DID YOU TACKLE ISSUES SURROUNDING SUSTAINABILITY?

We became BCorp certified in June 2023 which brought a renewed focus on sustainability across all functions of our business. We select our partners carefully, and choose to work alongside other BCorp accredited companies including Modus Workspace who were our design partners for the Oxford Circus hub. Sustainable signature materials were used throughout, including wood, terrazzo, corrugated steel, reeded glass and biophilia. We are proud to share that the opening of the hub diverted 99.1% of waste from landfill, which avoided more than 500 tonnes of CO2. This is the equivalent of 25,000 trees needing to grow for a year to capture CO2 emissions! The project was also awarded a Silver SKA\* rating.

#### HOW DOES HUCKLETREE CONTINUE TO INNOVATE WITHIN THE WORKSPACE INDUSTRY?

We continue to innovate by ensuring we continue to listen to what our members are saying and their evolving needs. We formally gather feedback twice a year through our member survey, and we use this data to prioritise what we work on as a business. Analysing this data and ensuring it is regularly updated ensures we are offering our community the amenities they need, and ensuring we are balancing forward thinking, exciting design with functionality. This year we are also setting up member committees across all of our hubs to ensure a constant flow of input and feedback. This communication loop is critical to us - we believe in the power of co-creation when it comes to building community.

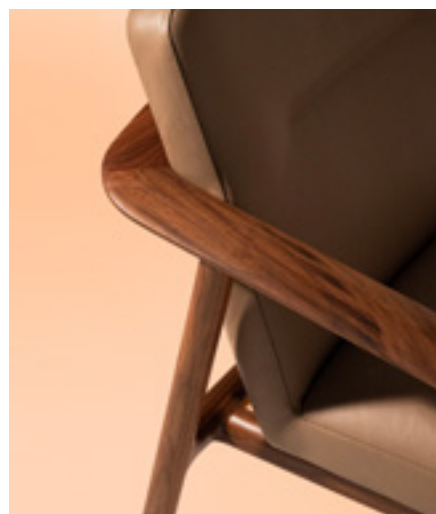


Gabriela Hersham, CEO and Co-Founder of Huckletree | Photography by Andy Fraser

huckletree.com | IG: @huckletree

# Designing Katō

DESIGNERS **PHIL BENNETT** AND **ALEX RANSON** SHARE THE IDEAS AND INSPIRATION BEHIND THE NEW **KATŌ ARMCHAIR** FROM PREMIUM FUNITURE BRAND **BOSS**.



**The design thinking behind Katō was always to showcase the woodworking and engineering expertise that defines Boss. Beautiful show-wood furniture has long been our strong suit but this time we wanted to produce a statement piece, so we began sketching ideas for a timber armchair with an exo-frame supporting an upholstered seat and back. This would enable us to put as much wood on display as possible.**

## AN ORGANIC STRUCTURE

Our vision for the frame was to create a subtle design aesthetic that whispers of timeless simplicity. Its cylindrical legs and cross member rails look like they're turned the traditional way, but are actually precision engineered using our five-axis CNC woodworking equipment. We use similarly advanced technology to machine the mortise, tenon and comb joints which create smooth, organic transitions between the vertical and horizontal elements of the structure. Assembled and finished by hand, the frame looks and feels crafted and sculpted. Combining traditional woodworking skills with silicon age

technology, we've managed to give Katōa timeless quality. That's exactly what we wanted for our new chair. There may have been mid-century modern, Scandinavian and Japanese influences in our sketches, but we consciously steered away from anything retro. Katō needed a stylish and contemporary feel.

## A SENSORY EXPERIENCE

Wrapping around the sides and back of the chair in a horseshoe shape, the arm rail caps off the design and turns Katō into the statement piece we wanted. This element of the exoskeleton proved to be an exciting challenge as we searched for a form that would invite the sitter in and give the design a unique and memorable quality.

The gently curved surface of the armrest was an instant hit when we trialled Katō with prospective customers. It performs its function perfectly when the sitter alights in or rises from the chair. While seated their fingertips are naturally drawn to the wood grain texture, which turns Katō into a wonderful sensory experience.

## DETAIL MATTERS

Subtle and minimal, the upholstered seat and back continue the timeless simplicity built up in the woodwork. This allows the timber to stand to the fore and make a visual and tactile impact, while small, considered details in the design of the cushioning speak of comfort.

The crisp look of the back is softened with a horizontal pull stitch that gathers the fabric for a plush effect. Perfectly parallel with the back rail, this seam guides the eye along the line across the back while breaking up the uniformity of the cushion and creating a transition between the arms on either side. Meanwhile, the rear corners of the back rest at the apexes of the finger joints, seamlessly connecting the arms to the back rail – another satisfying touch for anyone with an eye for detail.

Simple shapes, high-quality materials and a crafted finish give Katō its aura of refined comfort – an elegant statement of timeless simplicity and comfort.

[bossdesign.com](https://bossdesign.com) | IG: @wearebossdesign





# Lyndon



Kitt from Lyndon  
Designed and made in Cheltenham,



## ELEGANCE MEETS COMFORT

New work processes and numerous digital and mobile tools bring a lot of advantages. Employees can move around more independently and choose their place of work flexibly. Whether in a shared office or at home, in a coworking space or in the cafeteria, there are many different options. However, one thing always remains the same: the desire for a workplace that is also a place of well-being.

Wherever working environments are transformed into feel-good areas, se:lounge light comes into play. The new shell chair from Sedus combines design with comfort, radiates cosiness and creates a pleasant atmosphere from the very first moment. Whether for lounge areas or meeting spaces, se:lounge light's two seat heights offer versatile comfort for informal gatherings or relaxation. The models with a low seat height are ideal for lounge and reception areas. Relaxing is easy and moments of waiting become a welcome break. The table-height models are ideal for informal meeting areas or cosy team workstations. This means that discussions can take place at eye level. In the model with the aluminium base, the chair can also swivel which offers even more flexibility.

se:lounge light also impresses with its ergonomic properties. The PET felt seat shell is made from a single piece and has an integrated lumbar support. The seat cushion has a comfortable hollow and a sloping front edge. In addition, the armrest wings form the side edge and allow you to rest your arms comfortably. An optional backrest cushion can be selected to provide additional comfort. The seat angle also ensures an all-round pleasant sitting experience: the angle is 12° at lounge height and 6° or 8.5° for the table-height version (depending on the base frame).

[sedus.com/en](https://sedus.com/en) | IG: @sedus\_official



## CEILING SOLUTIONS EXPERT OPENS INNOVATION CENTRE



Zentia, a market leader in complete ceiling solutions, is excited to announce the grand opening of its Innovation Centre in Gateshead, created to contribute to the growing vibrancy of the North East as a national hub for architects and specifiers seeking inspiration and industry networking. Zentia, previously part of Armstrong Ceiling Solutions, faced a significant rebranding in 2020 to separate itself as an innovative, quality brand. Zentia continues to offer the same high-quality products, but builds on its digital approach, and works to continually strengthen partnerships, connections and communication.

As a part of Zentia's mission for strengthening connections, it has created an Innovation Centre at its grid plant on the Team Valley site. It features a large conference space that can accommodate up to 60 people and is equipped with AV facilities for presentations, as well as a thoughtfully designed ceiling grid that displays Zentia's latest product innovations. The centre also has two smaller meeting spaces that can accommodate six and 10 people. The Mayor of Gateshead, Councillor Eileen McMaster, officially opened the Innovation Centre in early December, signifying its importance as a regional and national milestone.

Mayor of Gateshead, Councillor Eileen McMaster, said: "Zentia's new Innovation Centre is a fantastic facility and a testament to the company's significant investment in the Gateshead area. It's amazing to see a UK manufacturer creating local job opportunities for our communities and I'm confident that this will open up lots more opportunities for Zentia."

[zentia.com/en-gb](https://zentia.com/en-gb) | IG: @zentia\_uk







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# Forward-Thinking Office

**KY ACCOUNTANCY** HAS TRANSFORMED THEIR NEW OFFICE SPACE WITH A CLIENT FOCUSED DESIGN THAT ALSO SUPPORTS THE WELL-BEING OF STAFF MEMBERS.

**KY Accountancy is actively expanding its operations with the ambitious goal of vastly growing their client base in New Malden, UK. In anticipation of this growth, the company is strategically investing in additional office space and staff.**

Recognising the pivotal role of a positive and conducive work environment, KY Accountancy has entered into collaborative ventures with a Singapore-based architecture design studio and Town Planning & Energy Solutions UK Ltd. These collaborations aim to materialize a cutting-edge office concept that aligns with KY Accountancy's vision for the future.

Through extensive discussions with the management team at KY Accountancy, the envisioned office space has now transitioned from concept to reality. This expansion signifies KY Accountancy's unwavering commitment to delivering services with expertise, precision, and a focus on client satisfaction. The new office design not only caters to the immediate need for additional resources but also prioritises the well-being and satisfaction of both current and prospective staff members. The collaborative efforts with the architecture design studio and energy solutions company underscore KY Accountancy's dedication to creating a workspace that not only accommodates

growth but also fosters a positive and rewarding experience for everyone involved.

This strategic expansion is a testament to KY Accountancy's forward-thinking approach and its dedication to providing top-notch services to a growing clientele. The company is poised to navigate this expansion successfully, ensuring a seamless integration of new resources and maintaining the high standards of expertise and accuracy that define their professional services.

[www.kyaccountancy.com](http://www.kyaccountancy.com)  
[www.tpesdesign.co.uk](http://www.tpesdesign.co.uk)  
[tpesdesign@yahoo.com](mailto:tpesdesign@yahoo.com)



# Fine Design

INTERIOR DESIGNER **RIMA TATJANA** HAS EXPANDED HER DESIGN BUSINESS WITH A FINE JEWELLERY COLLECTION INSPIRED BY THE CLASSIC ELEMENTS.

**With an extensive background in architecture, art history, and antiques, Rima Tatjana Ghubril is the inspiration behind Rima Tatjana Interiors, an interior design consultancy with a wide service spectrum that ranges from designing a one-off piece of furniture to undertaking complete structural renovations.**

Working in collaboration with a team of architects and surveyors, Rima Tatjana Interiors liaises with managing agents and the local authority for any building approvals. Plans of existing and proposed layouts are submitted to the client for their consideration prior to commencement.

Rima has now expanded her design business, creating a beautiful capsule collection of fine jewellery labelled, Rima Tatjana Rocks; inspired by the four classic elements: Earth, Water, Air and Fire. "These elements represent the essence of our existence," says Rima. "The substances that compose the physical universe are visible in the lakes, streams and oceans, mountains, rocks and soil, the wind and atmosphere, the sun and energy."

Rima was inspired by the four classic elements to create her capsule collection of fine jewellery. Pieces symbolizing Earth are scattered with green emeralds, Water comes alive with shimmering Pearls, Fire is speckled with the warmth of semi-precious stones, and Air consists of fine dainty ethereal pieces.

