

NOVEMBER 2013

**i**design  
magazine

indesign magazine

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**Sitting pretty: sofa, so good!**  
**A week in the life of Grazyna Solland**  
**What's new in window dressing?**  
**in.Brief: Small home, big ideas**

Welcome to the November issue of in.Design magazine!

So now that we're all back at our desks after a great show season, we welcome back Blanca Sanchez, Clare Pascoe, Hugh Jamieson, Ros Wilson and Nico Yiannikou from September's preview, to discuss what they loved about it, and what they'd like to see changed.

My favourite exhibit was at designjunction, where The Vamp had an amazing array of old speakers offering the effect of a wall of sound – I'm working out how I can reproduce this at home!

The BIID, as expected, had a presence at much of London's Design Festival, chairing panels, giving keynote speeches and informative talks, and offering support to many exhibitors.

Our two in.Vogue features in this issue look at the importance of a good sofa to set off a living space, and how to use window dressings to change a room. In Week in the Life, Mayfair's Grazyna Solland opens her diary to us, and keeping a London theme, in in.Brief, Lindsey Randall talks us through how she gave a small but elegant Maida Vale apartment the impression of a much larger home.

The next exhibition I'm being allowed out of the office for is the Sleep Event later this month – as I live a long way away from the capital, I always enjoy visiting this, it's held just as London is getting Christmassy – and it's not too early to feel excited!

Hope you have a lovely month.

*Juliet Davies*

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# Show Business!

With the September show season over, we ask Blanca Sanchez of Halo Design Interiors, Clare Pascoe of Pascoe Interiors, Hugh Jamieson of At Home Interior Design Consultants, Ros Wilson of Roselind Wilson Design and Nico Yiannikou of Y2DC what most impressed them?



**Which shows did you attend, and did you have a favourite?**

**Clare:** I went to 100% Design, Tent & Super Brands, and Decorex. The three shows were very different; 100% this year showcased some emerging talent which was refreshing, and it was good to meet up with suppliers I work with, whose products I love already. Tent & Super Brands (being a twinned exhibition) both showcased new and emerging British talent, alongside larger established firms, which was very refreshing. Decorex was interesting because of its new venue, which was very picturesque. Being split across three marquees made some sense, though the split wasn't totally logical and as is always the way with Decorex, it was largely filled with the same style of products and exhibitors that have always attended over the years, as such it remains a bit stuck in its ways and is not very forward thinking or inspirational.

**Blanca:** This year, due to a particularly busy

work schedule, I only attended Decorex. I earmarked this show in particular due to the change of venue, in the hope of finding new home-grown talent and also reconnecting with some suppliers I haven't seen in a while to thank them for all their support and great work this past year. I had also hoped to make it to 100% Design and also Maison Objet, but when I realised I wasn't going to make them, I studied the exhibitor list for 100% Design and contacted a few suppliers which looked interesting; and I'm intending to go to Paris for Maison in January.

**Ros:** The entire Roselind Wilson Design team took a day out of the office to attend various Design Week events! We kicked it off with a team breakfast at The Breakfast Club in Shoreditch. This was followed by a brisk stroll to Brick Lane and a browse around Tent. After a general stroll around the Shoreditch Design Triangle and a stop in at Lee Broom, we travelled to South Kensington to view the latest collections ▼



Ros loved Sharon Marston's installation



Ros Wilson



Blanca noticed The Little Greene Paint Company's stand

▲ at B&B Italia and Mint. We popped into Cassina to assess the collaboration with Karl Lagerfeld and ended up at the V&A to stare in awe under the new lighting installation by Bocci in the Main Hall. In addition to this I attended the Linley exhibition, 100% Design and Decorex at the new venue. It's hard to choose a favourite as there are highlights to each and every exhibition. It also really depends on what you are sourcing for your projects at the time as to what draws your eye.

**Hugh:** I covered Decorex and 100% Design. I had wanted to attend rather more shows, but spent longer at both than I expected I would need to, which proves both shows were even better than last year. Decorex's new home is a great venue and location, but shame about the extra distance from Focus if you also want to get to both on the same day. Excellent to see the show has grown while still maintaining the quality of product on offer. ▼



Blanca Sanchez

▲ 100% was also bigger. For me last year was a big improvement on previous years, and this year was even better. A broader mix of the “well established with new products” and the “emerging designers with cutting edge offerings.”

