

contributors...



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 Natasha, at the helm of
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 Award winning interior
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 Christopher Jenner
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Allan Knight, Founder,
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 Allan Knight has worked
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NATASHA HAWTREY-WOORE



Trend: Art in Interiors

By **Natasha Hawtrey-Woore**

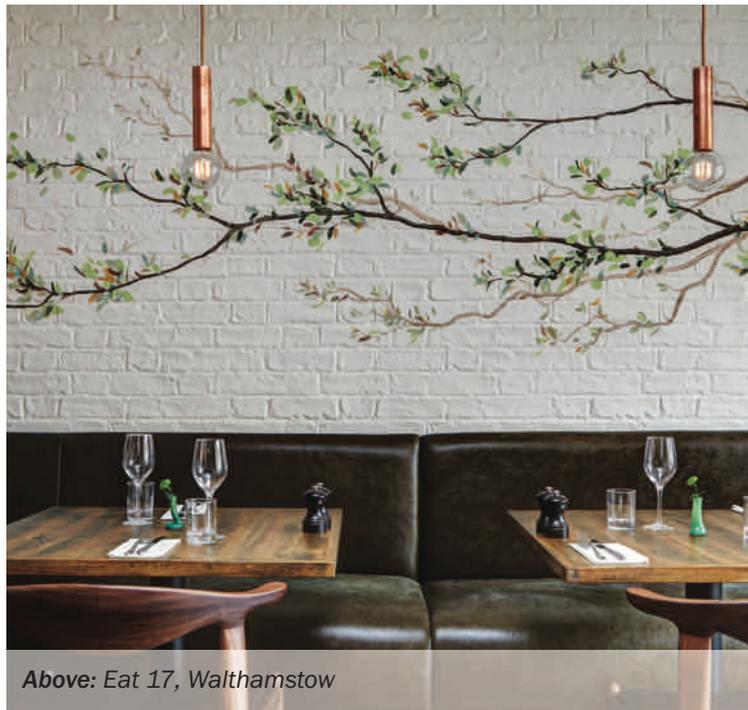
Founder, **Hawtrey Woore Design**

Hawtrey Woore Designs' aim is to touch people at the deepest level of design. The company works with creative talent from all disciplines to infuse environments with brand identity in a subliminal way. Natasha, at the helm of the business, helps her clients to create uniquely beautiful experiences through interior design woven with art. She has a specific interest in the expression of identity through environments and in what happens when the soul of a space is brought together with the soul of the people that live, work and play there. Prior to setting up her own studio, Natasha helped clients develop their brand identities and express them through their environments for several London based global design practices. Here, Natasha shares her expertise on the subject of art in interiors and how it heightens emotional experiences in its setting.

Each one of my clients are looking for art that tells their story and makes their place unique.

Art adds soul to a space and heightens people's emotional experience of it, helping to turn a space into a place that people call their own. It also gives brands and organisations the opportunity to connect with people at the very deepest level.

The most popular requests from my hospitality clients are twofold. The first is background art that sets a general tone and the second is focal point art that creates a stand out experience. Murals are always popular. They become the fabric of the space shape the character of the place more integrally than hung art, which maintains a degree of



Above: Eat 17, Walthamstow

independence from its spatial context. There is also growing interest in dedicating a wall as a mural art space to be regularly refreshed and show case new and emerging talent.

One of the biggest changes in the design industry, with regards to art, is the sheer amount of good design that's out there, which makes it harder to stand out as an exceptional environment. Art is by its nature individual and it allows you to create a truly unique experience. It is then a natural development to incorporate more art into spatial design as a way of expressing clients' individuality.

In the digital era that we are in, we are all seeking heightened physical experiences to counterbalance our screen based lives. In interior design it is no surprise then that colour and texture have been gathering increasing prominence. Art is the ultimate opportunity to bring colour and texture to the fore. Perhaps the most interesting change of all and one that I have embraced wholeheartedly is the convergence of creative disciplines in the pursuit of place making. Historically, the nature of functional design was felt to be at odds with the artist's interest in self-expression. Now, artists are keen to offer their interpretation of a client's story and work with designers in bringing it into form. My starting point on any project is a design idea that encapsulates the client's story and informs the design and materials as well as the art brief.

For a Hackney restaurant located in an old 1913 cinema, we wanted to evoke the feeling of old silver screen glamour in a laid back way so used appropriate black and white prints hung in a relaxed way around the restaurant perimeter.



Above: Coutts residence

For a recent restaurant project based in Walthamstow Village, the idea of 'City meets Nature' was inspired by the restaurant's location on the edge of Epping Forest and led us to use Paul Tucker's photographic essay 'Quiet City' with powerful images of the intersections between London and nature. As well as sourcing existing art for clients, I work with artists to develop installations. For the Walthamstow restaurant project, I worked with artist /maker Alex Mulligan to develop a light

installation inspired by the 'city meets nature idea'. The result was an urban bent wood approach to tree branches, spanning the ceiling of the bar. Functional art pieces are very much part of my design approach and I am currently collaborating with artist, Andrew Macgregor to create seating, surfaces and lighting as an extension of his pineapple paper sculptures. When discussing art with my clients I am very straight-forward. It's a case of 'love it or leave it'. If a piece speaks directly to your

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heart, it will find a place in your home. Always ask, what does it make me think and what does it make me feel? When art evokes a good feeling, it will become a treasured piece that will travel you're your clients throughout life. I think it is so important to spend time with your client to understand their personal or brand story and boil it down to a vision or idea that will inspire the artist you're working with.

Introduce the client and artist to each other. This will excite the client and give the artist the opportunity to pick up on nuances that may trigger creative thoughts. Allow the artist the freedom to interpret the idea in their own way. Build a rapport with them so that you can maintain an on-going conversation about the development of the piece without stifling their creative freedom. This will ensure that what their work has a relevant part to play in telling the client's story. Involve the client at key points so that they feel a connection with the piece by the time it is finished.

For 2017, convergence will see all creative disciplines working together to create art and a continued blurring of the lines between art and design. Art will become increasingly important in telling brand stories through environments and it will be a force for unifying all media in this creative storytelling. With this, we will see more functional art in the form of lighting and furniture.

Thinking about rising stars in art, I love Maarten Baas's work, particularly his sculptural clay furniture and I look forward to seeing how he develops it further.

www.hawtrewoore.co.uk



Above: Eat 17, Walthamstow