Alongside this new jewellery venture, Rima continues to head up Rima Tatjana Interiors, where she has a loyal client base. Further to this, a bespoke service, Uniquely Tatjana, offers clients the luxury of commissioning a feature that is custom made and totally unique. Examples include bookcases and desks, fabric walling, leather tiles for flooring and numerous paint effects. Through it's sister company Intelitrade Developments Ltd, a complete bespoke joinery service is offered. From architect, main contractor to end-user client; through a team of skilled craftsmen, the bespoke joinery service builds the vision to perfection.

[interiors@rimatatjana.com](mailto:interiors@rimatatjana.com) | [www.rimatatjana.com](http://www.rimatatjana.com)







# Safety First

**FIRESILX'S FULLY CERTIFIED RANGE OF FIRE RETARDANT ARTIFICIAL TREES, PLANTS AND FOLIAGE ENSURES THAT DESIGNERS CAN CREATE A STUNNING YET SAFE ENVIRONMENT.**

**For over 30 years, FireSilx have been developing innovative new products and materials that ensure all of their artificial foliage is fit for purpose without compromising aesthetics. Their premium quality and unrivalled customer service have attracted the attention of notable clients worldwide, including the Four Seasons in Bahrain and Europa Park in Germany.**

## **FIRE SAFE PLANTS THAT ARE GUARANTEED FOR LIFE**

In the design world, plants' significance cannot be overstated. They infuse life, colour, and character into any space, embodying a unique charm. Yet, the challenges of maintaining natural plants, from constant upkeep to the risk of wilting and allergy concerns, can be overwhelming. This is where artificial plants emerge as a practical solution, offering efficiency, versatility, and timeless beauty. Understanding the multifaceted challenges fronted by designers, landscapers, and merchandisers when integrating artificial greenery into commercial spaces, FireSilx takes a proactive approach. The brand addresses concerns such as quality, style, and, most importantly, fire safety hazards with a dedication to excellence. At the core of FireSilx's commitment to safety is the incorporation of IFR (inherently fire retardant)

additives into the very fabric and raw materials of their products during the manufacturing process, ensuring that every component is flame retardant right down to a molecular level. In the unfortunate event of a fire, FireSilx products self-extinguish within a mere ten seconds, minimising risks and prioritising safety – a crucial aspect in any setting.

## **RIGOROUSLY TESTED FOR UNPARALLELED QUALITY**

FireSilx products earn their reputation as inherently fire-retardant through rigorous testing and meeting the strictest specifications. Conducted by professional technicians in official laboratories, these tests certify compliance with building and construction standards, including BS EN 13501, DIN 4102, and many significant others. Notably, FireSilx goes above and beyond by providing official certification with every purchase, detailing all acquired products tied to every sales order.

## **WORLDWIDE REACH, LOCAL EXPERTISE**

FireSilx caters to a diverse clientele across various sectors, ensuring their fire-safe greenery is accessible worldwide.

## **YOUR VISION, THEIR COMMITMENT**

Whether the design vision involves a woodland-themed wonderland or an exotic tropical oasis,

FireSilx stands as a reliable partner. The brands' unmatched expertise ensures the realisation of every creative brief. The commitment to turning imaginative visions into reality sets FireSilx apart, making it the trusted first choice for businesses seeking to elevate their spaces with stunning, lifelike, and safe greenery.

## **THE DESIGNER'S RIGHT HAND**

For designers, landscapers, and architects seeking to bring their projects to life, FireSilx stands out as the preferred choice. The brand's commitment to safety, diversity, and adhering to industry standards ensures that design concepts not only boast stunning aesthetics but also maintain safety throughout their entire lifetime. Aligning with their dedication to quality, the whole collection of artificial trees, plants, and foliage comes with a lifetime guarantee against their FR properties, offering every project an extra layer of assurance. With FireSilx, excellence is not just a promise but a guarantee, making it the preferred partner to all designers, landscapers and merchandisers seeking the perfect blend of safety and charm.

[firesilx.com](https://firesilx.com) | IG: @treelocate\_europe





# To cook beautifully

LUXURY ITALIAN APPLIANCE MANUFACTURER **BERTAZZONI** HAS LAUNCHED A SERIES OF NEW COLOURWAYS AND INDUCTION MODELS.

**Founded in Guastalla in 1882, today Bertazzoni S.p.A is one of the most solid, dynamic, innovative and fastest-growing companies on the cooking appliance market. It has recently responded to growing consumer demand for both white and extra-wide range cookers with the launch of a number of new models.**

The Master Series by Bertazzoni, characterised by the commercially-styled, large-gauge controls and thick handles, now includes white range cookers across a number of widths and configurations. Complementing the existing black and stainless steel finishes, the new white appliances are available in 90cm, 100cm and 110cm SKUs.

Now also available in the classically-styled Heritage Series is 120cm induction models with Teppanyaki grills. Available in the existing black and ivory colourways, both with stainless steel handles and accents, the wide-format appliances provide modern cooking technology alongside time-honoured style. Bertazzoni has created products from its Italian-headquartered factory for more than 140 years, growing its appliance portfolio to



meet evolving cooking needs and design trends, whilst simultaneously maintaining traditional production methods.

Famed for its brightly-coloured range cookers, some of which are finished in the same paintwork as famous Italian sports cars, Bertazzoni has an extensive portfolio of built-in appliances, all designed to coordinate with other products within the brand's four collections.

Maurizio Severgnini, managing director of Bertazzoni UK & Eire, said: "The beauty of the Bertazzoni product portfolio is its expansiveness and it's been made even bigger with the introduction of these new models."

"Those who know the brand expect the quality design and craftsmanship Bertazzoni prides itself on and these new range cookers are no exception."

"The new Master Series colourways and Heritage Series induction models are the latest in a long line of product innovations and are a great showcase of how consumer trends are evolving."

[uk.bertazzoni.com](http://uk.bertazzoni.com) | IG: @bertazzoni\_official





# Countdown to kbb

THE ANTICIPATION IS BUILDING FOR **KBB BIRMINGHAM 2024**, WHERE CUTTING-EDGE PRODUCTS FROM THE WORLD OF KITCHENS, BEDROOMS AND BATHROOMS WILL TAKE CENTER STAGE.

**There are just a few weeks left until 320 exhibitors showcase the very latest products in the kitchens, bedrooms, and bathrooms sector at kbb Birmingham 2024. Taking place at the NEC from 3-6 March 2024, visitors will have the opportunity to see a huge range of exciting innovations, product designs and new trends.**

Set against a backdrop of cutting-edge technologies and creative design, this year's event promises to inspire the KBB community and will welcome retailers, architects, interior designers, installers, property developers and contractors. With so much to discover, here are just some of the highlights that visitors can expect to see on the show floor:

## EXHIBITOR HIGHLIGHTS FROM THE KITCHEN SECTOR

KitchenEX Limited (L90) will exhibit two brands on its stand, ILVE, a manufacturer of professional-grade range cookers and ovens, and Faber, the inventor of the domestic cooker hood and one of the largest extractor manufacturers in the world. With a focus on innovation and design, Faber will unveil its latest range of sophisticated extractors alongside the In-Nova Zero Drip. This new

technology protects cabinetry from damage by preventing condensation and will be available in a new design.

With thousands of bespoke kitchen design options, Nolte Küchen UK (P110, Q110) will reveal plenty of new product ranges. As an alternative to its longstanding favourite fluted wood front neoLODGE collection, the new Artline collection will launch at the show. Featuring two distinctive shades in Crema and Coffee, the collection exudes luxury with its seamless integration and sophisticated aesthetic.

## EXHIBITOR HIGHLIGHTS FROM THE BATHROOM SECTOR

VitrA (D60, C64) will showcase the contemporary M-Line collection, a range of furniture and washbasins consisting of two styles, Edge and Pure. The simple, yet eye-catching designers integrate various forms, colours, and sizes to create bathrooms that meet every need. Look out for the new Wetroom Collection from MERLYN (D40), a brand that creates beautiful shower enclosures that are easy to maintain and have a lifetime guarantee. Available in Chrome, Matt Black, Brushed Brass, and Brushed Bronze, the support post and swivel panel can be

retrofitted to existing glass and wetroom panels. Cutting-Edge KBB Innovation

The Innovation Awards, sponsored by Blum, is another highlight, with shortlisted brands showcasing their exciting products throughout the four-day event. On the final day, the finalists will be announced, and visitors will have the chance to vote for their favourite innovation in the 'People's Choice Award', alongside the expertly judged 'Judges Choice Award' and Sustainability Award'. The event will also feature a series of roundtable sessions with industry experts including the BMA, as well as various drop-in clinics for small business support. Over 15,000 buying professionals are expected to attend this year's event, making it an industry essential with countless opportunities for networking and connection.

[kbb.co.uk](http://kbb.co.uk) | IG: @kbb\_birmingham



**Grab your free ticket today and experience all this innovation in just one day at the easily accessible NEC Birmingham: [www.kbb.co.uk](http://www.kbb.co.uk) - An opportunity not to be missed!**





# Bringing the KBB Community Together

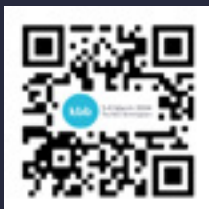
kbb Birmingham  
3-6 March 2024, NEC Birmingham

Credit: Rotpunkt Küchen

kbb



FOR MORE INFORMATION PLEASE VISIT [WWW.KBB.CO.UK](http://WWW.KBB.CO.UK)



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# Bathroom Revolution

KINEDO'S STUNNING NEW COLLECTION OFFERS A VARIETY OF DESIGN-LED WALL PANELS TO TRANSFORM BATHROOM AND UTILITY SPACES.

**Kinewall by Kinedo is no ordinary panel; it's a fantastic new range of decorative bathroom wall panels that can transform not just a shower space, but a whole bathroom, cloakroom or utility room. Offering a revolution in materials, a revelation in designs and a remarkably simple installation process, Kinewall offers an abundance of choice to create the perfect bathroom.**

The Kinewall range offers 70 unique patterns, styles and colours broken down into categories including: Minerals and Metals, Nature, Patterns and Geometric, and Wood.

If a customer is looking for a specific design for their space, there are several options available to bring their vision to life. Whether they prefer an industrial chic, classy panelling, a natural look or an eclectic design, single pattern panels can be used to offer consistency in style, or panels can be mixed and matched to suit their preference. Half and half style works particularly well with this panelling option.

The panels are available in six different sizes: 1000 x 2020, 1250 x 2020, 1500 x 2020, and 1000 x 2500mm, 1250 x 2500, 1500 x 2500, making it possible to accommodate almost any space. These panels are made from high-quality materials

and are easy to install. They can be cut to the required size on site thanks to their innovative composition of polyethylene core with an aluminium layer on either side. They are manufactured in France by Kinedo and are exceptional in terms of quality and thermal properties. They are also lightweight, at just 11kg, and easy to handle, making them ideal for installers. These panels are easy to clean and maintain and can be specified with or without profiles depending on the consumer's preference. Kinedo has partnered with Ideal Bathrooms to ensure that popular sizes and colour options of their Kinewall product are readily available. Ideal Bathrooms has a vast experience in supplying high-quality bathroom products to a growing retail network across the UK, making them well-suited to manage Kinewall's supply. They will keep 21 designs of the most commonly used panel size (1500 x 2500) in stock, and these will be available for delivery the following day. The remaining designs will be available upon order, with a lead time of four weeks.

