

interior designer

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

£3.95 SEPTEMBER 2019



NEWS BRIEFING

MORE DESIGN PROFESSIONALS LOOK FOR NEW JOBS, BUT PAY TAKES A HIT

The number of professionals applying to new design jobs jumped up by 45.9 per cent in May 2019, despite average pay dropping by 0.6 per cent, according to the latest job market data from CV-Library. The findings, which compared data from May 2019 with the same period last year, also found that newly advertised job vacancies in design jumped by an impressive 21.8 per cent year-on-year.

SAMANTHA POPE LAUNCHES LONDON BASED STUDIO

Highly sought-after for her wealth of interior design knowledge and experience, talented designer Samantha Pope has launched her new company, after 14 years in the luxury residential and hotel design industry. Based in London and West Essex, Samantha and her team provide personal design services for private clients and property developers, creating bespoke, luxury interiors, delivering full interior architecture, furniture design and turnkey styling service.

URBAN SKI-WEAR DESIGNS

Designed by Toronto interiors firm Burdiflek, the latest flagship for high-end outerwear brand Mackage brings the brand's distinctive urban ski chalet concept to a historic building in the heart of downtown Montreal. Seeking to protect the heritage building's architectural framework, original elements were retained and revitalised with contemporary details. Existing historic stonework and exposed structural beams were set against European nero marquina marble herringbone floor and lightly wire-brushed oak plank to create a beautiful backdrop for products to shine.

LDA DESIGN APPOINTS NEW MANAGING DIRECTOR

Mike Foster has been appointed new Managing Director for LDA Design for the next three years. A landscape architect by profession, Mike has over 30 years' experience in consultancy, joining LDA Design in 2001. His expertise is in masterplanning and landscape design for complex, large-scale mixed-use and residential developments and for nationally significant infrastructure projects. Mike has been helping to steer recent growth, including the launch of a new studio in Manchester, and he has been developing the business culture in preparation for LDA Design's transition to employee ownership. Mike comments: "As a business we are moving at pace with growth in offices and professional services, along with our continued commitment toward Employee Ownership. I know that a shared sense of purpose will be fundamental to our success. Part of my role will be to make sure that everyone at LDA Design feels they are equipped to shape the future of the company."



IDENTITY AND DESIGN FOR SERATA HALL

Serata Hall, the latest bar from Albion & East, has now opened in Shoreditch with an identity by London-based branding agency & SMITH and design studio Red Deer Architects. The new identity for Serata Hall builds on the success of the brand's two sister sites, Canova Hall and Martello Hall, and cocktail bar Cattivo, all developed by & SMITH over the past five years. Whilst a cohesive set of subtle design codes connects the three locations by look and feel, such as a personalised shorthand monogram, & SMITH has ensured that each of the three bars retains

an individual personality, expressed through the brand rollout. The largest of the three venues, Serata Hall centres around bread, with a wood-fired pizza oven and its own in-house small-scale bakery, supplying bread and baked goods to all the Albion & East Sites daily. & SMITH designed the utilitarian sub-brand for Tiny Tower bakery, which can be seen across the tags, wrapping and bags. Working alongside Red Deer architects, & SMITH created an identity inspired by a Victorian greenhouse and botanical ephemera, with the main logo being a green and gold monogram anchored by a hand holding a frond of botanicals. Subtle touches include menus tied with string, finished with hand-drawn botanical illustrations as well as branded tote bags and keyrings for locals and regulars.



ASK THE DESIGNER

How intrinsic is carefully thought out branding to a design project?



ALEX MICHAELIS

Co-Founder,
Michaelis Boyd

To create a successful design, it must have a solid foundation. If this is a bar or restaurant the brand and identity must be well thought out, have context, have a narrative that the design can link to. From experience, designing restaurants where the brand has not been totally thought out is a disaster as the scheme changes, the costs rise and the timeline grows! A good brand gives designers ideas for materials, colours, and layout and allows all designers and consultants to share the same goal, and that the design will vary but have themes that are consistent.

www.michaelisboyd.com

@michaelisboyd

Headshot by Ed Reeve



LINDSAY FALLER

Commercial Director,
Red Deer

Branding is essential to a design project. How the brand looks and feels and how its identity is elaborated on throughout a project provides a cohesive backdrop to the interiors. It is crucial to work closely with the branding consultant at the outset in order to allow their concept to feed into the interior design, and vice versa. This relationship between architect and brand provides holistic design approach to a project and the final result is a much stronger and more interrelated space. An individual engaging with a bar or restaurant with a strong brand ethos will experience a subtle dialogue between signage and menus to tables and chairs, carefully selected to both reflect and highlight the other.

www.reddeer.co.uk

@reddeer



REBECCA FORD

Graphic Designer,
Design LSM

Successful branding makes a design project memorable and helps the audience develop an emotional connection to the brand before, during and after experiencing it. The interior design of a space forms just one aspect of the overall Brand experience and it is intrinsic that all design work is tied together by one coherent narrative. It doesn't matter where the narrative originates, whether it's the client, architects/interior designers or brand specialists. As long as the overall experience is consistent and relevant to the product, the project will resonate with the end user.

www.designlsm.com

@designlsm_uk



CHRIS TROTMAN

Co-Founder and Graphic Designer, Run For The Hills

Branding is crucial to any commercial design, it's the first thing you see of a project: the logo above the door as you enter, or the magazine ad tempting you into the space before you've even visited. A good logo can say so much about the product and the entire project in so many subtle and unsubtle ways. People respond to good design, even if it is only on a subconscious level. If a restaurant's signage outside is dreadful, you might not even go in. If the design of the menu is terrible you might imagine the food is too. A great brand also needs to be supported by strong interior design, the two support and enhance each other, one informing and complimenting the other.

runforthehills.com

@runforthehills

@christophertrotman