**Nico:** Having been to most of the shows, including Maison, 100%, Decorex, Focus, LAPADA and designjunction I would have to say that designjunction was my favourite of them all. The majority of the shows are very highly polished affairs – slick salespeople waiting to pounce and bombard you with their new products for designers to specify; designjunction has a totally different ambience about it. The collection of exhibitors is a real eclectic mix, from children’s gifts to hand blown glass. The exhibitors themselves have a real passion and love for what they are showing, mostly down to the fact that they themselves have designed and built it. This by far was a truly inspiring show and without doubt my favourite!

### Did one exhibitor’s display stand out from the rest?

**Ros:** There were so many good stands. I absolutely loved the lighting installation at Tent by Sharon Marston. It replicated a forest scene by means of fibre optics and fabric orchids. It was exquisite. I also liked the Lapidica stand at Decorex for the clever integration of new designs using age old materials like marble and travertine. 3D effect flooring was showcased by means of traditionally framed period artworks with the contemporary floor within the subject matter.

**Hugh:** At Decorex I liked Abbott and Boyd’s stand for an excellently designed and constructed showcase. I also liked The Rug



Kristjana Williams Studio, one of Clare’s favourites

Company stand keeping it simple, but hard work for the two staff members folding back and forth through the layers of rugs! For fun and frivolity the Harlequin London stand caught my attention – I think the only one to make use of the high ceiling of the tent with an upper floor. Their “front garden” was the icing on the cake. At 100% I liked the craftsmanship displayed by Interior iD.

**Nico:** In terms of who stood out the most for me, I would have to say was Utopia and Utility at designjunction, and Harlequin at Decorex. For Utopia and Utility it was the beautifully crafted glass, wood and copper vessels – stunning pieces! At Decorex, Harlequin had a fantastic stand which was built as a two storey house with a quaint front lawn. The selection of homewares was truly beautiful including a peacock that took my fancy priced at £90,000.00. ▼



Clare Pascoe

▲ **Clare:** At 100% I enjoyed learning more about the Design Guild Mark, who promote British furniture makers, this promises to be a good source of UK designer makers. I love the products of Delightfull and Bocca de Looco, so it was great to see them in the flesh; and the products of Coach Potato Company showcasing Knoll & Saarinen were amazing. But, I think the products that made me smile the most and to design a scheme around them were the beautiful fabrics, prints and wall papers of Kristjana S Williams.

At Tent and Super Brands there was so much new talent that it's hard to choose. It was refreshing to meet an architect's practice (Peter Morris Architecture) giving out free advice, dispelling the myths that architects are hard to approach and that small projects cannot afford their input. I loved the Nonla Pendants by Paul Crofts, and the furniture by Duffy London; but my stand out product from Tent was the simply stunning wall paper by Blackpop.

At Decorex it was lovely to see the stunning presentation of Missoni's calmer palette collections, and to generally see a more eclectic and individual collection of products start to seep in amidst the usual fabric houses, glossy furniture and statement lighting that Decorex is filled with.

**Blanca:** The Harlequin stand, with its two tier arrangement looking out over the rest of the scene, won best in show. There were many other stands which drew the eye with quirky elements, such as the hands installation on The Little Greene Paint Company stand, and the beaded pirate ships hanging from the ceiling on the Firmdale Hotels stand, designed by Kit Kemp.



Nico Yiannikkou

### What was your best new discovery?

**Hugh:** Curtain fabrics incorporating LEDs woven into the material. Creation Baumann at 100% had a few brand new designs but I am certain we will see a lot more coming onto the market very soon. The possibilities are endless! At Decorex, Lapidica's collaboration with Bethan Grey – awesome craftsmanship displayed with the black and white herringbone marble top.

**Nico:** My best discovery would have to be Poetic-Lab they have developed 'Ripple', a piece of work which combines light and movement which gives a fluid movement of soft light which is projected onto a wall. A finely crafted brass motor gently rotates the imperfect hand blown glass domes which in turn create a ripple effect onto the wall. Absolutely beautiful piece which we will definitely be commissioning soon!



Harlequin's stand caught Nico's eye

**Clare:** The children's wallpaper by Blackpop is simply charming; amazing colour palettes and artwork and the amazing products on the Textiles Scotland Stand (Decorex), showcasing soft Scottish wool, leather, vibrant prints and wall paper. Products that inspire me to design get my vote!