Will Hickman, Sales & Marketing Director of Ideal Bathrooms, is very excited about the potential of the Kinewall range: "We are excited to announce that we have added a new range of innovative and design-led shower panels to our product portfolio

and are pleased to have reached an agreement to distribute these throughout the UK. We are confident that this new range of shower panels will be a hit with our customers, and we have already installed eye-catching displays in showrooms across the country to showcase the range to the trade and consumers alike"

Amanda Mills is Marketing Manager for Kinedo and has overseen the launch plans and the production of a range of support materials for the showrooms, sales teams and merchant. Amanda says, "Kinewall is a wonderful addition to the Kinedo product range. It really is an exceptional product that enhances the shower wall concept and offers additional features and benefits. As well as an unmatched selection of patterns, colours and styles, the tried and tested panels are completely resistant to chemicals, scratches and corrosion. Kinewall is a lightweight, yet inherently strong and durable solution thanks to the innovative manufacturing process".

Manufactured in France to the highest European quality standards, the Kinewall range has a 10-year warranty offering peace of mind to consumers and looks set to make a huge impact on the bathroom market.

[kinedo.co.uk](http://kinedo.co.uk)





# Transform your bathroom into an everyday spa experience



10 year warranty



More than 70 designs



Easy maintenance



100% waterproof



Ease of installation



Minimal preparation needed



Easy to cut



Lightweight & durable

## Create your own bespoke designer look, with chic Kinewall decorative bathroom wall panels

Whether you are adding a shower or renovating your whole bathroom Kinewall is easy to install, and with over 70 designs to choose from, you can create the perfect bathroom whatever your style.

What's more, the Kinedo team works with you; from site visits, installation training, technical assistance and first-class aftercare.

[kinedo.co.uk/kinewall](https://kinedo.co.uk/kinewall)

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Kinewall  
by Kinedo





# Design Trends For A Digital World

**VICAIMA** OPENS THE DOOR TO FRESH INSPIRATIONS FOR THE ARCHITECTURE AND CONSTRUCTION INDUSTRY IN THE ERA OF AI.

**It's a common exercise in any sector of activity to foresee macro-trends, understand phenomena and draw up plans to respond to those same expectations of a future that is always more innovative, challenging and non-linear. The complementary worlds of architecture, construction and design are no exception and are the forerunners of boldness and disruption of norms, an attitude that brings them closer to the frontier between the beauty of evolution and the power of change.**

As one of Europe's major players in the design and production of cutting-edge solutions for interior doors, technical doors, frames, wardrobes, panels and furniture pieces, Vicaima identifies some of the focal priorities that are already being followed by professionals in the field and whose relevance is expected to increase this year. One point will be common to all sectors - the transformative power of artificial intelligence (AI). Whether for interior design and decoration or in

construction processes and software, disruptive technologies will have an influence on the efficiency within the different phases of a project, from the generation of 3D models, integrated project management or the selection of decorative elements, enhancing the creativity and uniqueness of spaces by combining the analytical capacity of digital tools with the aesthetic and functional sensitivity of the human insight. How can we go even further and understand what lines will shape the future of these sectors? Let's go through, in detail, the features, concepts and movements that promise to make 2024 a transformative era.

## **SUSTAINABILITY FACTORS WILL CONTINUE TO PLAY AN ESSENTIAL ROLE**

This year, sustainability will play a role in more than the choice of a decorative product, through elements that reflect the appreciation of local culture, proximity to communities and consideration for future generations.

In the construction sector, the inclusion of products with FSC® (Forest Stewardship Council®) certification, the organization that promotes responsible forest management, is almost a prerequisite, as specifiers seek to look beyond, sourcing and specifying products from organisations who take a more holistic approach to their ESG (Environment, Social and Corporate Governance) obligations.

In addition, the rehabilitation of existing buildings will become even more important, adding to the value that restoring historical heritage can bring. In the interiors, thermal insulation will be one of the key factors in reducing energy consumption, while guaranteeing comfort for users, maintaining the constant priority of natural lighting for users by providing a warm and appealing environment. At the same time, acoustic insulation will also be relevant, an important factor when silence is the most audible response to today's demand for tranquility and comfort. Among several growing sectors, 2024 foresees an increase in university







residences, which are increasingly necessary in urban centers, where soundproofing is essential for the comfort of young people who use these places to study and work.

#### DOORS AS A FUNDAMENTAL ELEMENT OF PERSONALIZATION

The selection of styles, tones and surfaces has risen to an archetype that promises to become the next design revolution. Today, there is a growing demand for doors with customized designs and finishes adapted to specific needs and aesthetics, a factor leveraged by AI when it comes to analyzing data, lifestyles and preferences.

In this panorama, the authenticity of the choices promises to be revealed in the choice of door finishes, developing surfaces in which texture can be the differentiating factor. Among Vicaima's wide range of options, this creative wave is already reflected in the Dekordor® 3D range of door finishes, which stand out for their modern look and pronounced texture. In total, it offers an exquisite palette of fifteen on-trend designs, in light and dark tones.

In fact, it's precisely the effect of tone and colour that reigns in highly customized projects, as Pantone's choice for 2024, Peach Fuzz, translates in all its essence, which can stand out as a differentiator in any décor. A true invitation to the smooth and profound assimilation of welcoming spaces, symptomatic of the contemporary dynamism that embraces historical tradition with vibrant brushstrokes for a perfect canvas of what tomorrow might look like.

In 2024, spaces will be increasingly "ours", mirroring the personality of those who use them. In buildings designed for housing, hotels, commercial services, healthcare or schools, the details that emanate a familiar and welcoming feeling will be highlighted. For projects looking to develop settings with a tailor-made concept, one of Vicaima's many solutions can be found in the Wardrobe Transform range - a highly personalized offer that appeals to the senses and imagination of customers looking for a touch of exclusivity.

#### NEW THEMED PROJECTS EMERGING, FROM HOTELS TO HOMES

Rooms associated with an iconic character from a movie or an animated element from a TV series are a throwback to a nostalgic childhood, but they are freeing themselves up as inspiration for themed projects, a growing trend in which physical spaces are also a feeling. Not only in housing, but also in the hotel sector, designs evocative of literature, elements of nature or cities will be less and less uncommon. Creativity will continue to blur boundaries, driving disruption in a new dimension of interior design that is very much present in the Vicaima Infinity line.

In an era defined by A.I., the different trends indicate that emotion will not cease to exist, but will prove increasingly decisive, responding to the demand for authenticity and connection. As a whole, these are the building blocks for architecture, construction and decoration that will continue to create modern and attractive spaces with sustainability and uniqueness.

Follow how Vicaima is adapting to the evolution of this universe, get inspired by all the new launches and find out about new ideas here or visit

[vicaima.com](https://vicaima.com) | IG: @vicaimadoors



Credit: Rachael Smith

## DESIGNER PROFILE

# OWL DESIGN

**SOPHIE VAN WINDEN, CO-FOUNDER, OWL, TALKS JOYFUL DESIGN AND THE END OF THROWAWAY CULTURE. BY REBEKAH KILLIGREW.**

**Founded in 2014 by Sophie van Winden and Simone Gordon, Owl Design is a London based studio renowned for their distinctive and daring use of colour, pattern and texture.**

Owl's unique design flair can be seen across their residential and commercial projects. The combination of Sophie and Simone's leadership, along with their inventive design approach, produces memorable schemes that exude pure joy. The talented design duo have gained a wealth of acclaim for their brilliant work in and around London, and 2024 sees them taking their skills further afield, to a project in New York. With Simone currently on maternity leave, we caught up with Sophie to find out the story behind Owl and how they developed their unique approach to design.

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

I loved redesigning my bedroom when I was young. I would spend family holidays on the beach

drawing crude floor plans, playing around with layouts of my furniture and would be so excited to get home to try them out. The new layout always felt so new and fresh, like I had cracked some sort of code and gained space or light or just the feeling of a whole new bedroom. I found it thrilling!

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

Myself and Simone met at Ravensbourne where we were studying 'Interior Design Environment Architecture'. This was a mix of interior design, architecture and urban design, with a bit of product thrown in. We bonded from day one as we had similar styles and outlook on design. It was such a natural step to work together post university and start our own thing.

### **WHAT KIND OF DESIGNER DID YOU ASPIRE TO BE AND WHO ARE YOUR INSPIRATIONS?**

I always felt I had something unique to offer. I found the 80s exciting – our house growing up was full of Ettore Sottsass style patterns and

colour but by the time the Noughties came around I found the greige and pale wood trends all so bland - I knew I wanted to bring back colour and pattern and interesting silhouettes. I was really inspired by my parents growing up, especially my Dad who wasn't afraid of a bit of kitsch and bold use of colour and pattern.

### **WHAT WAS YOUR FIRST PROFESSIONAL DESIGN COMMISSION?**

We were asked to help on an eco-resort in Jamaica as soon as we graduated. It was an exciting first project! Unfortunately, the project never went ahead but it was a great experience. We then worked on a café on Portobello Road called Bluebellies of Portobello, followed by a cocktail bar called The Toy Shop in Putney. All very varied projects but fun and great learning curves.

### **HOW WOULD YOU DESCRIBE OWL AS A STUDIO AND A COMMUNITY OF DESIGNERS?**

Small and relaxed. We try and work all together at least once a week but we are







Sophie van Winden (L) and Simone Gordon (R), Founders of Owl Design | Photography by Veerle Evens

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Interior Designer March 2024

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## Designer Profile

flexible about working from home if it suits the individual better. We have always done hybrid working and the pandemic just seemed to reinforce that the way we work is right for us. It's great to come together to bounce ideas of each other and talk over samples in person but there is a lot of focused work needed in this job and so working from home with no distractions is often essential.

### WHAT ARE THE KEY CHARACTERISTICS YOU LOOK FOR WHEN BRINGING NEW TALENT INTO YOUR STUDIO?

We like to work with people who have good, positive energy, enjoy being part of the team but also can bring their own ideas to the table. At Owl we like to think outside the box and actively encourage new ideas and concepts.

### WHERE IS THE MAJORITY OF YOUR WORK BASED? AND HOW HAS TRAVEL HELPED TO SHAPE AND INFLUENCE YOUR IDEAS ON DESIGN?

Most of our projects are in or around London. We have some further afield, we have been working on one in New York, one in Deal in Kent recently. We are by no means tied to London only, but it makes sense to have the majority there for ease of site visits. No more in Jamaica yet but we would definitely be up for it!

### YOU ARE RENOWNED FOR YOUR DISTINCTIVE USE OF COLOUR, PATTERN AND TEXTURE - HOW DO YOU APPROACH SELECTING PAINT, WALLPAPER AND WALLCOVERINGS THAT SUCCESSFULLY TRANSITION THROUGH THE SEASONS?

We always take the design as a whole and think how it will work in day to night, summer to winter, and even different uses of the same space; from working at home at the kitchen table to hosting dinner parties for example. It is important to us that the materials and overall design last – aesthetically and practically. We prefer to take a bit longer to choose to get it just right rather than rush just to get it done quickly. If you are going to live with something for 5-10 plus years what is a few extra weeks on a delivery time if it means it is perfect!

