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in[sight]

Acclaimed interior designer Kelly Hoppen talks to Inex about striking the right balance in a deluxe alpine lodge.

ex[rated]

Cavendish explains why stone sculpture has both aesthetic and practical purposes to enhance outdoor spaces.

in[spire]

Inex showcases the current furnishing accessories making use of the trending mushroom colour palette.

ex[pose]

INDIGENUS collaborates with top South African designers and architects to reimagine an essential element, the planter.

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At this time of year, homes and commercial spaces are adorned for the occasion. Interior enthusiasts face a design nightmare to incorporate tasteful festive displays into their immaculate schemes. For some however, this season gives designers real scope to exercise their creative prowess, resulting in significant commercial benefits. Turn to page 28 where retail design agency, Sheridan&Co, explores the leading high street stores' creative take on Christmas during this crucial trading period.

Elsewhere in the issue, we caught up with acclaimed interior designer Kelly Hoppen to talk about her timely completion on a luxury ski chalet. Enriched with her signature style, the property oozes elegance with its sumptuous fabrics and grand furnishings. Turn to page 18 to read more.

I hope you enjoy this issue. Don't forget, you can also access all of Inex's features and product inspiration on the dedicated state-of-the-art app. To download your version free of charge, simply search 'Inex' on the App Store or Google play.

On behalf of the team at Inex, I would like to wish you all a very merry Christmas and a happy New Year.

Hannah Frackiewicz

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Top left: Woven beauty
from Juan Cappa
Cover: Retailers
capture the magic of
Christmas
Top: Designer
collaboration
reinvents the iconic
planter
Above: Make a grand
statement with stone
sculpture



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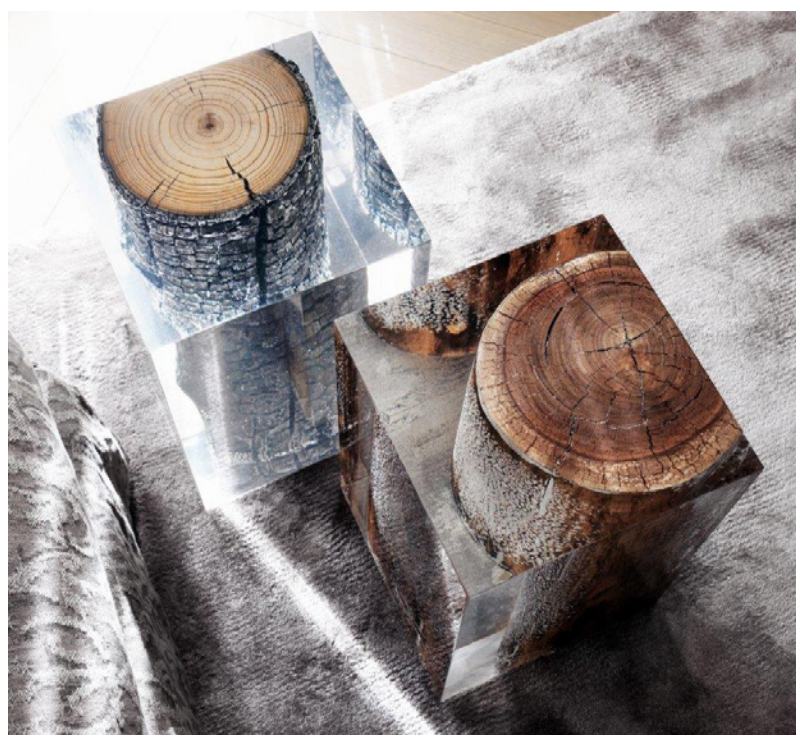


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The Fabric of India

V&A, London

3 October - 10 January

To support the mark of the 25th anniversary of the Nehru Gallery of Indian Art, the V&A brings you The Fabric of India, the first exhibition to fully explore the incomparably rich world of handmade textiles from India. From basic fibres of Silk to Wool, this exhibition illustrates India's textile-making traditions and natural resources.
vam.ac.uk/fabricofindia

Morden Hall Park's Christmas Market

Morden, London

5-6, 12-13 December

Festive celebrations will be held at Morden Hall Park this December; the park will be transformed with Christmas music, unique gifts and festive decorations with events such as crafts, cookie decorating, candle making and of course a traditional Christmas Market.
nationaltrust.org.uk



The London Illustration Fair

Bargehouse, OXO Tower Wharf

4-6 December

The London Illustration Fair returns this December with a world-class exhibitor line-up. Situated in London's South Bank and Bankside area, the Bargehouse is an exciting atmospheric warehouse. Sara and Patrick Morrissey – the husband and wife duo behind Brighton-based independent shop and gallery 'Unlimited Shop' – will be bringing their touring exhibition 'Four Play' to the Bargehouse for this event. The self-initiated project explores the unique response by chosen participants to a four-letter word given to them.
thelondonillustrationfair.co.uk



Insight Astronomy Photographer of the Year

Royal Observatory, Greenwich

18 September - 26 June 2016

This newly-expanded competition is now in its seventh year. Over 2700 images have been submitted from over 60 countries for this year's event. There are several different categories to this exhibition including Aurorae, which exhibits Arild Heitmann's Sumo Waggle.
rmg.co.uk



Image courtesy of Arild Heitmann



The Decorative Antiques and Textiles Fair

19-24 January

Battersea Park, London

Having just celebrated its 30th birthday, the family owned fair that unites the trades of antiques and interior design returns, showcasing a mixture of the new and the old. Expect to see quirky, unique items and valuable paintings by well-known artists such as David Hockney and Peter Blake. The Winter event will focus on one of the most popular purchases made at the Decorative Antiques & Textile Fairs. Take A Seat: Three Hundred Years of Chair Design will be the foyer feature; this display will demonstrate the evolution of chair styles from the 17th and 18th Century.
decorativefair.com

Tate Modern Christmas Market

South Bank, London

20 November – 23 December

The Tate Modern Christmas Market is situated in a magnificent location on the Southbank. Visitors can experience a taste of a traditional, beautifully lit German style Market. Authentically decorated wooden chalets will be selling a wide range of unique Christmas gifts, from wooden toys to handcrafted jewellery.
tate.org.uk/tate-modern



Set the mood

A soothing palette of stone, grey, beige and pink – Mushroom is set to be a key tone for January 2016. Here, Inex showcases the current furnishing accessories making use of this popular palette of hues.

A versatile tone, Mushroom can be used for an overall scheme or with delicate accessories and suits a cosy winter retreat as much as a fresh living space for summer 2016.

“Mushroom, with its taupe undertones and dusky pink surface is easily applied to an existing scheme working

perfectly alongside greys, marbles or reclaimed materials,” comments Lee Thornley, Founder of Bert & May. “The luxurious feel of the shade is naturally highlighted in lime wash paint. Products such as our newly launched Tuberoze, Opium and Serenata paints offer a stunning velvety, rich finish on both interior and exterior surfaces.”

