

# The ENGLISH HOME

*Celebrating the essence of English style*

April 2015 | Issue 122 | £3.99 | UK Edition

## FABRIC FOCUS

Our edit of the most desirable new-season designs

### Style inspiration

- Window dressings
- Art deco influences
- Natural flooring

### Labours of love

From Tudor farmhouse  
to Georgian townhouse

## KITCHEN & BATHROOM STYLE

A special guide to the latest looks and innovations





One of the purist expressions of contemporary art deco in London can be seen at Claridge's hotel, where Linloy Interior Design has worked extensively in the rooms and suites.

## Old-school GLAMOUR

Moving from the sleek minimalism of recent years to the dramatic shapes, rich colours and opulent materials of art deco and the jazz age, a revival is taking hold

**C**all it zeitgeist, call it the magic roundabout of fashion, call it the mysteries of the global economy, but in our emerging-from-recession times the bold glamour and unashamed luxury of art deco – its relish of exclusive, rare materials, its high quality workmanship and its strong, dramatic forms – are showing all the signs of becoming influential in interiors once again.

The current inclination towards the aesthetic of the era incorporates the razzmatazz of the jazz age, a term first used by F. Scott Fitzgerald to describe the anything-goes mood of post-war America, which soon spread to Britain and Europe. "With the release of Baz Luhrmann's film *The Great Gatsby* in 2013 and *Downton Abbey* moving into the post-war period, we are seeing a revival of the deco style within the mainstream media," explains Ella Richards, in-house designer at Linwood. She says art deco imagery was a major influence on the company's new Metropolis fabric collection. "We wanted to design a decadent and confident collection, reflecting a desire to leave difficult economic times behind and embrace a more glamorous and extravagant mood. It conjures up the heady atmosphere of newly liberated Paris in the roaring twenties, and elements as diverse as Aztec patterns (a significant influence on the designers of that period), the Chrysler Building, absinthe and Le Chat Noir were all influential." ▶



**ABOVE** Angular shapes, luxurious materials and a touch of the exotic epitomise the contemporary take on art deco style. Avery armchair, £3,350; Rizzo trestle desk, £2,800; Raphi rug, £380, all Paolo Moschino for Nicholas Haslam

**BELOW** The new Cosmopolitan wallpaper collection by French fabric and wallpaper company Nobilis takes its inspiration from the eye-catching designs of the 1930s, found in its archives. La Havane COS82, £135.50 a roll, Cosmopolitan collection, Nobilis





With its roots in the world of leading French designers before the First World War, deco became widely recognised after the 1925 *Exposition Internationale des Art Décoratifs et Industriels Modernes* in Paris, an exhibition which aimed to modernise French interior design. Wide-ranging references included eighteenth-century style, the geometry of the Cubist artists, the shocking colours of the Fauvist painters, the exoticism of Serge Diaghilev's *Ballets Russes*, ancient Egyptian culture (Tutankhamen's tomb was discovered in 1922) and the art and artefacts of Japan and Africa. In addition to this was the use of exclusive, rare materials – lacquer, mother of pearl, sharkskin and tortoiseshell, often with extravagant veneering and inlaid decoration – and the result was a ravishingly up-to-date new style that perfectly expressed the excitement of the times.

Although other nations participated in the Exposition, it was French fabrics, furniture, interior decoration, fashion and architecture that made the greatest impact. "Art Deco is very French," says Cécile Verdier, European head of twentieth-century design at Sotheby's. "There were two tranches; one based on luxury, such as pieces by Émile-Jacques Ruhlmann, and the second more functional and architectural, such as the work of Pierre Chareau. Overall, the style started out as a reaction to the curves of Art Nouveau, with a new generation of furniture designers who wanted to bridge the gap between classic furniture and more modern, simple lines and functionality. Society was transforming and this new style was more complementary to the way people were living. At first it was restricted to extremely rich people, but some of the ideas became more widespread – the large Parisian department stores,

**ABOVE** Deco design can extend to flooring with carpet in glamorous geometric patterns. Selected, customised designs from the Art Deco collection, EPOA, Stark

**ABOVE LEFT** Varying pile heights give a dynamic texture to this rug

in Tibetan wool and silk. *Platinum* by David Rockwell, £1,035 per square metre, *The Rug Company*  
**CENTRE** Wooden armchairs by French 1930s designer Jean-Michel Frank sold at Sotheby's for €745,500.



The Richmond is an elegant double-ended, roll-top bath featuring art deco feet. The *Richmond*, £1635, Victoria + Albert



Broad stripes and bold, streamlined upholstery speak of an Art Deco influence. *Willow* 1593 wallpaper, £44 a roll, Marlaquin

for example, had their own workshops which eventually made the style more affordable."

From France, art deco quickly made its way around Europe and across the Atlantic, where it had a major impact. Given a slightly different emphasis in America, it was characterised by clean lines and strong curves. Known as 'streamlining', it was applied to cars, furniture and a host of new buildings from Miami to New York. As Gregory Heller, vice president of product marketing, development and visual display at American furniture company, Baker, says: "There is no other period in time that moved so far from the traditional to the modern. It was the roaring twenties, the golden age of Hollywood. It was all about speed – planes, trains and automobiles – and celebrities who revelled in glamour. Art deco will forever be associated with that luxury. It was international in its influences and broad in its appeal, including architecture, jewellery and print as well as interior design."

From high-end showrooms to high-street stores, modern designers are undeniably influenced by the eclecticism, luxury, symmetry and simplicity of form that art deco epitomises. Verdier says: "Deco is antique, but it is also modern. It still defines what a number of contemporary designers are doing," while Heller points out: "You can definitely see these influences – materials, patterns, shapes, marquetry, stepped forms and strong geometrics – and they are still relevant today. Designers are taking just a hint of these things and putting them through their own filter of expression to come up with something new."