### WHAT DO YOU THINK SHOULD BE A KEY FOCUS FOR DESIGNERS MOVING FORWARD IN 2024?

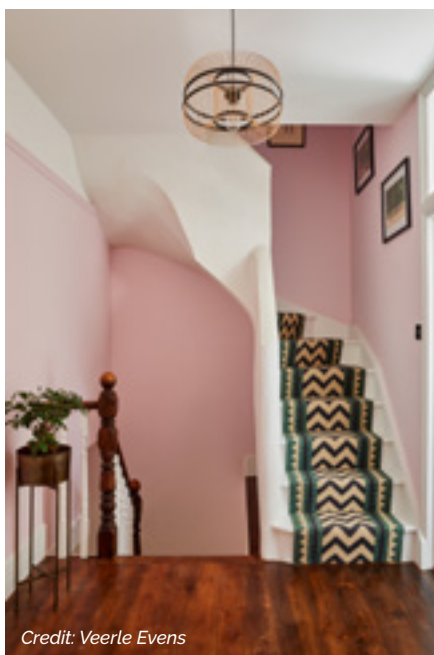
It might be talked about a lot but sustainability in design needs to be an ongoing priority. There are so many aspects to this but looking at the longevity of the items you propose, where and how it is made, and its life cycle are so important to factor into any design. But also, its impact on the end user after installation such as its toxin content is needed to be taken into consideration. Throw away culture is over, sustainability and long term health is in!

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

Well I was torn between furniture design and interior design before going to university so perhaps a furniture designer. Or if you ask my much younger self a pig farmer – but one where they don't kill or hurt the pigs in any way, so not a very profitable one.



Credit: Rachael Smith



Credit: Veerle Evens



Credit: Veerle Evens





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# my ICON

**OZ SEVINC**

**FOUNDER, OS DESIGNS & PARTNERS**

**Oz Sevinc is the Founder of OS Designs & Partners, an innovative interior architecture and design studio. The award-winning studio prides itself on maintaining strong client relations and creating exquisite interiors for both private and commercial clients across the globe. Here, Oz discusses an iconic architect and designer who has inspired her work and forged the way for women in the industry.**

Zaha Hadid changed the culture of architecture, she redefined and invented forms that would characterize contemporary design in 21st century. As an Iraqi woman she fought for her designs; and her confidence not only inspired other female architects and designers, but also won her the Pritzker Architecture Prize, and most importantly won the respect of world leaders. Zaha is renowned for transformative curves and geometric designs constructed from hard to work with materials like concrete and steel to create the most beautiful futuristic buildings. Her buildings like Heydar Aliyev Center in Baku,

London Aquatics centre in London and Grand Theatre de Rabat in Morocco are just the few projects that will live with us and continue to inspire us. The complexity of the drawings and the layering of the materials are simply breathtaking. Not everyone liked Zaha's designs but her determination and unshakable confidence in her work and in her research made her known for building the unbuildable. Still to this date, not everybody likes the forms that she has used in her designs, but the respect has to be given to these projects with this level of detailing, complexity and the transformative futuristic curves that have sculpted her buildings like a sculpture. I met Zaha Hadid before I set up my company 14 years ago and her advice to me was to create the master pieces that people cannot copy: "Making the impossible possible." I met her at an event where I followed her around like a puppy. When I got the opportunity to talk to her I explained that I have been creative since I was very young and I know I can create some amazing work but I don't know where to start. Her advice was to not to follow

any trends but to be the trend myself, and not to compare myself with others but create my own path. Since then I never looked back, I have created my own unique path and have completed more than 300 projects worldwide from penthouse to Royal Palaces. When sourcing for a new project, I always remember her words to me; "Each project is a new challenge and a new journey and in this journey I make the impossible creations possible". A project that we completed in Spain demonstrates a nod to Zaha's work; it features bespoke interiors full of curves in shades of white. The textures and the curves made the interiors so unique that the homeowner cried the first time she saw her finished villa. My dream is to create designs that have harmony within the architecture, dancing with the shapes and fluidity, to make it timeless and with incredible detail. The details make the big picture so I always start with the architecture of the building.

[osdesigns.co.uk](http://osdesigns.co.uk) | IG: @osdesignsandpartners







# Designing Creative Partnerships

SURFACE PATTERN AND TEXTILES STUDENTS FROM  
**THE UNIVERSITY OF WALES TRINITY SAINT DAVID (UWTSD)** HAVE PARTNERED  
 WITH HACER FOR A COLLABORATIVE BIOPHILIC LIVING PROJECT IN SWANSEA.

**Each year the team from UWTSD's BA/MDes Surface Pattern and Textiles programme seek out ambitious Live Project partnerships for their students. This programme, based at the University's Swansea College of Art, hails much of its success due to the vibrant Entrepreneurial Learning strategy that underpins the student experience.**

The team's ethos aligns Creativity with Employability throughout, ensuring students graduate with a portfolio of incredible design projects rooted in tangible Creative Industry experiences, and a well-practiced entrepreneurial skill set.

The wider multidisciplinary nature of this Textiles focussed subject area takes the students on a plethora of live brief journeys, from liaisons with global brands to collaborations with community-based initiatives. This year the Surface Pattern and Textiles programme is proud to partner with Hacer Developments, and their collaborators Urban Foundry, to develop Interior concepts for the innovative project "Biophilic Living Swansea."

The Biophilic Living project at Picton Yard Swansea represents a radical new approach to living and working in the urban

environment. Biophilic Living is about enabling humans to reconnect with nature and creating a cohesive community to address the increasing issues relating to social exclusion and loneliness, as well as responding to the climate emergency with innovative technology and putting nature at the heart of the city. The project is a mixed-use development, providing affordable new homes and workspace alongside a community urban farm in the heart of Swansea City Centre. Programme Manager, Georgia McKie said: "The Surface Pattern and Textiles programme loves the opportunity to respond to meaningful projects based in the Swansea area, it serves as a great way to give back to the city that so many of the students are glad to call their home. The ethos of the Biophilic Living project really strikes a chord. Notions of wellbeing in design and sustainability are integral to the conversations we have with our students. There is nothing quite like this development in the UK yet - we are so excited to be involved. The chance to enable our students to be a part of such positive change is incredible. As undergraduates soon to be graduates, this puts them in a truly privileged and enviable position."

The students have been challenged by the Hacer and Urban Foundry teams to consider how pattern, surface, material and colour can contribute to the Biophilic Living Swansea concepts and be used to enhance a sense of place and identity, creating joy, and boosting wellbeing. The project aligns itself to the Wellbeing of Future Generations Act, and in this case enables future generations of designers to have a significant role in some of the interior concepts for an innovative building and living concept.

The Hacer team has visited the students for a work in progress review at their beautiful design studio in Swansea College of Art's Dynevor building.

Carwyn Davies of Hacer said: "The Biophilic project whilst being a highly innovative project, also has a considerable element of education and exhibition space. It's really pleasing to work with the students and lecturers at UWTSD. It's been a real eye opener on the talents and skill the young people of the city have, and we are looking forward to incorporating their designs and work into the project. The emphasis has been on creating a narrative very much with climate change and Swansea at its heart."

[uwtsd.ac.uk](http://uwtsd.ac.uk) | IG: @uwtsd



## IN DETAIL

# ELM HOUSE BY PIA DESIGN

**PIA DESIGN** TRANSFORMED THE OUTDATED INTERIORS OF A FAMILY HOME INTO A COHESIVE, CONTEMPORARY AND CLASSIC SPACE WITH BESPOKE FINISHES THROUGHOUT.

**Pia Design were appointed to transform the interiors of a terraced Victorian Townhouse in Clapham Common for two busy London professionals and their two children. The family of four had already been living in the original property for three years before undergoing a refurbishment and extension.**

Working with architectural practice Armstrong Symmonds, Pia Design helped with the interior design and coordination of the project. "We were appointed quite early on, once the client's architect had created and submitted drawings for the planning application, and planning was granted," says Pia Pelkonen, Creative Director and Founder of Pia Designs. "We started by having lengthy discussions with our clients about the wishes for their new home - not just how they would like it to look and feel, but the practical requirements they wanted to achieve to make their home work for practical family life."



The colour palette ranges from moody blues in the front room and their main bedroom suite, to warm rusty reds in the open plan living space at the rear of the property. The kitchen was custom designed by Pia Design in painted wood veneer with brass finger plates, and a custom splashback made from brass sheets and fluted glass. Their bedroom suite is beautifully wallpapered (walls and ceiling) in a textured silk wallpaper. Their en-suite has a double vanity unit, pencil feature wall tiles and polished plaster. My favourite aspect of the bathroom is the Tubes leaning ladder rail, which is also a heated towel rail. "Our clients were not big fans of patterned wallpaper but liked the idea of some textured wallpaper and moody, classic colours with injections of colour here and there," explains Pelkonen. "So a lot of our choices were led by an interest in creating texture and depth - for example, we used a silk effect wallpaper in their main bedroom on the walls as well as the ceiling to create a cosy, cocooning









warmth. For the kitchen units and wardrobes we also created a custom blue wood stain so we could paint them blue but still keep the wood grain visible."

The study/guest bedroom and bathroom on the top floor turned into a lovely feature space too, with a large panoramic window overlooking South London. We designed a screen which doubles as storage, to separate the study space from the bedroom space. The guest bathroom

was built under a sloping ceiling so we added punchy geometric tiles for interest.

"We work on the spatial layout of a house first and foremost to see how we can maximise storage and keep the flow of the space. Any special challenges arising we will research ideas, often on Pinterest or Instagram, to come up with clever ways to resolve them," Pelkonen says. "In Elm House one of the biggest spatial challenges was that the kitchen/dining space

was quite narrow and our clients really wanted a kitchen island. We designed the island to be as narrow as practically possible and placed the dining table with a built in bench seat against the wall to save space and retain circulation space. The bench seating ran the length of the kitchen/living space and towards the living room side converted into a media unit. The entire length of the bench contained concealed drawer or lift-up lid storage. We also designed a 'secret' pantry, accessed via a door disguised to look like a kitchen cupboard door."

The front reception room is a stunning space, which features custom built in joinery and a bar, as well as a new fireplace surround that the studio designed in Nero Marquina marble with a fluted marble back.

"It's hard to pick a favourite room as this house in particular has such a cohesive feel and there are little feature elements I love from every space," adds Pelkonen. "I really like the two-tone wallpaper/paint and panelling effect in the downstairs cloak room, complemented by a brick red Kast concrete basin. I also really love the bespoke black marble fireplace surround we designed for the formal reception room with fluted wooden joinery either side. One of the most special features, however, is the custom splashback in the kitchen, which was created using brass sheets and fluted glass."

Elm House is a beautiful case study in how to create a harmonious blend of contemporary and classic styles. Pia Design have thoughtfully utilised paint and paper to add depth and texture to the home, and created bespoke designs throughout for a unique and seamless finish.