Sometimes, the ‘less is more’ approach works wonder to create a complementary scheme, as Jamie Borman, Marketing Manager at Sofa Workshop explains: “Create a casual look with a lower backed sofa and loose scatter cushions. Dusky pinks and purples are a colour trend we are starting to see filter through into interiors and these look great on a grey sofa for a warm, inviting feel. For a softer Scandinavian look combine cushions in muted tones of putty and taupe with throws in knitted textures to create a comfortable arrangement.”

Kristina Lindhe of luxury home textile brand, Lexington, adds: “A soft pink shade is perfect for complementing darker grey hues for an urban look. Add it as an accent with cushions or throws or mix pink



bedding with accent colours to prevent a look which is too sugary sweet.”

Jo Jaggs, Head Designer at Sheridan Australia, comments: “The appeal of pink has grown with it becoming a truly gender neutral tone that is a key colour in the home. In our collection we loved mixing this soft and dusty tone with off-neutrals such as grey, saturated colour such as navy and soft levels of purple.”

For discerning trend-conscious clients, it’s important that the interior scheme can be updated and evolve over time. Artwork is one of the easiest ways to inject temporary statement pieces.

Laura Vrcek, Manager of Brand at www.art.co.uk, says: “The most seamless way to incorporate colour trends into the home is through easy-to-swap-in accent pieces like framed art. Keep big items like furniture or the colour of your walls neutral, and hang framed wall art or wall decor in dusky pinks to add colour without adding clutter.”

On the flip-side, clients may have strong convictions on implementing a more long-term colour palette. In which case, the floorcovering is an ideal

Above left:
Complementary
textiles from Sheridan
Australia

Left: This Opium paint
offers a velvety, rich
finish

Above: Comfy Joe
medium sofa in
Harvest Waterlily
from Sofa Workshop

Above right: Throws
with accent colours
prevent a look which
is too sugary sweet



way of introducing subtle warmth and texture to the interior decor.

“Carpet is perfect to create a cosy interior scheme,” explains Natalie Littlehales, Consumer Marketing Manager at Brintons. “The texture of wool underfoot coupled with a warm colour or welcoming pattern makes it a great way to build a comfortable and inviting decor scheme. We have seen a surge in demand for our Bell Twist Dusky Pink carpet. A luxurious shade in a hardwearing weave, it pairs perfectly with grey

furniture and accessories.

“A step away from traditional ‘safe’ beige tones, a mushroom or dusky pink choice gives an air of elegance whilst still remaining timeless. A versatile option, these colours work with most interiors palettes and add warmth to any room,” Natalie continues.

lexingtoncompany.co.uk «
sofaworkshop.com «
bertandmay.com «
sheridan.com.au «
brintons.co.uk «
art.co.uk «

Extraordinary by nature

Inspired by urban greening, INDIGENUS has collaborated with top South African designers and architects to reimagine an essential element, the planter.

Innovative lifestyle brand INDIGENUS launched in 2014 with an edited range of distinctive contemporary planters by award-winning designers Haldane Martin, Gregor Jenkin and Laurie Wiid van Heerden of Wiid Design. This year renowned architects Stefan Antoni and Greg Truen of SAOTA added to the carefully curated collection, showcased at 100% Design South Africa and 100% Design in London.

Presenting planters as covetable design pieces in their own right, INDIGENUS is the brainchild of design entrepreneur Peter van der Post, who is committed to collaborating with the cream of South African design to create an international premium brand with distinctively South African roots.

“It’s becoming more and more important to find ways of bringing nature into our spaces. Yet the planter has long been overlooked as an item that can really elevate the aesthetic of an interior or exterior landscape and create seamless transitions between the two,” says Peter. “I think this is why the architects and designers that have collaborated with us have been genuinely excited by the prospect of re-imagining the planter. My brief to them is simple: create pieces that are extraordinary, intelligent and enduring.”



Design statement

In many ways, INDIGENUS epitomises slow design. Every piece in the collection is made from high quality materials – such as hard-wearing Iroko wood, steel, glass-reinforced concrete and cork – and handcrafted by master joiners and artisans to create beautiful forms in harmony with nature. With their sculptural lines and sophisticated detailing, INDIGENUS planters are styled to suit indoors yet engineered to weather the harshest of elements outdoors.

Peter says: “Although they are quintessentially South African, our planters have already provoked enormous international interest, particularly in the USA and Europe. The combination of a top end solution »

Above: Soma juxtaposes the stone-like appearance of reinforced concrete and the more organic elements of wood or cork
Left: The Tuber is crafted from Iroko wood

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Right: The Steen pieces work particularly well when grouped together

Far right: The Hancock planter is formed from heavy gauge, hot-rolled steel

Below: The Soma has become an iconic example of Laurie Wiid Van Heerden's unique and captivating contemporary aesthetic

Below right: Featuring an unusual horizontal orientation, Steen has been envisioned as a range of sculptural objects



that's durable, practical and verging on art is inspiring interior designers and landscapers to think of planters in a new way. We literally get fan mail from our customers."

A key collaboration is with design aficionado Susan Perry of The Modern Garden Company and The Modern Home Company, who Peter counts as a mentor and inspiration. Known for her impeccable eye and uncanny ability to spot brands that offer a special blend of sophistication, elegance and freshness, Perry now represents INDIGENUS in the UK and Europe.

Additions and extensions to the INDIGENUS collection come from leading designers and architects who are excited by the challenge of turning a previously overlooked product into a desirable design statement.

Current collaborations

Design by Gregor Jenkin, the minimalist Hancock planter for INDIGENUS, with its clean silhouette and meticulous tongue-and-rivet seam, was inspired by a visit to the Hancock Shaker village museum in Massachusetts, USA. The Shakers made most of their furniture by hand, avoiding all unnecessary ornament and focusing instead on pure forms and painstaking workmanship. The craftsmanship and simplicity of Shaker design resonated with Gregor's own hands-on production philosophy and his desire to create authentic, enduring functional objects. The Hancock is a reinterpretation of the iconic Shaker hatboxes and sewing boxes.

The Hancock planter is formed from heavy gauge, hot-rolled steel. The true character of this planter is realised over time, as the steel weathers when exposed to the elements to reveal intricate patterning and detail.

In approaching the design of the

Soma, Laurie Wiid Van Heerden of Wiid Design researched the proportions, strong lines and 'anchoring presence' of tree trunks, combining these aspects with the distinctive curves and profiles evident in his cork products and ceramics. The name Soma is derived from the meaning 'the body of an organism', depicting the tree-like form and sculptural simplicity that give this planter its natural appeal.

Laurie's Soma planter for INDIGENUS beautifully juxtaposes the stone-like appearance of reinforced concrete and the more organic elements of wood or cork. With its clean lines and immaculate finish, the Soma has become an iconic example of Laurie's unique and captivating contemporary aesthetic.

Architects Greg Truen and Stefan Antoni of SAOTA share a distinctive design vision that has shaped their partnership of 20 years. Their work, along with that of fellow SAOTA architects Philip Olmesdahl, Phillippe Fouché and Mark Bullivant, is known for its simplicity, restraint and refined but understated use of materials. Although rooted in South Africa, SAOTA now has an international footprint of award-winning projects – corporate,





institutional, commercial and residential – on five continents.

