



Project Gallery





Eat17 Walthamstow

NEW CAFÉ SOCIETY

Eat17 is an independently owned small group of eateries and convenience stores with a culture built around creativity and product quality. The Walthamstow restaurant was recently refurbished in a challenging project designed by London based design studio, Hawtrey-Woore. The venue is entered through the bar area, now floored in handmade cement tiles and incorporating a number of dining tables, with natural sheepskins draped over the chairs which add texture and luxury. This leads through a floor to ceiling opening to the main dining area with its circular zinc topped tables and upholstered stools. At the far end of this area, the space is divided into more intimate sections, with tables for two made from reclaimed oak and leather upholstered banquette seating, using low walls featuring arrangements of fresh foliage to divide the space. Cow horn style chairs were chosen to echo the design cues for the restaurant and a specialist clay plaster was used on the walls to add texture, warmth and a natural feel. One wall also features brick slips to blend with a garden wall outside.

www.hawtreywoore.co.uk



Last Word

the**last**word



AN INVITATION TO PLAY

NATASHA HAWTREY-WOORE BELIEVES THAT OUR ENVIRONMENTS SHOULD INVITE US TO PLAY. HERE SHE CONSIDERS PLAYFULNESS IN HOSPITALITY AND WORKSPACE INTERIORS

MORE ENERGY, GREATER SOCIAL CONNECTION AND ENHANCED CREATIVITY ARE ALL COMPELLING BENEFITS OF PLAY THAT LEAD TO MORE FULFILMENT IN OUR PERSONAL AND WORK LIVES.

As adults, we find it hard to give ourselves permission to play and when we do, we are all too often in passive receptive mode, consuming activities that others have rigidly designed rather than firing up our own imaginations and freeing our spirits. At Hawtrey-Woore, we are interested in how, through design, we can foster the type of play that enriches people's lives and the businesses we serve. Through our work in hospitality design, we understand that beyond beauty, there are three key ingredients in creating an environment that brings people out to play. These are relaxation, excitement and authorship.

In order to fully enter into the spirit of play, we need to feel relaxed, so comfort and undertones of familiarity are important considerations. Natural

materials play a big role here in our designs, super comfortable leather upholstery works really well, especially when off-set against the reassurance of a gorgeous wood floor.

The exuberance and excitement associated with play comes in part from trying new things and experiencing the unexpected. In our designs, we build anticipation of experiences by creating focal points, combining materials in unexpected ways and making bespoke furniture and lighting. We also work with artists to develop installations that change over time and bring fresh perspectives to the space. For people to be truly at play, they must be given authorship of the experience in a way that goes beyond what they choose from what is on offer. As children we naturally gravitate to outdoor play, where we can create our own worlds, away from the rules and restrictions of our homes and schools. As we get older, it becomes more difficult to create our own worlds, even when we are at play, because others determine our experiences for us. At Hawtrey-Woore, we take a design approach that

allows people to create their own worlds within their host's world. We do this by de-structuring environments and building in flexibility where possible so people feel free to own and adapt their space while they are in it.

At work, play can be seen as a distraction from real world and responsibilities but work places that encourage play tend to be leaders in innovation. I witnessed this first hand when I was taken around the creative studio that produced the award winning Haagen-Dazs advertising when the brand first launched in the UK. The creative teams had moved the desks to one side to play a game of cricket. The team camaraderie and new neural networks that were created in this game of cricket were at least partly responsible for the success of the campaign that they subsequently delivered. I'm not suggesting that we all take up office cricket but rules need to be broken for new thinking to emerge and allowing your team the freedom to do so, within the parameters of your corporate purpose is fundamental to increasing levels of creativity.