[piadesign.co.uk](http://piadesign.co.uk) | IG: @piainteriordesign





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## LUXURY LIGHTING CATALOGUE OFFERS EXTENSIVE OPTIONS

For almost 55 years, manufacturing and design has been the passion that has inspired the team at Elstead Lighting. With the collaboration of their USA partners, they bring more than 400 recent introductions into the 2024 master catalogue, which is out now. Featured is the Graham collection, designed by Hinkley. This elegant double shaded pendant comes in a large and medium size with a choice of Lacquered Brass, Polished Nickel or Black finishes. Ideal for restaurant, lounge or reception areas. Head-quartered in the UK, Elstead now have sales and distribution subsidiaries in Ireland, Poland, France, Germany and Dubai; so that they can service turnkey projects more efficiently. You can download the catalogue today from the catalogue tab on their website, or to request a printed copy please email: [dllucas@elsteadlighting.com](mailto:dllucas@elsteadlighting.com). For more inspirational ideas to light up your projects, visit the Alton showroom or visit the website.

[elsteadlighting.com](http://elsteadlighting.com) | IG: @elsteadlightinguk



## COLOUR COATED FITTINGS

Are you looking to make a colourful statement with door, window, and cabinet fittings?

Silver Kite's Arbor range can do just that. Or perhaps you are considering a minimalist scheme and want to conceal the fittings by blending into the surrounding colour scheme. Silver Kite's Arbor range can do that too! Their extensive and unique range is made by combining the beauty of natural wood with the hard-wearing qualities of brass components, and the wooden part can be colour coated in any colour required. Encompassing door, window and cabinet fittings, the Arbor range includes lever handles, mortice knobs, pull handles, casement, and sash fittings. Cupboard knobs and cabinet handles are also available in many different designs and sizes. If a standard product is not acceptable Silver Kite can also make a special bespoke item.

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01494 774779

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A ceiling fan creates a nice gentle breeze with none of the health risks of air conditioning and is 95 per cent cheaper to install and run. They require no maintenance and can add a stylish focus to any room. They are the perfect cooling option for the UK's temperate climate. The Henley Fan Company is the UK's leading supplier of designer ceiling and wall fans. They offer the widest choice of in-stock fans from 7 top brands with over 70 models in 35 finishes. They have the very latest designer fans with great styles that are low-energy and also come with a Lifetime Warranty. Henley Fan only sells fans that are stylish, powerful, reliable and totally silent. For over 25 years they have taken the lead in supplying many of the UK's classiest homes, offices, hotels and restaurants.

01256 636 509 | [www.henleyfan.com](http://www.henleyfan.com)







## HAMILTON EMBRACE COLOUR OF THE YEAR

Hot on the heels of Dulux announcing their chosen Colour of the Year 2024, Hamilton's designers have handpicked a range of decorative wiring accessory plate finishes to complement this soon-to-be trending tone. Whether you're a designer who follows colour trends or one who takes a more unique approach to your projects, you'll appreciate that the right decorative wiring accessory finish can add the final touch to any interior.

Dulux's Colour of the Year is named Sweet Embrace™. Its soft and positive tone is specifically designed to address the complexities of our busy modern world. The delicate Sweet Embrace™ shade eludes a calming sense of optimism and warmth, grounded in stability and peace of mind. Like most colours, this versatile hue exhibits varying qualities depending on the overall space's colour palette and lighting.

Needless to say, Hamilton can provide warmth in abundance, offering a diverse selection of plate styles in various shades of brass and bronze. Popular shades such as Basalt Gray and Matt Black bring a touch of

realism that complements almost any colour, including Sweet Embrace™. With an extensive range of over 20 standard finishes, it's no surprise that Hamilton have already identified a stunning collection of warm finishes that seamlessly complement Dulux Sweet Embrace™. For a golden touch, both Satin Brass and Polished Brass infuse interiors with a radiant spark of optimism, while Antique Brass and Connaught Bronze provide a more understated yet uplifting lustre. Moving into earthier tones, our Copper Bronze, Richmond Bronze and Etrium Bronze finishes enhance the soothing pinkish shade with a comforting warmth.

Whether you'll be embracing Dulux's Colour of the Year for 2024 or pursuing a different design vision, Hamilton can bring your design ideas to life. Discover how by visiting their stands at London Design Week, March 11th-15th, and at Clerkenwell Design Week, May 21st-23rd, 2024.

[hamilton-litestat.com](https://hamilton-litestat.com) | IG: [Hamilton\\_Litestat](#)



## KNIGHTSBRIDGE'S CATALOGUE REVEALS OVER 400 NEW PRODUCTS

Knightsbridge, one of the UK's leading brands of wiring devices, accessories and lighting, has just published its 2024 catalogue. The handy A5-sized, full colour publication – which runs to nearly 500 pages – is rammed with over 3000 products, including over 400 new ones, featuring the latest innovations in wiring accessories and lighting.

Conveniently divided into three sections – Wiring Accessories, Lighting and Smart Home – it is further sub-divided into easy-to-reference chapters, from moulded switches and sockets, metal clad switches and weatherproof through to domestic interior, outdoor and commercial lighting.

As a result of consultation with customers, all wiring accessories have been revamped with the introduction of 'top down termination' for even easier installation; and all decorative sockets now feature USB A and USB C charging outlets as standard. New designs for wiring accessories also include raised edge in matt black, building on the continuing trend for dark finishes.

2024 sees Knightsbridge placing great emphasis on commercial lighting, and the new collection is truly comprehensive, covering bulkheads, downlights, battens, high and low bays, non-corrosive, and recessed, suspended and surface lighting.

[mlaccessories.co.uk](https://mlaccessories.co.uk) | IG: [@knightsbridgema](#)



# Illuminating Sustainable Wellness

LIGHTING SOLUTIONS EXPERT **ZICO LIGHTING** LEADS THE WAY TOWARDS SUSTAINABILITY WITH LED TECHNOLOGY.

**In an era where sustainable living and well-being take centre stage, the role of lighting in shaping our environments becomes increasingly crucial. As a leading supplier of lamps, Zico Lighting champions lighting technology, offering insights into the transformative power of LED lighting for both the environment and our well-being.**

Zico Lighting recognises that the choices we make in lighting design can significantly impact the planet. LED technology stands out as an eco-friendly alternative to traditional lighting options. LEDs consume significantly less energy, translating to reduced carbon footprints and lower electricity bills. By making the switch, not only do consumers contribute to a greener Earth, but they also embrace a sustainable and cost-effective lighting solution. Beyond its environmental benefits, Zico Lighting underscores the positive impact of lighting on our well-being. The shift towards quality LED lighting is not merely a trend; it's a conscious choice that enhances our lives. LED lights from reputable suppliers offer high Colour Rendering Index (CRI) of 90 and above, closely mimicking natural daylight, and thus fostering a healthier indoor environment. This not only reduces eye

strain but also promotes better sleep patterns, concentration, and overall mood. In their pursuit of excellence, Zico Lighting introduced the Dim-to-Warm LED range, showcasing their commitment to human-centric design. These LEDs provide a seamless transition of colour temperature, from a cool 2800K to a warm, candle-like 2000K when dimmed. This ensures not only exquisite lighting aesthetics but also a conscious effort to create spaces that adapt to our needs throughout the day. Zico Lighting envisions a future where every space is intelligently illuminated for both environmental responsibility and human well-being. James Miller, the Founder and MD of Zico Lighting, says: "Our commitment goes beyond supplying lamps; it extends to shaping a future where sustainable and human-centric lighting is the norm." As consumers increasingly seek eco-friendly solutions that prioritize their well-being, Zico Lighting stands as a guiding light in the industry. Their expertise in LED technology not only brightens up spaces but also illuminates the path towards a greener and healthier future. Let there be light, sustainably and beautifully.

[zico.lighting](https://www.zico.lighting) | IG: [@zico.lighting](https://www.instagram.com/zico.lighting)





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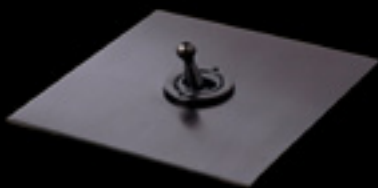
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# inSTUDIO



Members of the Twelve Studio team

## IN CONVERSATION: DESIGNING SUCCESS

**LUCY PAINTER**, FOUNDER, STUDIO RECRUITMENT, VISITED **ABBY HUMPHREYS**, DESIGN DIRECTOR, TWELVE STUDIO, TO DISCUSS RETAINING CLIENTS, WHAT MOTIVATES THEIR DESIGN TEAMS, AND THE STUDIO'S EXCITING PLANS FOR 2024.

**Lucy Painter:** With a new website and tone of voice it feels like Twelve is entering into a new chapter, do you feel that as well?

**Abby Humphreys:** I'd say more of an evolution, bringing our culture to the forefront of our brand has been on our wishlist for years – we've been called 'designs best kept secret' by some, so we think it's about time we swapped modesty for celebration. With the opening of our new studio over in Australia, it feels like we're moving into a really positive phase of Twelve's growth – a 24 hour company, if you like! The website has been designed to reflect our people, place, passions and process – not just the end results. It's all about transparency in our workings and client relationships.

**LP:** As a Design Director what do you think are the key ingredients to get the best out of your design team?

Abby Humphreys,  
Design Director,  
Twelve Studio



**AH:** I think there are two key things. First, and probably most important, is an in-built appreciation and affinity with the people you work with – understanding and encouraging different viewpoints, as well as maintaining a 'no barriers' approach in your communication style. It really can ensure your team feels empowered to contribute in their own unique way – and that's what ultimately the client is paying us for! Secondly, constantly ensuring designers are always bringing any design problem or brief back to the core question of our craft: Why. Why is this solution helpful for people/customers? Why does it improve the status quo? If designers can interrogate their thinking with these questions and answer them with conviction, the rest is simple.

**LP:** In the last two years, Twelve recruited four junior designers. It takes time and energy to mentor and support designers entering into the industry, was it a conscious decision to bring on four juniors at the same time? How has it been?







Members of the Twelve Studio team



Members of the Twelve Studio team

**AH:** It was a conscious choice to recruit a small team of juniors at a similar time, yes. Remembering back to my days as a Junior, I feel I benefitted hugely from having like-minded people around me (and of a similar age group). It encourages a little healthy competition while also building your confidence in a safe space. Our out-of-hours socials certainly help to build that rapport and understanding. As our junior team all have individual strengths and interests (illustration, photography, hybrid 2/3D thinking, material focus, etc), it's interesting to see how the diversity of backgrounds and thinking can enrich our project work and produce divergent creative outcomes.

**LP:** We all know that retaining clients and, also team, is essential to any business; what do you feel Twelve does well to achieve this?

**AH:** Client side, we genuinely strive to become as easy to talk to as a (very professional!) friend. We have an internal mantra – to listen. It might seem like a simple one, but whether it's a brief for an exciting new project, or feedback on the later stages of a lengthy project – we consistently respond in a way that makes our clients feel truly heard. We've learnt that this is the skill they really want in a creative agency. For our team, ongoing training is a big one – a lot of our designers are hungry for knowledge – making sure that is met with a regular and

thorough development plan is so important. Despite being such a busy and relatively small studio, it's something we have ambitions of prioritising. The laid-back environment (and I'm not just saying that!) is very conducive to making all feel welcome at Twelve. We have a fantastic pool of regular specialist freelancers who love it here, so you can fact-check me on that one!