Steen (meaning 'stone' in Afrikaans) sees Stefan and Greg's uncompromising design philosophy applied, for the first time, to an iconic range of multi-functional planters created exclusively for INDIGENUS.

Featuring an unusual horizontal orientation, Steen has been envisioned as a range of sculptural objects that serve a function – planter, water feature or pond – but also make a statement as an installation. Inspired by the distinctive, jutting granite boulders found along the Cape Town coast, Greg and Stefan have stylized the forms, extending and strengthening them, so that the pieces in the Steen collection are powerful and bold, yet delicately poised. The Steen pieces work particularly well when grouped together and can be endlessly configured to dramatic effect.

Haldane Martin is a celebrated South African designer renowned for his iconic furniture, high-concept interiors and unique design sensibility. Seamlessly integrating indigenous craft, bio-mimicry, geometry, sustainable production and digital design, he creates compelling, innovative works with an intelligent contemporary aesthetic.

Haldane believes that iconic design must marry innovation, beauty, relevance and timelessness. His Tuber planter, designed exclusively for INDIGENUS, is a masterful expression of this philosophy. The Tuber is crafted from Iroko wood – a durable African timber often used for boat building, flooring and outdoor-furniture. Individual pieces of Iroko are bolted together with stainless steel pins and hand-assembled into an impressive form that is then turned to create a sensual, soft finish. Over time, if used outdoors and left to weather naturally, the Tuber will age into a beautiful silver-grey hue.

indigenus.co.za «





Making a statement with garden sculptures

Installing stone sculpture in the garden is an aspect that is often overlooked despite there being some affordable and stunning designs available.

For the exterior landscape, landscape architects and those who are managing garden landscaping projects are installing striking centerpieces into their clients' projects with a beautiful life size stone sculpture and ornaments. Each garden landscape is unique and these pieces influence the theme and character of the space

by highlighting a particular area or adding character or a theme to the space for any classic or modern garden styles.

A classic design concept of royal households who collected sculptures, garden statuary was popularised with the Renaissance to north Europe. Today, the inspiring choice of garden statuary has both aesthetic and practical





purposes to enhance commercial and residential outdoor spaces.

A sculpture should fit with the theme of a garden and relate to the environment and nothing quite makes a statement in the garden as a stone sculpture. It may sound obvious but the size of the sculpture is critical to the proportion of the garden.

By carefully selecting a stone sculpture centrepiece as a focal point, it can be complemented with smaller ornaments but in smaller spaces it can look too cluttered with too many. For each type of stone sculpture and style of garden, there are trees, plants and colours to create the perfect setting for the client's objectives and beautifully enhance the space.

Garden sculptures can draw the eye as a statement piece for the outdoors, add drama and



are a great talking point, adding definition to the landscape. The key is defining the style of the garden and selecting a centrepiece design to complement it. A wide range of statuary has the flexibility to work with a range of materials for a contemporary look, but these aren't without their limitations.

Materials such as wood can decay but this is sometimes perceived as part of the character of the piece. The best materials

Above left: Garden sculptures can draw the eye as a statement piece for the outdoors

Left: As bronze is a copper alloy, exposure to sulphur compounds will produce a brown/black colour

Above: The size of the sculpture is critical to the proportion of the garden

are stone, bronze or steel because they're highly durable and any weathering complements the design and authenticity of the piece.

Bronze sculptures at Cavendish Stone are produced using the ancient lost wax or 'cire perdue' casting technique, which allows the smallest of detail to be faithfully reproduced in bronze. The earliest examples of this method of bronze casting are

known to be at least 5000 years old. As bronze is a copper alloy, exposure to sulphur compounds will produce a brown/black colour, which is deliberately accelerated by the application of heat and each patina is unique.

Cavendish Stone has collaborated with Carn Standing, Visual Artist and Sculptor for over 15 years. Carn is renowned for his ability to bring movement, emotion and realism to the sculptures. His past studies of anatomy combined with his ability to capture the soul of the animal he is working with is central to each design. He fashions each item on an armature in clay, it is then moulded and carved in resin and then produced in reconstituted stone. The sculpture is then aged by hand employing a special process to enhance the final appearance and finish.

Enhanced setting

Neat grass borders and plants provide a stunning frame for a striking piece of art to blend with its environment. Or, if you're opting for a life size centrepiece, it will work well standing pride of place alone without any framing. Depending on the project and functional requirements, a number of landscape designers are also choosing benches, water features and pergolas to purposefully enhance spaces.

Cavendish Stone is a maker of life size garden ornaments offering a beautiful range of luxurious cast stone garden statuary and ornaments.

Each piece is individually sculptured and hand aged by highly skilled artists, craftsman and sculptors in the UK. Predominantly working in bronze and stone, Cavendish Stone also makes stunning pergolas, fountains, plinths and urns for residential and commercial clients all over the world and has sold over 240 commissioned works of art. Any garden sculpture has the ability to enhance its setting whatever the style of the landscape or size of the space.

cavendishstone.com «



Above: A sculpture should fit with the theme of a garden
Right: Each piece is individually sculptured and hand aged by highly skilled artists, craftsman and sculptors





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Alpine retreat

Situated in the heart of a luxurious ski resort, this stunning chalet in Switzerland has been injected with grandeur and elegance by Kelly Hoppen MBE. Here, the acclaimed interior designer talks to Inex about striking the right balance in this deluxe alpine lodge.





Q. Please discuss the brief you received

The brief for this project was to create an elegant and homely space in my signature style. It needed to strike the right balance between the traditional chalet elements and modern luxury.

Q. When reflecting on the interior decor, what did you want the guests to feel and experience?

The chalet is beautifully located with the most breathtaking views surrounding it. The surrounding environment is just so dramatic and eye catching that I wanted the interior to be a place of comfort and luxury that is not trying to compete with the views. I wanted my client to be able to totally relax and appreciate them and anyone who visited to feel like they were in a sanctuary; a safe, warming atmosphere where every touch is luxurious and evokes all the senses.

Q. Can you elaborate on your choice of colour palette?

I used my signature colour palette of white, cream, grey, taupe and beige. I always use these tones as my starting point. They are chic and elegant and provide such a calming and clean base to build upon. In this chalet, I used patterned wallpaper and small accents of dusty pink and »



Opposite: Kelly used her signature colour palette of white, cream, grey, taupe and beige
Above: The natural stunning Swiss backdrop was so inspiring



emerald green to complement my signature neutral palette, adding a modern touch to a quite traditional design. It looks amazing!

Q. Is there a continuation of similar fabrics and textiles throughout the property?

I was keen to use a lot of natural materials such as wood, linens and marble to complement the chalet's rustic charm. I also love using very soft and luxurious fabrics throughout to create an interior where every touch is comforting and lavish such as velvet, fur and silk.

Q. How does the choice of lighting and fittings enhance the guests' stay and reflect the mood of the property?

The lighting in the chalet is very atmospheric and beautiful. There are a number of striking chandeliers throughout which are reminiscent of the pure ice crystals you would find outside. I wanted the lighting to create a comforting warming environment from the harsh cold outside. It had to be well lit and soft to create a relaxing and inviting atmosphere where guests can truly feel calm and peaceful. Lighting is vital to creating the right mood, without the right lighting the whole design would feel incomplete.