**Blanca:** A particularly exciting discovery was LcD Luz Druez. An array of 'fabrics' made from natural and artificial materials gave a feast for the eyes of rolls of inviting new materials. In particular those which combined metal threads such as bronze and copper stood out and sparked the imagination in terms of their possible uses. These were then taken further by suggestions of combining them with perspex and glass to create back-lit panels. Another interesting company I came across was Michael Northcroft, a family run



Hugh spotted eLumino from  
Création Baumann

▲ company manufacturing furniture in London, their product is modern, with clean lines and interesting veneers. I'm looking forward to working with them.

**Ros:** Again, too many to mention for me but I noted the stand by Fameed Khalique for stunning metallic fabrics as well as Philip Watts for the most spectacular door handles ever – and Giles Miller for an exciting new range of textured wall finishes.

### What would you add to an interior design show to improve it?

**Nico:** In terms of improvements I'm not sure how I would go about trying to improve them. It's great to see so much talent every year. I am proud to see so much home grown talent year after year, we are by far the best place to be for design. Cannot wait till next year!

**Clare:** More seating, free water and daylight! It's so hard to register the products accurately in dull electric light! And clearer signs telling you where the loos are!!

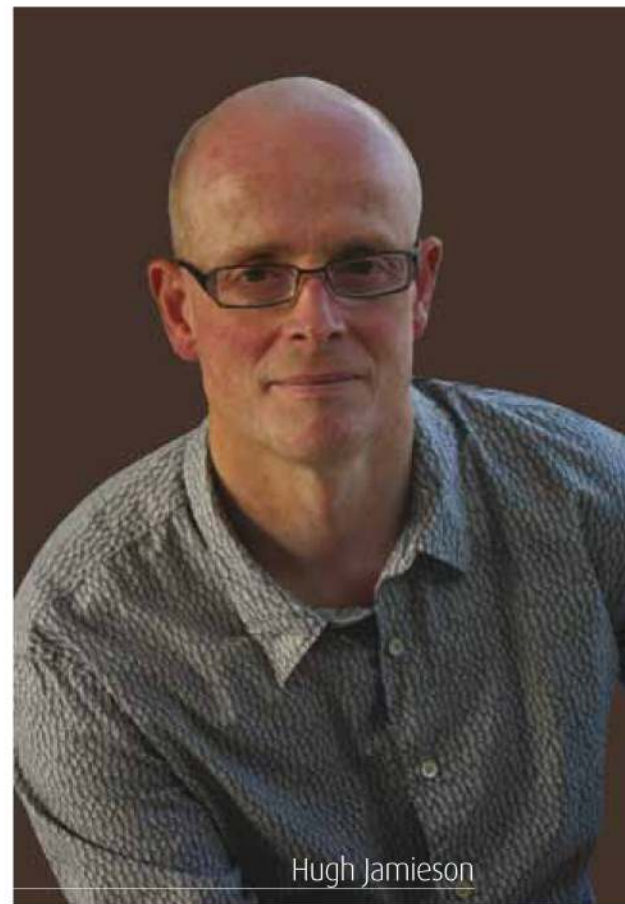
**Blanca:** I would add extra seating for the visitors and interesting refreshments! I would also make the show more of an experience for all the senses, playing with light and sound in entrance areas to build the sense of anticipation prior to entering the show. In particular, enabling more seamless travel for visitors would be a must, such as a shuttle service to Waterloo/Kings Cross Stations for Decorex which would make it far more accessible, and would be very welcome, especially at the end of the show when you are loaded up with brochures.

**Hugh:** At Decorex the main entrance was confusing and disappointing, and I thought from the pre show media that we would be walking through Kit Kemp's lovely two stands. Once inside, the signage was poor and there weren't nearly enough seats for the two coffee and patisserie only outlets.

I was extremely surprised to have to print my own ticket for Tent & Super Brands – you would think that in 2013 you could arrive at all the shows with a reference number and gain entrance. Having attended 100% it was really annoying to continue to receive emails from the organisers beckoning me to come

every day till the last.

**Ros:** I'd really like the shows to stay open later so that it is easy to attend in the evenings after work. September is an extremely busy time in the industry and having that extra bit of time would really help. I'd remove hard copy brochures in favour of scanned e-brochures emailed within 24 hours of the show. This would avoid the requirement to carry heavy brochures around the venues. I'd also like to add lockers should you be attending after a client meeting. That way you can safely store large and heavy bags for your duration at the show.



Hugh Jamieson