**LP:** What does Twelve have in store for 2024 that we can look forward to seeing?

**AH:** I think the biggest area of excitement for us is the expansion of the recently opened Sydney studio. We already have a brilliant set of clients over there, and as these ambitious projects land and get media attention, the list is rapidly growing. With this, comes travel opportunities for our team, new recruits and access to a wider creative network. We've also got some plans up our sleeves for opening up our unique 'Old School House' in Clerkenwell to wider community engagement initiatives and inspiring events – inviting along our industry peers, specialist suppliers, inspiration speakers and clients alike. We love that this series will reflect the studio's origins as a place of learning. The ambition is that these events become a staple in the design calendar – so watch this space!

[twelve-studio.co.uk](https://twelve-studio.co.uk) | IG: @atwelve\_studio



Studio was created by Lucy Painter to offer candidates and clients within the interior design industry a recruitment solution that has a vision and a genuine interest for interiors. Studio strives to make an impact on design careers and businesses by following simple foundations approachability, transparency and a realistic approach. Most importantly, Studio takes the time to listen to your needs.

[www.studio.eu.com](https://www.studio.eu.com)



# On The Road

**TASTE OF DESIGN** TRADE SHOW COMBINES BUSINESS WITH PLEASURE AS IT TAKES TO THE ROAD FROM 8-16 MAY 2024.

**Taste of Design is a unique series of trade-only events that sees some of the UK's finest luxury interior design brands exhibiting at a selection of majestic and elegant venues.**

Entry to Taste of Design is free for professional interior designers, and represents a not-to-be-missed exclusive opportunity to see new brands, meet new suppliers, and generally enjoy the latest trends, innovations, and inspirations alongside the premier names in interior design. Regarded as an essential date in the diary for interior design professionals, Taste of Design combines high-end interiors with beautiful locations around the UK. Hosted by a select group of leading brands, the annual event sees the UK's finest names in interior design showcase their talent at some of the country's most iconic venues. Taste of Design provides a relaxed and memorable series of days for exhibitors and visitors alike. With four dates set at exclusive venues throughout May, visitors can look forward to a preview of the latest designs from quality brands in the fields of drapery hardware, furniture, wallcovering, upholstery, paints, fabrics, textiles, carpets and rugs. From 8-16 May 2024, Taste of Design will be taking place at fabulous locations including the American Museum & Gardens in Bath,

West Horsley Place in Surrey, Wrest Park in Bedfordshire and Compton Verney in Warwickshire. Each year, new and intriguing venues are carefully selected, with a long-term intention to bring the show and exclusive brands to every corner of the country. Settings are chosen for their beauty, interesting history, gardens and ambience. Refreshments and a light lunch are also provided. Interior design professionals who visit tell us they love the combination of learning about high-end innovations whilst being able to enjoy the gardens, art galleries, architecture and other delights on offer. Visitors come back year after year, and who can blame them. The only question is which venue to pick in order to enjoy one of the fabulous days on offer.



With peaceful parklands, opulent interiors and landscaped gardens the majestic and elegant settings are some of the most spectacular the UK has to offer. In addition, designers tell us they love being able to see a diverse range brands and products in one day with a lovely lunch included. This must be the most idyllic way to spend a business day that the interior design trade has in its calendar.

Now in its 26th year, Taste of Design looks forward to welcoming a record number of visitors throughout the four event dates. We do hope you will join us.

For more information on Taste of Design, including details on specific venues and dates as well as a full list of exhibitors, visit [www.tasteof.design](http://www.tasteof.design). Members of the interior design trade can register to attend one of the events by visiting the website.

#### **DATES & VENUES:**

**Wednesday 8th May** - American Museum & Gardens, Bath

**Thursday 9th May** - West Horsley Place, Surrey

**Wednesday 15th May** - Wrest Park, Bedfordshire

**Thursday 16th May** - Compton Verney, Warwickshire

[tasteof.design](http://tasteof.design) | IG: @tasteof.design



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Join us in May 2024 at the Taste of Design roadshow – an annual event renowned for its combination of luxury interiors and stunning locations across the UK.

As an event that brings together the crème de la crème of the UK's interior design industry, it's truly an unmissable occasion. You'll experience the latest trends, innovations and inspirations in the world of interior design.

Make sure to register for the event and mark the date in your calendar.



American Museum &  
Gardens, BATH  
Wednesday 8<sup>th</sup> May



West Horsley Place,  
SURREY  
Thursday 9<sup>th</sup> May



Wrest Park,  
BEDFORDSHIRE  
Wednesday 15<sup>th</sup> May



Compton Verney,  
WARWICKSHIRE  
Thursday 16<sup>th</sup> May

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## SUCCESS FOR CONSUMER GOODS MEGA TRADE FAIR

"Celebrating Business Together" was the motto of this year's mega trade fair for the global consumer goods industry, consisting of Ambiente, Christmasworld and Creativeworld. It was a festival of records with an increase of ten percent - 4,928 exhibitors presented their new products on over 360,000 gross square metres. Despite a rail strike lasting several days, around 140,000 visitors from all branches of trade and sales channels were inspired by a wealth of trends and innovations at the biggest event in the history of Messe Frankfurt. As the most international networking and ordering platform, the industry's one-stop shop with over 170 participating countries and regions provided orientation, inspiration and solutions to current challenges in the market.

"Together with around 5,000 exhibitors and participants from over 170 countries and regions, this top-class trade fair trio strengthens the consumer goods industry in uncertain times," said Detlef Braun, Member of the Executive Board of Messe Frankfurt. "The economy is under enormous pressure in the face of increasing global tensions. That's why personal encounters, new solutions, inspiration and the development of new export markets and sales channels such as Hospitality and the contract business are irreplaceable." Voices from the industry reiterated this sentiment with Christian Haeser, Managing Director of the German Home and Office Trade Association (HWWB), saying: "Once again, the trade fair trio of Ambiente, Christmasworld and Creativeworld asserted its immense importance as the number one order platform for the German specialised trade. The retail trade's need for innovations, the chance to experience and order products in a personal encounter on site were the key factors that characterised the spirit of the trade fair. Retailers are entering the new year with a strong tailwind and many trade fair trends."

[ambiente.messefrankfurt.com/frankfurt/en.html](https://ambiente.messefrankfurt.com/frankfurt/en.html)



## INCREASE IN EXHIBITORS & VISITORS FOR TEXTILE EVENT

Heimtextil 2024 was a huge success with 46,000 visitors from around 130 nations, and 2,838 exhibitors from 60 nations - a 25 per cent growth. There were new contacts made with decision-makers and global business opportunities created. With an increase in visitors, the show overcame difficult travel conditions due to nationwide rail strikes and regional demonstrations. The response from international buyers to the quality and variety of the new Carpets & Rugs product segment was overwhelming. In numerous talks, tours and workshops, Heimtextil as well focused on two of the most important key topics of the coming decades: sustainable production and action as well as artificial intelligence. At the leading trade fair for home and contract textiles, transformations could be experienced more intensively than ever before. With intercontinental strength, Heimtextil 2024 laid the foundation for a record year for Messe Frankfurt. 46,000 buyers from around 130 nations took the opportunity to participate in the global textile market - from upholstery and decorative fabrics, bed and bathroom textiles, mattresses, functional textiles and carpets to wallpapers, outdoor fabrics, artificial leather, curtains, fibres, yarns, sleeping systems and decorative cushions. Despite nationwide rail strikes, this edition recorded a plus in visitor numbers and, with 2,838 exhibitors from 60 nations, a 25 per cent increase in exhibitor numbers compared to the previous year's event. "Heimtextil ends with overwhelming participation," says Detlef Braun, Member of the Executive Board of Messe Frankfurt. "The increase in space, exhibitors and visitors in 2024 makes the following clear: the leading trade fair for home and contract textiles remains on course for growth - and sets new standards for a sustainable and AI-driven textile industry."

[heimtextil.messefrankfurt.com/frankfurt/en.html](https://heimtextil.messefrankfurt.com/frankfurt/en.html)



## THE A TO Z OF RADIATORS AND TOWEL RAILS

### A is for AEON.

The appeal of AEON stainless steel radiators and towel rails continues to grow. The striking collection of over 90 models has been created, crafted and hand-finished by experts. The addition of new colours and finishes to the collection has presented new possibilities, with bespoke offerings to suit individual taste and style.

For many years AEON's talented team has been producing top quality products which you will find in exclusive hotels and homes across Europe and Asia. AEON take great pride in turning the humble radiator or towel rail into a thing of unexpected beauty and unrivalled performance, ensuring heating efficiency and durability.

The AEON Twister model is created on a special machine with talented professionals creating stunning stainless steel poles that have been twisted uniformly, creating a line of alternating brushed and polished surfaces. The vertical designs can have three twists per line, with light and reflections dancing across the surface. What a head turner.

The AEON Collection includes a choice of discreet towel rails that slot seamlessly into an existing bathroom design, and elaborate heated sculptures that become the undisputed focal point of the room; there is something to suit every taste and heating requirement.

**Request your free catalogue from [www.aeon.uk.com](http://www.aeon.uk.com), email [heating-sales@pitacs.com](mailto:heating-sales@pitacs.com) or call Pitacs and AEON on 01908 010333.**



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The heating divisions of Pitacs Ltd





## IN DETAIL

# SKY HIGH OFFICE BY ALIGN DESIGN AND ARCHITECTURE

**ALIGN DESIGN AND ARCHITECTURE** CREATED AN OFFICE SCHEME FOR A LONDON INSURANCE COMPANY INFLUENCED BY A BERMUDA VIBE AND FENG SHUI PRINCIPLES.

**Align Design and Architecture has completed a high-spec 11,000 sq ft scheme for a leading global insurance company, high up in a glass-and-steel tower in the heart of the City of London.**

The scheme includes evocative cues inspired by the company's Bermuda HQ location, as

well as incorporating many wisdoms from the 3,000-year-old practice of Feng Shui. The latter finds form in the site plan and the placing of key activities within that, as well as through intriguing curved wall and 'dragon's tail' corridor shapes. Many bespoke fixtures and features, meanwhile, from sand and sea blue colouring to ripple-

effect glass and wall treatments, scallop-edged bespoke joinery and bespoke, stalactite-inspired lights, refer to the colours, shapes and textures of Bermuda's natural environment. The new space needed to have two functionally-separate office areas, incorporating 50 desk spaces each, plus an additional 10 executive







desks in the south-facing section. The scheme also needed to include a suite of shared meeting facilities and support areas, ranging from tearooms and print rooms to washrooms and a yoga studio. Align were given a very open brief when it came to the look and feel of the new scheme – and took part in a highly creative conceptualising process with the client on this. There were also a number of simple and subtle references to the interior of the floor below, to ensure a holistic feel, though the majority of the scheme is unique to this space.

A second requirement of the brief was to ensure a high-quality working environment by specifying only materials and finishes with either ultra-low or zero VOC emissions, including paint finishes, adhesives, sealants, flooring, acoustic insulations, furniture and furnishings. Align sought to achieve this by working in conjunction with guidelines laid out by the Green Building Council, International Well Building Institute and the International Standards Organisation.