Above: Materials such as wood, linens and marble complement the chalet's rustic charm

Right: The wood blocks capture a moment frozen in time

Above right: The sofas are huge and ultra-comfortable

Far right: Lighting is vital to creating the right mood





Q. Which interior features bring the most to the property?



I don't like to think of it as individual features. I think of the project as an elaborate puzzle which it is not complete unless every piece is there. I think the project works so well, because it has such a harmonious feel throughout. Each room flows into the next; the colours, textures and fabrics all complement each other and build upon each other to achieve this sanctuary style atmosphere. For me the chalet has quite a spiritual, natural feeling about it. It is very peaceful and zen.

Q. What is the focal point of the chalet?

I always love communal rooms that I can envisage friends and family being in, enjoying themselves and relaxing in total comfort and, in that regard, I would say the living room is the heart of the chalet. The sofas are huge and ultra-comfortable, perfect to collapse into after a tiring afternoon of skiing! »





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Q. How does the interior respond to the property's surrounding landscape and vistas?

I always take inspiration from a property's surroundings and bring elements from the outside into the design. The natural stunning Swiss backdrop was so inspiring, that I simply had to bring some of that natural charm inside. The acrylic and wood blocks, for example, that are in the living room are so chic and capture a moment frozen in time. The wood also complements the natural environment outside and creates rustic charm whilst the acrylic adds a really cool modern twist.

Q. With regard to the specification of bathroom fixtures and fittings/sanitary ware, how is the chalet set apart from other luxury, high-end projects?

Quite a lot of the bathroom fixtures, cabinets, floors/walls were bespoke which always sets it apart from others. What I like about the bathrooms is that each one has a very distinct look.

Q. What would you say was your signature style and how have you injected this into the chalet?

My signature style is a neutral colour palette, ultra-luxurious materials, and clean elegant design with the upmost comfort in mind. The chalet very much builds upon my signature design style, and I worked with the clients to add my style to their personality, lifestyle and wishes for the property.

kellyhopeninteriors.com «



Above: The chosen palette provided a clean base to build upon

Left: Small accents of dusty pink were injected into the decor

Corporate collaboration

Office design is becoming an important topic within the board room. Increasingly, it is regarded as a tool for attracting and retaining the best staff within a highly competitive market. Open plan layouts with communal areas for collaboration, flexible working and space for group activity, are integral in today's offices.

The era of being 'tied to the desk' has been replaced with a more interactive and communicative approach to working. With technology now enabling people to be connected at any time, from any location, there is renewed focus on the office as a space for collaboration with others, sharing ideas and building relationships. The key for any working environment is to ensure that these spaces of engagement are balanced with spaces for quiet or confidential work.

This balance is true for companies of all sizes across all industries, and tp bennett, a leading architecture and design practice, has seen a growing trend of businesses

making the transition from traditional working practices to more innovative styles, designed to empower, inspire and connect people, as well as promote employee wellbeing and offer them a choice of working environments.

Image and brand are vital to corporate companies and office space is becoming increasingly important in helping establish and strengthen identity, vision and values, both internally and to the outside world. With the war for talent now breaking down traditional market sectors and geographical barriers, organisations cannot risk to be seen as outdated and are therefore embracing more contemporary surroundings and a fresh approach to working.



Many are designing spaces, which could be more easily aligned to the hospitality sector, adapting traditional office environments to surroundings more akin to business clubs.

Communication, interaction and collaboration are at the core of this shift. The design of an office should create opportunities for people to interact and encourage team working and partnership across all departments, and ultimately be an enjoyable environment for staff and clients alike.



Left: Amlin has secured space in one of London's most contemporary landmark buildings
Below left: A warm, natural and inviting environment
Below: The design of an office should create opportunities for people to interact



Attracting talent

A striking example of this concept can be found in Amlin's new offices in the Leadenhall building, one floor of which is now billed as the highest office space in London.

Amlin now occupies levels 19 to 24, including the top floor of the building, level 45, which will be used

as an events and entertainment space for clients and employees.

tp bennett was appointed by Amlin to create 100,000ft² of office space that would support its new business structure and reinforce its ethos to place clients at the heart of its business.

The new organisational structure required a working space that created opportunities for quick and informal contact between employees, as well as team working and collaboration, and alongside virtual communication to

support global connectivity. With an emphasis on client requirements, the new office space also needed to provide dedicated space for hosting clients.

The design also needed to reflect Amlin's strategy of attracting and retaining the best people by providing a contemporary, inspiring and collaborative environment with a focus on wellbeing.

Richard Beastall, tp bennett Principal Director, said: "Amlin has secured space in one of London's most contemporary landmark buildings, which is representative of their forward thinking and progressive culture. We made sure that movement and fluidity were key elements throughout the design to encourage collaboration and face-to-face communication, which is important to Amlin and its relationship with clients and employees. »





“With panoramic views across London, the level 45 suite will be a captivating entertainment space, designed to be flexible to accommodate different types and sizes event, making the very most of the skyline of the City and beyond.”

Adrian Britten, Amlin’s Global Director of Communications, said: “Our new space has truly transformed the way we work. tp bennett understood our business goals, creating a compelling design that reflects

Above: Timber and limestone feature heavily in the design
Below: The new office space needed to provide dedicated space for hosting clients

our brand and a fantastic physical environment which has increased communication and opened up new and exciting ways for people to collaborate. The 45th floor is an incredible space already proving popular with our clients.”

Integrity is a core value to Amlin and tp bennett reflected this through combining a neutral colour palette with organic materials and natural finishes. This creates a warm, natural and inviting environment that harmonises with the contemporary character of the building. Timber and limestone feature heavily in the design and warm lighting is used throughout to contrast with the natural light from the glass exterior.

There is a sense of continuity across the floors with a brand-lead textured feature wall forming a backdrop to the activity on all offices, and there are no solid partitions fixed to the glass facade so the offices are continuous around the perimeter.

tpbennett.com «



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Windows of opportunity

Christmas: the most crucial trading period for retailers. Here, Michael Sheridan, Chairman and founder of global retail design agency Sheridan&Co, discusses how visual merchandisers are capturing the magic of the festive season.

Year on year, retailers are having to think of ever more creative ways of ensnaring the armchair shopper to brave the wintry streets and enter their store.

Walking down the shopping mecca of London's Oxford Street, Regent Street, Bond Street and Knightsbridge, it's interesting to see every brand's individual take on festive displays. While the general

classic look of white lights, shiny baubles and gold-ribboned gift boxes still prevail, there were a few impressive takes on this year's resounding themes of 'storytime', 'home' and 'play'.

Evident though was a rich human narrative, intelligently composed to evoke warm fuzzy emotions and, in some cases, humour. The most successfully executed of these were ones where the presence of

Left: Selfridges' 'Journey To The Stars' feature displays inspired by the 12 signs of the zodiac

Right: Show-stopping illuminated peacock feather Christmas lights adorn Bond Street this year

Below: Especially striking is Coach's take, overblown and resplendent with ornate peacock feathers



products are incredibly muted. No more brusque "stack-em-high and sell-em-off" splendour. We're seeing the same mechanics employed in a John Lewis TV advert, where the product almost comes secondary to the emotive intention behind the gift, being implemented in festive VM.

