

# ASK THE DESIGNER...

WHAT WAS YOUR DESIGN HIGHLIGHT OF 2015?



Conran and Partners 'Drink me' bar at the Sleep Event



**HELEN FEWSTER**  
Suna Interior Design

For me it was The Star & Garter marketing suite in Richmond. This is the most prestigious, high-end marketing suite that we've worked on to-date. The entire design comprises bespoke elements which makes it so exceptional: the bespoke joinery, handcrafted furniture, lighting features with dropped coving and stunning fittings, signage and visuals. It was an amazing opportunity to showcase our full range of services.

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



**NATASHA HAWTREY-WOORE**  
Hawtrey Moore

My personal favourite of 2015 was Ochre's Willow Oval Dining Table. This timeless piece is a masterstroke in understated elegance, with its paired back steel base and luxurious polished plaster top. The oval Willow table stands out from the crowd for practical reasons too, offering the space efficiency of an elongated dining arrangement as well as a graceful form.

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



**REBECCA TUCKER**  
Suna Interior Design

I love wallpapers and the amount and variety of great products available on the market is fantastic. Some of my personal favourites that we've used are the Mr Perswall Message Words on Wood in the bedroom at our Blue Anchor Lane show home and the Ella Doran Leaves wallpaper in the entrance hall in our Halo show home.

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**RORY MACPHERSON**  
Play Associates

My design highlight was from Bert & May with their Bert Boxes, first exhibited at Decorex. These beautifully designed spaces are a wonderful reinterpretation of pre-fab garden pods and come in a variety of sizes, from a studio up to two bedrooms. The finishes and materiality are warm, stylish and have a great sense of fun about them.

[www.play-associates.com](http://www.play-associates.com)



**TINA NORDERN**  
Conran & Partners

Conran and Partners was asked to design the 'pop-up' Sleep Bar at Sleep 2015, which was on the theme of 'Wondertales'. We were able to create something more ethereal and fragile than usual. It was like designing a theatrical prop, which still had to function as a bar. On a small scale it tested our skills as storytellers, and dream-weavers, as well as designers.

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

## interior design NEWS

### NEWS|BRIEF

#### BRANDS OF TOMORROW

Walpole revealed the 2016 selections for its esteemed Brands of Tomorrow programme. The line-up announces those trailblazing innovators who have caught the attention of the world of luxury, considered to be paving the way for generations to come. Interiors and furniture design brands included in the line-up: Richard Brendon: Richard Brendon's skill lies in transforming past elements into striking modern designs; Solomon & Wu: A unique combination of craftsmanship, innovation and product that is sought out by the finest architects around the world, with the brand proudly continuing a tradition of manufacturing British modern heritage pieces. Finally, Tom Raffield: Practical in form and beautiful in nature, these heirloom worthy luxury handcrafted wooden lighting and furniture designs have been championed as the antiques of the future.

#### EAT 17

Eat17, Walthamstow has recently been refurbished by London based design studio, Hawtrey-Woore. Eat 17 restaurant has earned a reputation for its owner and chef, Chris O'Connor's luxurious take on good honest food. The colour palette stems from the mix of natural and urban influences. The intention was to make the bar itself a centerpiece, to be enjoyed from the both the restaurant and the bar areas. As a centerpiece, Hawtrey-Woore wanted it to feel special while maintaining a natural, unpretentious feel. By adopting a simple, honest form and making it entirely in natural copper, the designers were able to create a natural focal point for the space.

## MIND, BODY, DESIGN

SHERIDAN&CO UNVEILS BRAND AND RETAIL DESIGN FOR ETHOS

Global retail design agency Sheridan&Co has revealed its latest work in creating the brand identity and retail strategy for ETHOS, a new boutique 'hybrid fitness' studio centred on yoga.

Sheridan&Co was recently tasked with developing the brand identity and retail strategy for ETHOS' new London studio, founded by Jennifer Hersch and Dr Theo Koutroukides, expected to open in the City's vibrant Spitalfields Market in 2016. The job included determining the look and feel of the brand mark and website as well as creating packaging and label design concepts for ETHOS' own range of fresh juices and soups as well as other marketing collateral. The agency were also charged with devising a retail strategy, determining the entire customer experience and creating full interior design concepts including a reception and retail concession to showcase ETHOS' own line of sportswear alongside other designer apparel, and a food bar area.

ETHOS sought a visual solution that was serene and stripped back, and resonated the brand's passion and philosophy for achieving and maintaining physical and

spiritual balance, a "Mind Body Alchemy". As part of the creative process, Sheridan&Co delved deep into the brand's current market position, analysed its competitor landscape and identified trends within the burgeoning boutique fitness scene to devise a strategy that strongly defined ETHOS' core point of difference. For the design and development of the retail concepts, Sheridan&Co then created three interior concepts that strove to apply this thinking into the physical environment; the final design is a hybrid of all three which harnesses the serene and natural woody aesthetics of a ski lodge, Scandi-retreat and tree house den. A muted background is offset by accents of vibrant green delivered by the multiple planters on display, while visual interest is created by juxtaposing textures from different natural materials. The overall effect is stripped-back, tactile and honest design, very much in keeping with the brand's philosophy and service offering. Meanwhile, accents of the live core elements that make up Ethos are manifested on major touchpoints - from the changing room locker doors to the shower cubicles.

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



## VANESSA BRADY OBE RECEIVES HONORARY DOCTORATE

Vanessa Brady OBE received an honorary degree titled Doctor of Design from Southampton Solent University, in recognition of her contribution to the

industry. For over 30 years as an international interior designer, Vanessa had built up an impressive professional portfolio including projects in high security governmental offices and head of state palaces.

Qualified in Health and Safety building management and business consulting she is often consulted for her vision for growth and has in the past been commissioned by numerous

banks and property owners such as Grosvenor Estates, RBS, JP Morgan Chase, Royal Bank of Canada and other private banks and construction companies to increase sales, corporate image and market share through interior design. Her commitment to the development of the industry led her to the creation of the Society of British and International Design in 2009, the UK professional accrediting