Interestingly, today's look sometimes has a seventies vibe, and that is no coincidence, as that was when deco was first

**TOP RIGHT** The interiors of the new five-star Beaumont Hotel, designed by Richmond International, were inspired by the Art Deco style of the Grade II listed building in Mayfair, London.

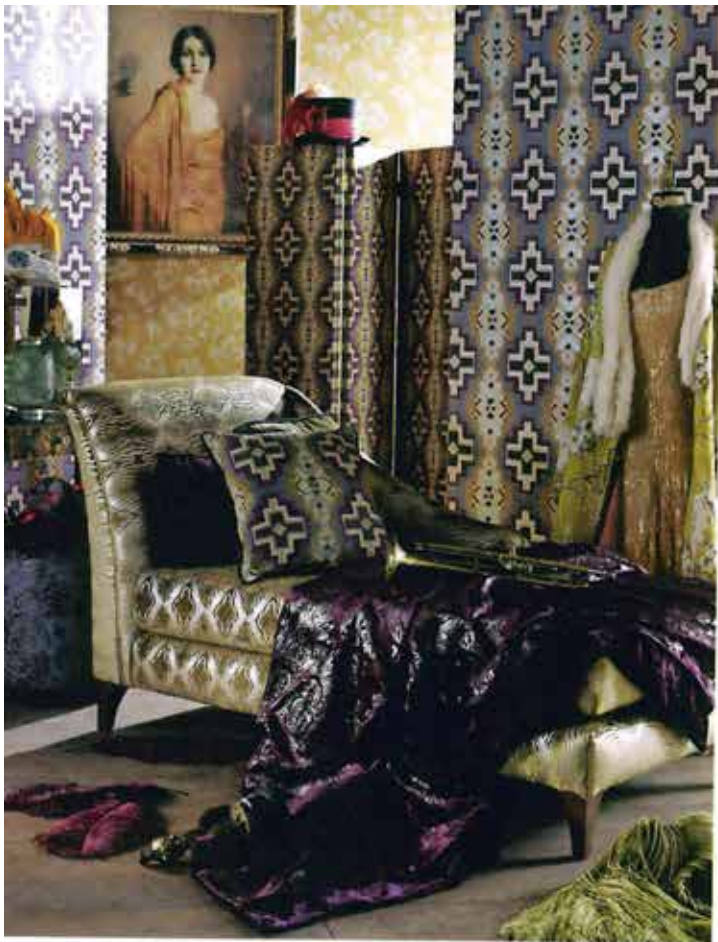
**INSET** Deco with a modern twist. *Sephora serpentina* dressing table, £4,440, Simon Orrell Designs  
**FAR RIGHT** The elegant silhouettes of this light belie its original maritime purpose. *Pillar* pendant, £549, Davey Lighting



This bronze-and-glass chandelier oozes glamour, alongside the modular sofa. *Arctic Pear* chandelier, £6,708; *Eterna! Dreamer* modular sofa, from £4,320, both Ochre



*Japanese Gilded Kimono* lamp, £2,250 (including shade), Tennant & Tennant



rediscovered, launched by the sale of couturier Jacques Doucet's extraordinary collection of art deco pieces, in 1972. "In the seventies, the American designer Karl Springer revived the opulent materials of the movement, and was greatly influenced by Jean-Michel Frank," says Simon Orrell, a bespoke furniture maker who specialises in sumptuous finishes. "Today, I think we are reviving that thirties opulence, and at the very high end it is all bespoke, working for very rich, international buyers who are feeling less restrained than they were just after the recession. It is the look of the beautiful, elegant pieces made by Frank, employing all of these wonderful materials, such as cracked eggshell, brass, parchment and shagreen."

Also working at the very top end is Linley Interior Design, known for its rich aesthetic and marquetry. It has completed some impressive art deco work in the form of the Linley suites at London's Claridge's hotel. "Deco continues to be used in English interiors to signify a lavish, exuberant lifestyle, using rich materials and strong colour along with bold geometric forms," says David Linley. "It is appealing, as it sits somewhere between tradition and modernity and, with its motifs of sunbursts, ziggurats, evocations of speed through 'streamlining', it evokes a bright optimism with undertones of rebellion."

On a more accessible level, however, it is possible to suggest a hint of deco by taking some of its key elements and employing them in moderation, says Holly Pagani of Salt Interiors in Norwich – an ardent admirer of thirties architecture. "It is a lovely look – retro with a touch of modernity – and whilst it is about luxury, it is not about being ostentatious. There is no need to go overboard and recreate an entirely authentic art deco room; just introduce spots of rich colour and add pieces that feature mirror, glass or gold. Shine and texture are important. There are some gorgeous fabrics and wallpapers in deco style available, and something like a gilded console table or mirror, and some patterned velvet, teamed with pale walls and careful lighting, can look wonderful. It really is all about the vibe." ■

**CLOCKWISE FROM TOP** Rich, textured velvets, metallic-foil printing, woven silks and decadent wallpapers inspired by the jazz age. Wallpaper around £59.90 a roll; fabric around £49.90 a metre, both Metropolis collection, Linwood  
Nina Campbell has used mirror glass, silver-lacquered wood and rich, dark timbers to create this glamorous collection. Claudette

dressing table, from £2,550, Charleston Collection for And So To Bed

Symmetry is integral to the aesthetic, making this luxurious Roman blind idea. Celeste Biscotti hourglass pattern, Hillarys  
The Cosmopolitan collection by Nobilis takes its inspiration from its 1930s eye-catching archive designs. Chicago COS42, £98.50 a roll, Nobilis