Modern interpretation

Selfridges' 'Journey To The Stars', which feature displays inspired by the 12 signs of the zodiac contain little, if any, product. A background of constellations provide a platform for a striking play of light and dark, with dramatic flecks of gold, red and silver bringing form to, what is essentially, a very modern interpretation of Christmas. In one set up, a male and female mannequin are locked in a tender embrace, their heads kissing-close and their form silhouetted against cross-hatched beams of light emanating from the moon.

Despite this being a static display, there is a sense of energy here and the composition of the mannequins are strikingly, if disturbingly, realistic in their conveyance of love and

passion. Products, which have been especially selected to complement the red, white, silver and gold palette, appear to be present for artistic effect only, rather than an overt commercial push. This is Christmas VM of the highest order – evocative, dramatic and artistically styled, although a corner window feature of a mobilised constellation seems to detract from the overall 'magic' and looks like the internal workings of a Dyson vacuum cleaner.

Harrods' 'Once Upon A Christmas' display is the very embodiment of the Christmas spirit. Life sized puppetry, teddy bears dressed in the store's regal doorman uniform and ballerina mice composed as if in mid-pirouette gives a nod to the mischievous magic of the festive classic The Nutcracker. Wooden effect floor, opulently decorated Christmas trees and accents of candy pop colour engender a feeling of the comfort and safety of home. It's cold outside but it's toasty in here the display seems to say. These are effective, tried and tested visual devices that attract and intrigue, and Harrods have executed this beautifully. »

If there's ever a brand more synonymous with gifting, it's Tiffany and, once again, the jeweller manages to harness the magic of giving through atmosphere and subtle product placement. Using a neutral colour palette that alludes to a white Christmas, accents of colour are introduced only through the dotting of its trademark turquoise blue box – an icon consumers have come to know and love the world over, and almost covet as much as the jewellery encased within.

Fortnum & Mason have a knack for showing opulence and excess in a way that looks classy without verging into vulgar dictator-style chic. This year's effort though, which seems to echo the fussy design and detail of classical art with its opulent trappings and embellishments is, to my mind, diluted through being overcrowded with its excessive use of random product. There is a feeling of classic storytelling here, like a Hans Christian Anderson illustration brought to life, but the message isn't clear. Liberty's window display has likewise taken excess to extreme, assaulting the eyes with a cacophony of product displayed against a blingtastic background of gold, as if you've suddenly walked into an Aladdin's cave.

Overloading, arguably, could be compensation for a lack of imagination but – that said – Dior's display of excessive multi-coloured baubles have been composed in such a way that it looks like a single entity; a vast swathe of undulating colour, shine and light that simply works. Other interesting plays on the humble bauble which make for quite striking visual displays include Linda Farrow's golden bears – again, harnessing that festive feeling of play – and Fendi's arty light bulbs, which hint that there's something in store worth searching for; shoppers are bound to get their 'light bulb moment' here. Especially striking is Coach's take, overblown and resplendent with ornate peacock feathers and, whether through accident or design, gives a nod to the show-stopping illuminated peacock feather Christmas lights that adorn Bond Street this year.



Above: Fendi's arty light bulbs hint that there's something in store worth searching for
Left: Kurt Geiger adopts a playful, quirky display of Barbie dolls

As I contemplated this season's retailer efforts, I discerned that a third of stores had put some serious effort into their VM but then only half of that number carried the theme through into the store. Of the remainder, more than half had done nothing – give or take a few visual injections of vinyl snow – perhaps relying on the festive streetlights to set the scene.

One thing is clear: whether classic style or contemporary, the most effectively executed and striking displays are those that keep it simple, but do it well. Christmas gives one the licence to have fun and get creative; adding drama and a touch of humour to the composition is a sure fire way of being memorable to the passersby.

sheridanandco.com «

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A match made in heaven

Thanks to advancements in design technology, there are now a vast array of textured and patterned wallcoverings available. When choosing a complementary piece of wall art for these statement surfaces it's important to get it right. Here Graham & Brown offers some simple tips.

Think of your overall theme

Whether in high end residential properties or commercial establishments, owners want guests to take everything in at once, rather than feeling overwhelmed by odd interior design. If there is no overriding theme, accessories may look out of place and cluttered. Think about your client's overall project when picking out wall art pieces. You wouldn't expect to see a classic painting on brick-effect wallpaper, it would be too much of a contrast. Something much more modern, like landscape photography, perfectly complements this look and theme.





Above left: Landscape photography perfectly complements this look and theme

Left: Subtle metallic accents make a huge difference to the lighting of a room

Above: The wood-effect wallpaper is matched with the weathered fencing in the picture

Above right: Texture is a subtle twist that makes a big impact



Consider texture

Texture is a subtle twist that makes a big impact. The feel of the wallpaper is just as important as the colour and motif. For example, wallpaper with a natural texture that almost resembles foam, should be paired with feminine wall art. Delicate illustrations such as that of a ballerina or butterflies perfectly reflect the feel of the textured wallpaper.

Bring wall art to life

Wall art is a window to another world. It has the power to take us to another place, so why not let the image spill onto the walls too? Focusing on the image, choose one aspect that you can extract from the canvas.

Choose subtle accents

Subtle metallic accents make a huge difference to the lighting of a room. These twinkling flecks of gold, silver and copper transform a space. Gently bouncing the light around your home, they create a cosy setting that your client will love.

Going back in time

Whether you prefer vintage charm or a little nostalgia, carefully chosen wall art can provoke an instant reaction. If you choose to pair classic art with modern interior elements, keep your design simple and the focus on your wall art. This ensures people notice it as soon as they walk into the room, getting that distinct feeling of home.

When you're designing an interior scheme, these five simple steps will ensure your wallpaper and wall art are a match made in heaven.

grahambrown.com «

Woven beauty

Striving for a sustainable connection with their environment, clients are increasingly requesting raw, authentic and natural materials, responsibly sourced and well-crafted. As a result, the industry's relationship with nature has grown even closer, and designers are responding accordingly.

Wood, straw, reed and metal: the basic ingredients of a design by Juan Cappa. The special thing about the use of these materials is the fact that they are coming from local sawmills and farmers. Because of this beautiful collaboration Juan is able to create stools and lamps with history.

Inspired by the different landscapes and cultures of the countries, from Sweden to South America, the creations of Juan are the result of a surprising combination of materials.

"My lamps are inspired by basketry and the repetitive work which is found in crafts. The design of the straw stool is derived from a collaboration with a local goat cheese manufacturer. The shapes and materials found in the barn inspired me to create a unique and natural looking stool."

Juan Cappa grew up in Colombia in a creative environment. At a young age he was influenced by close family members crafting beautiful things from natural materials with their own different potentials. Discovering traditional craft techniques and materials became a great source of inspiration and a very important part in his process of designing and making.



The Basketlamp is a good example. This design is based on the principle of basketry whereby the repetitive work, which is often found in crafts, gives the design the shape and builds a steady structure.