A third major element of the brief was to incorporate the principles of Feng Shui into the design. Align welcomed the chance of working with this fascinating and ancient art once again, having had previous experience of its principles when designing the London offices for Cathay Pacific in 2017. The practice looked in detail at the eight points on the Feng Shui compass, ensuring it determined not only the location of certain functions, but also the softening of the overall geometry with as many as possible curved elements, limiting sharp corners.

#### RECEPTION AND WELCOME AREA

Visitors arrive into a reception area that immediately sets the tone, featuring smooth curved shapes to the ceiling, floor and joinery, inspired by the form of seashells. The reception desk straight ahead has a Corian top that swoops down into a lower, wheelchair-accessible level at one end. The desk can accommodate two colleagues with space for

storage and equipment, enabling this to be a functional administrative position as well as a meet and greet service. The desk features a bronze mirrored base plinth with the front clad in vertical ridged oak veneer panels, a treatment repeated for the wall directly behind, with inset LED lighting strips at intervals and an inset screen for corporate announcements. The reception area flooring is in a ceramic tile with an organic pattern, including a touch of bronze colouring, whilst the waiting area furniture includes large swivel chairs by Brunner.

To the right is a floor-to-ceiling semi-circular terrarium, featuring plants native to Bermuda and created for the scheme by Grow Tropicals. This was a very technically-challenging installation with, for example, an inbuilt misting system, reverse osmosis filtration and a deep base to hold all the necessary technology. Sliding doors allow for monthly maintenance access. The terrarium is in a bronze finish to the top and bottom, with vertical ridged timber panels directly below the



glazed frontage. The scheme throughout features planting that is all real and either naturally-preserved or freeze-dried, with its integration developed with planting consultants Exubia. Two hidden areas sit behind the reception desk and the terrarium. First, directly behind reception, a teapoint / drinks facility for visitors, featuring ridged wall tiling in a deep metallic blue, a recycled glass worktop by Stoneville, rippled glass cupboard fronts with timber frames and scalloped-edge bespoke joinery. Secondly, directly behind the terrarium, a seating area for semi-private meetings. This stylish small space features a purple, semi-circular banquette and a white, Chinese-lantern style pendant by Zero Lighting enclosed in an orange metal finish for a shot of bold colour and a striking contemporary feel. The space has a small table at its centre and features back walls with thin inset metal rods set against white paintwork. The rods match the bronze-coloured frames to the building's glazing throughout and this material use is picked up on

wherever possible to harmonise with the core fit-out, used for joinery handles and mirrors in the washrooms, as well as the bronze treatment to the corridor and studio ceilings.

#### CORRIDORS

The corridor lights were specially-made for the project by Atrium, after the design team couldn't find the sizes and lux levels they wanted within existing product ranges. Atrium proved to be a very flexible manufacturer/supplier, able to create the lights at the exact size the design team wanted, with a routed detail at the base of each light to increase diffusion. Inset can lights to the edges of the bronze ceiling panels wash light down over the ridged stoney-cream walls. The corridors are in a forest green and white dappled pattern carpet from Quadrant.

#### MEETING SUITE

Meeting rooms are located the full length of the corridors and are named after locations

in Bermuda, from Whale Bay and Turtle Bay to Astwood Cove and Jobson's Cove. The rooms feature good acoustic separation, with ridged acoustic panels inset into ceilings that echo the ridged finish of the Clayworks corridor walls, made specially for the project by Kvadrat and featuring edge-lighting along the perimeter. All rooms include microphones and speakers mounted within the ceilings, with an AV cupboard adjacent to the meeting suite serving all AV needs. The meeting room external walls feature curved metal edges and glazed sections, with the centre section rippled for privacy.

The suite of rooms includes two 6-person and two 4-person meeting rooms, one of which, bordering the terrarium, features a relaxed, lounge styling, whilst the other is a more traditional meeting room. The suite also includes a boardroom, arranged as two rooms with a folding wall that can be opened up for town-hall-type events, seating 15-20 people and





with enough space for perimeter seating when needed. The boardroom's demountable table is by Brunner, whilst all other meeting tables were bespoke-made for the project by Specialist Group, who made all the bespoke meeting suite tables, as well as the small table in the 'hidden' meeting area behind reception. The bespoke ceiling panel in the boardroom, which references the sandy ripples on a beach, was designed by Align and manufactured by Acufelt.

#### OPEN PLAN OFFICES

The open-plan offices are located at opposite ends of the overall space, with a shared breakout area. The room naming system reverts to functional names only for the breakout space and again for the studio fitness and wellbeing space. Small printer and resource areas feature within both office neighbourhoods, whilst staff lockers feature a mix of colours to the front, from white and pale blue to petrol blue in an eye-catching random pattern.

#### BREAKOUT

The breakout space includes worktops with high stools and a banquette seating area upholstered in two tones of sea blue, backed by feature Trailing Orchid wallpaper by Osborne & Little. Ceiling panels are by Devorm, whilst lighting is a mix between can lights, spotlights and LED and lights for increased visual interest. Pendant lighting features over the bar area, with all the furniture in this area by Brunner, including shell blue chairs. The blue cupboard fronts are in a Formica laminate.

#### STUDIO

The Studio area is a zen space, featuring a full-height joinery wall with inset bench with storage drawers, lockers and plenty of timber for a warm, relaxing feel. The full-height glazed wall here, as elsewhere throughout the scheme, offers jaw-dropping views over the landmark buildings of the City and surrounding area, from the 'Gherkin' and St

Paul's to Tower Bridge. A large corner tree features for an added biophilic feel, as well as preserved planting. The flooring, by Quadrant, is in cork and the ceiling is sprayed in bronze with bespoke inset oval looped lighting by Formation.

#### WASHROOMS

The scheme also features high-spec washrooms to complete the scheme's luxurious feel, with three unisex toilets provided, one of which is accessible. Two have a pink ripple-texture Solus tile and a shower unit, whilst the third washroom is in green, though using the same tile range. Ceramic floor tiles in all washrooms have a timber look and the cupboards and mirror feature a bronze metal trim, whilst vanity units also include storage drawers.

[aligngb.com](http://aligngb.com) | IG: @aligndesarch  
Photography by Gareth Gardner

## BATHROOM SOLUTION FOR GRADE II-LISTED PROPERTY



Tucked away in Sutton Bonington in Nottinghamshire sits a beautiful Grade II-listed home which was carefully brought back to life with a stunning renovation. Andrew Hindes Interiors was tasked with renovating two small rooms and turning them into one large bathroom. Preserving the history of the building was a key aspect of this renovation which came with several challenges due to its age. Working with Schlüter-Systems products for over three years, Andrew and his team knew just what they needed when selecting a reliable solution to protect their client's bathroom. The existing plumbing and pipework were removed and replaced with new pipework. New electrics and plastering were followed by the installation of a selection of Schlüter-Systems products, all with the aim of maximising the lifespan of the new room. When Andrew and his team began the work, they quickly realised the main challenges were down to the age of the property, with typically unlevel walls and dated plumbing and electrics. Ensuring this bathroom has a long lifespan and could meet the homeowners' needs was important to Andrew and his team, and they remarked how nothing was too much trouble for Schlüter's Area Sales Consultant, Stuart Gillson who was brilliant in offering support throughout the project. Andrew also received additional support from the technical team at Schlüter-Systems to help deal with some of the intricacies of the project.

[schluter.co.uk](https://schluter.co.uk) | IG: @schlutersystemsuk

## NEW SCULPTURAL HIGHBACK CHAIR FOR ICONIC COLLECTION

Luxury outdoor furniture brand Indian Ocean have introduced a new highback chair to their Pimlico Club Collection. The Pimlico garden furniture collection's rounded silhouette and formal rope design lend a striking contemporary look to any outdoor space. The New Pimlico Club Highback Chair takes the elegant sculptural structure of the iconic collection to a new level with a striking new design silhouette. This tall feature chair brings a timeless focal point and thanks to its enveloping design provides optimum comfort to ensure you fully relax outdoors. Perfectly finished with solid Teak tapered legs, all-weather outdoor rope and a deep seat cushion for pure outdoor luxury. With a passion for innovation, Indian Ocean design and make superior collections of luxury outdoor furniture using only the finest quality materials, finished to the highest specifications and focusing on every detail. They are dedicated to offering all the luxuries required for sophisticated outdoor living.

[indian-ocean.co.uk](https://indian-ocean.co.uk) | IG: @indianocean\_outdoor



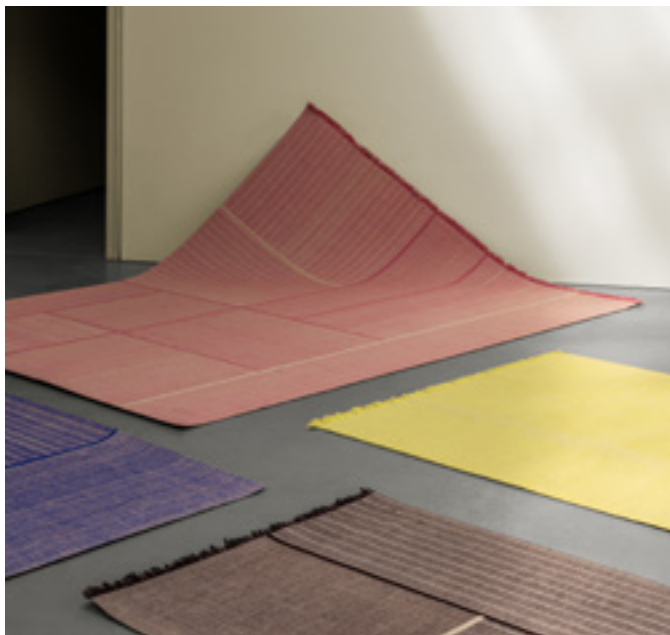
## THE LATEST INNOVATION IN TAP DESIGN

Kicking off 2024 with a bold design statement, drinking water pioneer Zip Water is launching its HydroTap Celsius Plus All-in-One Pull-Out. The ultimate in drinking water systems for the home, the new HydroTap features an unrivalled 'snag-free' extendable spray-hose, powered by its patented compact hose management system. HydroTap has long been a coveted feature in the home, transforming tap water into something extraordinary. The beautifully engineered new All-in-One system delivers instant, pure-tasting filtered boiling, chilled and sparkling drinking water, operated via a touchpad handle. For those who love water with extra fizz, Zip has made sure HydroTap delivers its best sparkling water yet. This is all down to an aerator, concealed in the tap's spout, which ensures the optimum delivery of sparkling water. The extendable hose delivers unfiltered hot and cold water for easy rinsing, cleaning and washing up, and can easily be switched to spray mode with the touch of a button. Plus, thanks to Zip's unrivalled compact hose management system the extendable hose operates smoothly and consistently, retracting without any snagging. HydroTap Celsius Plus All-in-One Pull-Out is available in seven finishes, from classic colours like brushed chrome and matt black through to the premium brushed gold and gunmetal.