Natural elegance

These lamps are inspired by the work and experimentation with the material, solid wood and veneer, and also by baskets; not only by their shape, but also how they are made and in the way we use them. This lamp can be used as a table, floor or ceiling lamp.

Although the straw stool looks rather laborious, the process of creating the stool is actually quite simple. First, the metal is cut in



length, where after the strokes are rolled into circles and weld together. Then it is ready for painting. Last but not least, the straw is cut and put inside the metal form where the multiple straws collectively create a robust shape and a comfortable surface.

Commenting on the increased demand for raw materials, Juan comments: "Most companies nowadays care about where they source their materials from, and where they are manufactured. But I think the demand for these kind of products has increased more among the final costumer, the user. People do not want to have great quantities of plastic or mass-produced items, they want something unique, and made and designed by people, by hands. Today, people acknowledge the importance of having a sustainable relationship to nature. They appreciate well-treated natural materials, good craftsmanship and products with a story made by people who care about these same values."

juancappa.com «

Above left: Juan's lamps are inspired by basketry and the repetitive work which is found in crafts

Left: Discovering traditional craft techniques and materials became a great source of inspiration

Above: This lamp can be used as a table, floor or ceiling lamp

Right: Multiple straws collectively create a robust shape and a comfortable surface





Finely-tuned design

The radio has been a luxury item in the home for decades, bringing with it warmth and ambience to spaces. In addition to improved sound quality, the aesthetic evolution of this iconic item has meant it is increasingly being specified as a design statement. Here Inex profiles the newest audio must-have.

THE+RADIO is the first generation of distinctive, digitally connected music systems from THE+AUDIO, a new technology brand, founded by a team of world-class technical designers.

As the name suggests it is more than just a radio, it incorporates many added benefits. The innovative minds behind this new brand identified the need for design which harks back to a simpler era, but technology that is compatible with current trends. The result is the beginning of a brand which aims to simplify our technological needs and provide products which seamlessly fit into our everyday lives.



THE+AUDIO is a new, London-based company, developed by veteran audio experts from USA and Europe with a passion for high fidelity and radio. Thanks to its superior build and acoustic quality, THE+AUDIO was able to sign an agreement with the Kloss Estate with the goal to incorporate some of the original Henry Kloss acoustic designs in new and future products. THE+AUDIO is today the only authorised audio brand on the market that can legitimately carry the Henry Kloss name. Henry Kloss (1929 - 2002) is an audio legend, highly revered by his peers and the technology industry at large for being one of the most important inventors in the audio industry. THE+AUDIO will re-imagine some of these designs and continue the Henry Kloss Legacy.



Far left: THE+RADIO is available in immaculate Black, Walnut, Grey and White finishes
Left: The product is conceived to be the best audio accessory for every environment, formal or casual
Below: THE+RADIO owes its sleek design to Alexander Åhnebrink

Dissatisfied with the way in which radio products are produced and marketed to the end consumer, the team behind THE+AUDIO wanted to create a brand with a difference. One that can stand the test of time and one that not only satisfied the expectations of the audiophile, but surpassed them.

THE+RADIO is the brand's debut. This exciting new product features easy wire-free Bluetooth connection to smartphones and tablets, the Bluetooth connectivity enables it to be used not just as a radio, but also as a speaker – making it an inspirational blend of contemporary functionality and easy, analogue appeal.

In this increasingly digital market, downloading music has become common place and in many respects the easier option, the ability to connect and listen to your playlist through good quality speakers is therefore an added bonus. THE+RADIO provides this functionality with ease and with an exceptional quality of sound. Compact, intuitive to use and easy to tune, THE+RADIO is for use in every room of the house. THE+RADIO has been carefully designed to be 'living-friendly' for a global audience.



Right: Compact, intuitive to use and easy to tune, THE+RADIO is for use in every room of the house

Below: THE+RADIO's audio system is engineered for hi-fi quality



As well as its superior audio design and sound, guaranteed through AM/FM radio, it features jacks for further audio sources and headphones. There is a mini-jack audio input at the rear that is joined by a 12V power input to allow THE+RADIO to be played in cars or boats – making it the ideal travelling companion. There is also the possibility of connecting a matching speaker which transforms THE+RADIO from an incomparably elegant mono system to a wider-ranging stereo design.

Compact and classically styled in a range of finishes, THE+RADIO is wonderfully chic and extraordinarily powerful. When it comes to functionality it couples the wonderfully tactile experience of rotary tuning with the precision of digital control. In short, analogue and digital are beautifully combined within a radio that simply adds up.

As the name suggests THE+AUDIO's goal is to optimise the quality, performance and user experience of its designs, building-in the 'plus' by adding features and sound quality that exceed market expectations at a given price. Consequently THE+RADIO adds up to more with a mix of

great design, easy functionality and a naturally clear and responsive sound. It's conceived to be the best audio accessory for every environment, formal or casual.

THE+RADIO owes its sleek design to Alexander Åhnebrink. Alexander is a graduate of Central St Martins in London and has worked previously with, amongst other pioneering brands in the world of design: Paul Smith, Walter Knoll, Thonet, JVC and Samsung. He is particularly well known in the field of furniture and interior design.

Commenting on his design, Alexander comments: "I love to listen to the radio and I designed THE+RADIO to come with the simplest and most familiar user

interface I could, because I believe that listening to the radio is different from streaming. It shouldn't be like another computer or smartphone. Because of this I decided that THE+RADIO design should be inspired by the earliest radios from last century, where there was nothing more than the on/off, volume control and tuning dial controls. After designing this launch product for THE+AUDIO, I was so happy with the result that I decided that even the most sophisticated digital models had to follow the same philosophy."

A beautifully proportioned, understated, yet luxurious ported cabinet fascia and retro-styled rotary dial, surrounds THE+RADIO's perfectly-tuned audio system. Its clever design also includes a highly advanced tuner chip, which removes the need for an antenna. To complement its digitally-enhanced tuning precision, THE+RADIO's audio system is engineered for hi-fi quality – ensuring the clearest sound with a great deal of mid-range detail at low volumes and wonderfully, punchy and undistorted bass even when played at high volume. In short, THE+RADIO's look, feel and sound transcends the market norm and raises it far above its peers. THE+RADIO is available in immaculate Black, Walnut, Grey and White finishes.

theplusaudio.com «



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Knock on wood

Choosing the right hardwood for a front door is tricky because you don't have to just think about the colours and what suits the exterior or interior of the house, you also have to consider the outlook, weathering, performance and cost. Here, Urban Front offers some advice to help you with your selection.

The question of durability is always crucial. For instance, with American Black Walnut it is recommended that an overhang is in situ, since the characteristics of this wood mean it is more likely to stain black if it isn't maintained properly. And let's face it, not all owners will keep up with the maintenance of their doors as much as they'd like to.

Another concern is extreme weathering. Is the door facing the sea, south facing, or prone to getting a lot of sun and rain? Some hardwoods are better suited to these extreme conditions. European Oak and Iroko, for instance, perform very well and can withstand some tough weathering.

It can be essential to know whether the house has cladding – which narrows the decision down slightly but still isn't straightforward. It's quite popular to have Western Red Cedar cladding, but then you have to think about whether or not you are going to allow it to silver.

Treated WRC cladding will match a Western Red Cedar door as long as it is finished in the same way; however, WRC is a soft hardwood and therefore can mark easily when used for a front door. The closest match to it is



Above: Rondo E80
double doors in
Iroko with Option 10
handles
Left: Sorrento V E80
Pivot in Fumed Oak

Iroko and therefore a good choice because of its weathering qualities and undoubtedly its cost.

You may however, not wish to match at all, and be quite happy to have greying cladding with European Oak or even Wenge. This is also a very popular way to provide contrast and attract attention to an entrance.

Furthermore, the style of house and colour of brick or render can influence the choice of wood to a large degree. The more red a brick the less likely you would match it to Iroko, for instance, which is quite red itself.

White or cream render lends itself to nearly any colour wood but then on the other hand if the windows are a different colour like grey or green you'd need to consider this when choosing the wood too. A very popular colourway at the moment is white render with dark grey windows and a European Oak door.

Often people are afraid of hardwood because of the maintenance involved. This is certainly valid but if you know the facts it's easier to make a decision:

- ♦ Hardwood can outperform natural materials including steel if it's maintained properly
- ♦ If constructed properly, a door can be left to grey – with a vertical rather than horizontal boarding and treated with anti-fungal oil so as not to develop black patching
- ♦ Lacquered hardwood doors can last up to six years without maintenance as long as the lacquer contains a minimum UV protection and has some sort of porch to protect it
- ♦ Positioning of the door is also important – in terms of what direction the door faces – south or north. Depending on this, a door can last longer without maintenance or in the right wood.

For such a natural product, wood is very versatile and you'd be surprised at its ability to blend in with various colours, textures, and finishes and withstand weathering.

urbanfront.com «

01494 778787 «

info@urbanfront.co.uk «



Product Spotlight

This month's selection of innovative new products not to be missed



1. Luxury bathroom specialist, MBrace Interiors exclusively sources its range of new and innovative wooden bathtubs and basins in a variety of warm grains. To this end, the company guarantees that each bathroom will be an oasis of calm which will provide rejuvenation at the end of any stressful day. Each piece is individually crafted from a selection of wood materials such as Padouk, American Walnut and Sapele, so that every bathroom will be unique, not only that, MBrace also offers a bespoke service to cater to whatever specifications are desired. For inspiration and product information, go direct to the company's newly-launched website.

www.mbraceinteriors.co.uk 07521 177909



2. With design informed by in-depth market research into homeowner preferences, the Aspects collection of taps from Mira Showers is carefully crafted to complement any contemporary bathroom while delivering the superior performance and reliability for which the company is renowned. Its research found that three elements are key for consumers – performance, innovation and style – so the seven designs in the collection cover every style of bathroom shower to be found, from the chunky square-edged Honesty range to the authentic Victorian appearance of the Virtue. Each of the seven designs offers the full range of product types: monobloc, basin and bath pillars, bath filler, and bath shower mixer. www.mirashowers.co.uk 01242 221221



3. High design vinyl flooring from Polyflor was used to create a brand new bar area at Cardiff Blues rugby club, Cardiff Arms Park. A mix of designs from the Forest fx PUR sheet vinyl flooring collection and Expona Design PUR luxury vinyl tile range were both used in this updated cafe bar area. Forest fx flooring in Rustic Oak and Expona Design tiles in Atlantic Slate were selected to complement the traditional bar area and rugby union themed decor in the suite. Atlantic Slate was used throughout the bar's bathroom areas whilst Expona Commercial luxury vinyl tiles in in Blue Recycled Wood were also fitted to hospitality boxes overlooking the pitch.

www.polyflor.com 0161 767 1111

4. Luxury vinyl tiles from Polyflor's hardwearing and design-led Expona range were chosen by high street opticians Vision Express to create a fresh and contemporary look for its new store in Cheshunt, Hertfordshire. Two stunning designs from the Expona Commercial PUR collection were chosen for the Vision Express store at Brookfield Retail Park and were installed by Floortec Ltd flooring contractors. A mix of wood and stone effect designs were used on the shop floor, with a large square of the Warm Grey Concrete design placed in the middle of the room, surrounded with the Grey Limed Oak wood effect shade.

www.polyflor.com 0161 767 1111



5. The latest evolution of KI's Work2 workstation range allows organisations to introduce the benefits of powered sit-stand workstations in a selective, cost-effective and practical way. Back-to-back workstations can be initially specified at fixed height, sit-stand, or a blend of the two, offering the flexibility to accommodate any future reconfigurations. Changes can be made quickly and easily, one position at a time with minimal disruption to neighbouring positions. This flexibility gives companies the opportunity to not just spread the cost of this investment over time, it also allows thorough analysis of employee adoption of this new working style.

www.kieurope.com 020 7404 7441



6



7

6. British manufacturer of outdoor fabrics, Extex, has been developing an innovative fabric collection for luxury outdoor living that now includes 10 stunning ranges. Renowned for their outstanding performance qualities and luxurious feel, the superior fabric ranges update outdoor spaces instantly by bringing elements of the interior to exterior spaces. Employing advanced yarn technology the entire range is water repellent, stain resistant, light fast, pre-shrunk and machine washable. Choose from a comprehensive collection of beautiful outdoor fabrics in over 100 colours. Offering plains, decorative patterns, textured chenilles and innovative three dimensional surface patterns, Extex has a huge choice of outdoor fabrics.

www.extex.co.uk 01634 718871

7. Lyndon Design has introduced a new dining chair to its popular Albany collection. Already a popular choice with interior designers and specifiers looking for a versatile seating and furniture solution, this latest addition helps further ease the specification process by successfully satisfying the requirements of diverse interior spaces with one single collection. Measuring 620 x 620 x 850mm with a seat height of 470mm, the Albany dining chair is available in European Oak as standard, but may also be specified in walnut or beech if required. The exceptional quality of the timber used for the underframe of the chair demonstrates Lyndon Design's expertise in handcrafting timber materials, whilst providing an exquisite finish.

www.lyndon.co.uk 01242 584897



8. Located at the Business Design Centre, London, the 'Sleep Set' hotel design competition had a fairy-tale theme. Five short-listed designers created stunning room sets in the Gallery Hall and three of the five chose bathroom products from Hansgrohe – specifically Axor Manufaktur colour finishes. Every designer interpreted the brief in their own unique way. They were Anita Rosato, who featured Axor Montreux in Gold Optik and Brushed Nickel, Areen Hospitality, featuring Axor Citterio E in polished black chrome and Harrods THE STUDIO, featuring various Axor collections in Polished Black Chrome including the statement shower that magically fuses light with water, the Axor LampShower.

www.hansgrohe.co.uk 01372 465655

9. Restaurant chain Burger and Lobster recently opened its latest eatery on London's Threadneedle Street. Working with distributor Oceanair, installer FWP specified and installed the Panasonic ECOi 2-way VRF system, which is renowned both for its ease of installation and its capacity. In order to adhere to the restrictions imposed by the Grade II listing and Burger and Lobster's strict interior design aesthetic, including keeping the ceiling free of air conditioning units, FWP had to devise a creative solution to ensure that the restaurant was perfectly climate controlled. They specified Panasonic's concealed ducted units to be installed behind the banquette seating to provide a totally hidden, yet effective, air conditioning solution.

www.aircon.panasonic.eu 01344 853182

Sleek and stylish hotel rooms with Formica laminate

Design consultancy tangerine worked with Snoozebox to redesign its innovative portable hotel, specifying Formica laminate to help maximise guest spaces and create a premium feel.