[home.zipwater.co.uk](https://home.zipwater.co.uk) | IG: @ZipWaterUK







## WEAVING A PASSAGE OF COLOUR

Designed by Folkform in collaboration with Louis De Poortere, The Monochromes explores the craft of machine weaving with a range of woven rugs. Colour plays a crucial role in this collection, revealing the secrets and intricacies of industrial weaving. Working with Louis De Poortere, Folkform became fascinated with its Wilton rugs. This 18th Century weaving technique features a short pile and jute backing. Folkform believed the pure form of this technique held unique aesthetic potential – all that was required was the addition of colour. The Monochromes reverses the face of the rug, so that the jute backing takes front and centre, the textile's Wilton structure highlighted by brightly coloured wool wefts. As the wool weft weaves its path through the jute warp, colour is allowed to build up or fall away depending on the density of the weave – different shades of the same colour emerge through the treatment of a single thread. The collection features a range of 13 colours, each available in eight sizes, with Folkform designing a series of patchwork forms to minimise waste. The coloured wool not only brings beauty to the rugs, but also explains and illuminates three centuries of weaving construction.

[louisdepoortere.com](http://louisdepoortere.com) | IG: @louis.de.poortere

## EXQUISITE ITALIAN INSPIRED WOOL CARPETS

Known for fine quality natural carpets, Riviera Home is growing its collection of handmade wool carpets for 2024 with three new styles inspired by the beauty and history of Italy, which use texture and yarn to create a unique sense of luxury. Siena is a flat-weave textured carpet that uses 100% undyed wool. To create the stunning texture, Riviera Home's skilful master weavers intertwine contrasting undyed yarns. In three elegant colourways, every Siena carpet is a testament to the art of handcrafting and the natural beauty of undyed wool. Sharing similar Wilton textured weaves, Genoa and Turin show how wool yarns can be used to create captivating and luxurious contemporary designs. In Genoa, Riviera Home has used the richness and luxury of 100% New Zealand wool for a carpet of classic elegance. To create its striking texture, Riviera's artisans weave an intricate textured diamond pattern in a choice of four colours. Turin uses the same 100% New Zealand wool, this time in a textured basketweave design. The yarn's vibrancy of colour and the skills of Riviera Home's weavers bring a luxurious texture that exudes sophistication, again in four neutral and timeless colours.

[rivierahomeuk.com](http://rivierahomeuk.com) | IG: @rivierahomelondon



## PERFECT PROFILE FOR A COMPLETE SOLUTION

Italian manufacturer Profilpas' range of profiles and systems will be launched as part of Mapei UK's portfolio. The accessories will complement floor and tiling projects, and will include design-led skirting boards, LED light profiles and shower systems. Part of the Mapei Group since September 2022, Profilpas is renowned for its high-quality products, innovative designs and commitment to sustainability; core qualities which both manufacturers share. The new partnership will help Profilpas to grow its business in the UK and will provide access to Mapei's global distribution network, marketing expertise and resources. Mapei's commitment to sustainability is reflected by its long history of developing solvent-free and low VOC emission products and solutions that reduce the environmental impact of construction, products made with recycled materials and renewable energy, and its new 'Zero Line' of CO2 off-set. Many of Profilpas' popular ranges are also manufactured with recycled materials and together, the two manufacturers are well-positioned to create a more sustainable future for the building industry.

[mapei.co.uk](http://mapei.co.uk) | IG: @mapeiuk

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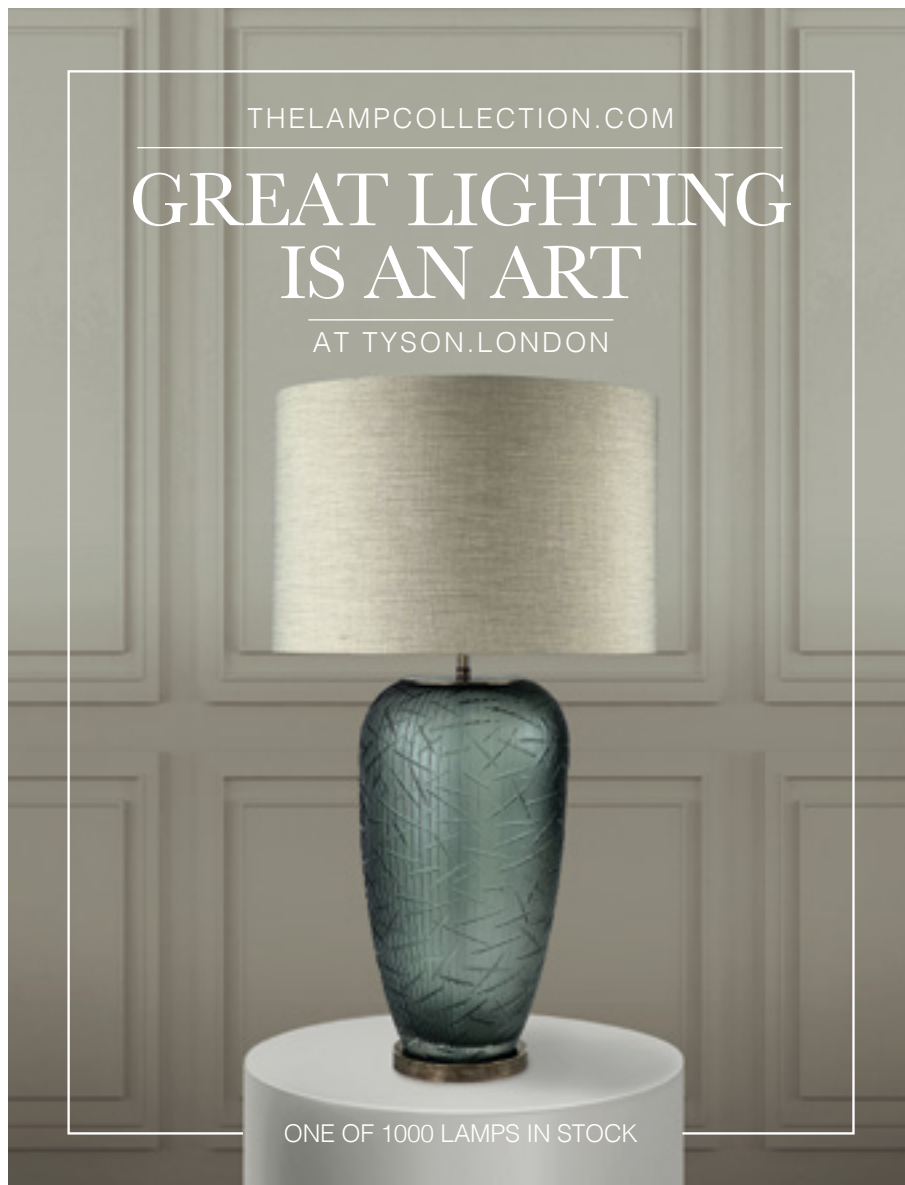
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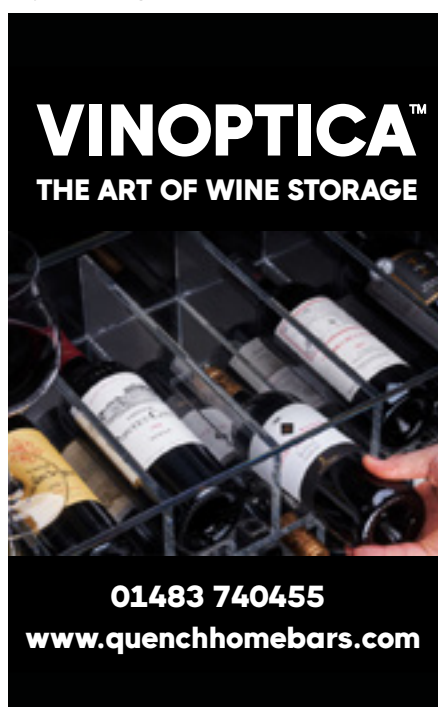
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# BIID INTERIOR DESIGN AWARDS 2024

RETURNING FOR ITS THIRD CONSECUTIVE YEAR, **THE BRITISH INSTITUTE OF INTERIOR DESIGN** IS DELIGHTED TO ANNOUNCE THE RETURN OF **THE BIID INTERIOR DESIGN AWARDS** FOR 2024.

**The prestigious BIID Interior Design Awards proudly celebrates the very best of British interior design, showcasing outstanding residential and commercial interior design projects, large and small, completed in all regions across the UK.**

BIID President May Fawzy comments: "Now in its third year, the BIID Awards is fast becoming a truly distinguished accolade within our industry. It's a great opportunity for interior designers and interior architects to showcase their outstanding projects and achieve industry wide recognition. If you have a standout project – no matter the size, then start 2024 by entering now with our exclusive early bird discount." The entry process requires interior design and architectural studios to submit project entries based on the regional location of the project itself, throughout the United Kingdom. The winners will be awarded across 7 regional categories:

- North & North West Region
- Midlands & East Anglia Region
- Central London Region
- Greater London Region
- South East Region
- South West & Wales Region
- Scotland & Northern Ireland Region

All shortlisted projects for the BIID Awards will be visited in person by a BIID Registered Interior Designer expert Site Assessor. Their findings and feedback are then passed on to the BIID Judging Panel who will assess each project in line with this year's entry criteria including successful meeting of a design brief, creative design



solutions, sustainability and technical skills. There will also be two additional awards presented for exceptional projects. 'Interior of the Year' will be awarded to the best overall interior design project in the UK, from amongst the regional winners. The Anna Whitehead Prize, will be awarded for the best achievement in sustainable interior design, named in honour of the late BIID member and sustainability champion, interior designer Anna Whitehead. Studio Found won the 2023 'Interior of the Year' Award, Ed Plumb, founder and director, commented: "Winning both the Central London and Interior of Year accolades at the BIID Awards was one of the highlights of the year for Studio Found. To have our design expertise recognised in these prestigious and hotly contested industry awards was a real honour for all our team.

This was the first time we'd entered the BIID awards, but we knew that The Libertine at the Royal Exchange project was a strong contender, so we went for it!

We are extremely proud to have won not one but two BIID awards, it really is a testament to our team's hard work. It was also great to receive the judges' comments afterwards to discover what they loved about our design concept and approach. They described the project as 'showing great imagination, creativity and expertise which would cast a spell of fun, glamour and effortless cool for all visitors' which was wonderful for us and our client to hear. We would encourage any designer or studio with a strong creative project to enter the awards this year, as you never know!"

The BIID Interior Design Awards welcomes entries from both BIID members and non-members, from both residential and commercial sectors and for projects of any size, to allow all interior designers in the UK to enter.

The winners will be announced at a prestigious BIID awards ceremony, taking place on Thursday 17th October 2024, held at the spectacular Drapers' Hall, London. The venue's stunning interiors provide the perfect backdrop to celebrate the BIID Interior Design Awards and bring together the interior design community all under one roof. Entries for the awards close on Wednesday 10th April 2024.

**For further information about the BIID Interior Design Awards and how to enter, please visit: [biid.org.uk/biid-interior-design-awards](https://biid.org.uk/biid-interior-design-awards)**

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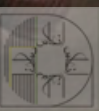
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