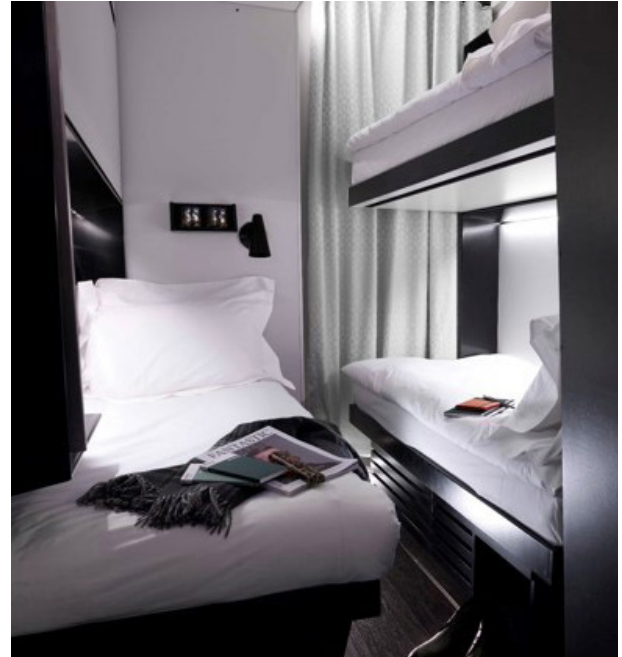
“We wanted to achieve a premium guest experience within a small space, while meeting the demands of transportation,” says Monica Sogn, Senior Designer at tangerine.

“To accommodate guests with different needs within the same compact 3.6 x 2 x 2m room, we have developed seven different en-suite arrangements, including a day room and a variety of sleeping arrangements.”

Monica continues: “We selected Formica laminates because they offer a great range of colours and

textures that helped create a premium feel for the hotel rooms. The material suits the needs of portability, offering a light, durable solution that is easy to maintain and meets the appropriate fire and safety standards. The manufacturer found Formica laminate easy to install, which helped the project run on schedule and delivered a professional result.”

Specifying Fossil in Rigato finish from the Formica Colors range for the feature walls, complementing the bespoke textiles of the sofa upholstery and curtains, gave



the space a sense of cosiness with an added dose of colour. To act as a blank canvas to build upon, Baikal, a warm and neutral tone was specified for all the walls and fronts of the beds; for parts of the ceilings in the Snoozebox rooms, Soft White was installed, helping to create fresh and clean feel to the room.

formica.com «
0191 259 3512 «

HI-MACS proves practical and playful

The ability to blend fun with function was one of the main criteria when it came to Hugh Broughton Architects and the recent refurbishment of the library at Thomas's London Day School in southwest London.



This family-run private prep school based in Clapham was in need of an inspiring new library for the children to enjoy; a space that would capture the imagination of children, teachers and parents alike.

The light-filled room features pops of bold colour, bespoke soft furnishings and a range of reading zones to nurture and stimulate young minds.

HI-MACS was integral to the new design, helping the architects achieve their overall aim. The librarian's desk, which is made from HI-MACS, has a frame that holds a staggering 875 books. HI-MACS is a popular choice when architects and designers are specifying public areas as it's extremely hygienic, easy to clean and can be seamlessly joined so there is nowhere for dirt and germs to hide – perfect for an environment filled daily with hundreds of children. Additional attributes of this flexible material are that it can be thermoformed to create curves and is easy to maintain.

The revamped interior has transformed a dark, dreary space that was cluttered with desks, chairs and random pieces of furniture into a bold, colourful environment that brings character and joy back into learning. The design evolved from discussions with teachers and pupils at an early stage of the design process. The brief was to create a state-of-the-art, light-filled contemporary children's library with inherent flexibility to respond to the needs of both current and future staff and pupils.

himacs.eu/en «
01892 704074 «



Perrin & Rowe enhances the bathroom experience

British luxury kitchen and bathroom brassware manufacturer, Perrin & Rowe, recently received a fantastic response at this year's hotel design event Sleep 2015, which took place last month at the Business Design Centre in London.

Perrin & Rowe used this year's Sleep event to showcase not only its new and sophisticated Deco Bathroom Collection – encompassing a high quality range of Art Deco style Bath Sets, Basin Sets, Shower Sets and Accessories – but also its brand new Deco Bath Shower Mixer.

Presented in a luxury hotel bathroom setting, this new concept from Perrin & Rowe's highly anticipated Deco Collection breaks the mould in terms of premium bathroom design.

A style often characterised by rich colours, bold geometric shapes and lavish ornamentation sees Perrin & Rowe slightly reduce the proportions of its Deco brassware range, making the components more delicate. Giving a slightly less masculine look and feel, the fine detailing of Deco is seen across the taps body, handles, right down to the pop-up waste knobs.

In addition, the sharp edges that meet with the soft rounded curves make this new Deco Bath Shower

Mixer extremely hard to hand polish, however Perrin & Rowe's quality of expertise ensures an immaculate and crisp finish like no other. Hours spent by its highly skilled craftsmen were devoted to producing this British product, making it quality beyond measure.

The Deco Bath Shower Mixer is available with Wall Mounted Unions, Deck Mounted Unions, and Floor Legs which are perfect for freestanding Baths. Finishes include Chrome, Nickel and Pewter, with special finishes available upon request.

As part of the Perrin & Rowe Promise, all products are manufactured in the UK from the highest quality raw materials available, latest technology and low-lead brass. They are also plated to a thickness that is more than twice the industry standard to ensure a deep, protective coating that is resistant to wear and tear.

Perrin & Rowe products are made to include bearing rings and engineering 'O' seals on handles and spouts to ensure maximum

durability, prolong the service life of the product and create a stable 'wobble-free' operation.

What's more, valves are repeatedly tested up to 500,000 life cycles (turned on and off with pressurised water) – this equates to at least 25 years of use in a domestic installation.

Through exclusive relationships with the best distributors, retailers, architects and designers globally, Perrin & Rowe manufactures products that are specified in some of the world's most luxurious resorts, hotels and hideaways around the globe.

perrinandrowe.co.uk «

01708 526361 «

sales@perrinandrowe.co.uk «

Above: Deco 4 hole
Bath Shower Mixer
with Crosstop Handles
and 9inch Spout

Below: The new
Perrin & Rowe Deco
Bath Shower Mixer



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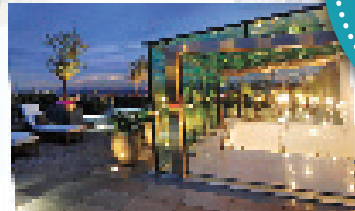
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August 2018



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