

interior designer

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

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CONTRACT FURNITURE
BY DESIGN



*A Royal Debut
The Princess Royal by Cubitt House
Bespoke furniture by Contract Furniture By Design*

EDITORIAL

EDITOR REBEKAH KILLIGREW

PRODUCTION

SENIOR DESIGNER RICHARD HALLAM

PUBLISHING

PUBLISHER & CEO ROBERT NISBET

CREDIT CONTROL MANAGER

CAROLE TODD

BOOK PRODUCTION LOUISE STUPPLES

ADVERTISING

COMMERCIAL DIRECTOR DONNA JENKINS

INTERIORDESIGNERMAGAZINE.CO.UK

Subscriptions and back issues

+44 (0)1733 385300

Email: idt@mediaone.co.uk

Twitter: @IDmagazineUK

Instagram: @interiordesignermagazine

Newsstand App:

appstore.com/interiordesigntoday

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Media One Communications Ltd

6 Swan Court, Forder Way,

Hampton, Peterborough

Cambridgeshire PE7 8GX

Tel: 01733 385300

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FROM THE EDITOR

WELCOME TO THE MAY 2022 EDITION OF **INTERIOR DESIGNER** MAGAZINE, BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS.



Last month I had the pleasure of visiting The Fellows House in Cambridge, a soulful new-build hotel with a home-away-from-home concept. With interiors designed by twenty2degrees, it exuded both luxurious legacy and magnificent modernity; it transported me away from the stresses of everyday life and into a bubble of comfort and relaxation, reminding me of the power of good hospitality design.

In this issue, we take a look in detail at The Fellows House, along with other hotels including cosy urban London retreat The Princess Royal, and Israeli beach-side haven Galei Kinneret Hotel. Continuing our hospitality theme, we interview Olly Bengough, Founder and Creative Director of London's iconic theatre and music venue KOKO, whose restoration has recently been completed after seven years of

collaborative work between design studios.

Our Designer Profile features the sought-after American designer Brigitte Romanek, who has quickly made her name for herself delivering fresh and functional concepts with an eclectic twist. We also meet Monica Born, Co-Founder of Superfront, the Swedish company who create design led products for the upcycling of Ikea furniture. With the demand for bespoke furnishings that provide excellent form and function, brands like Superfront are more relevant than ever.

We take a look at the finer design details, showcasing some exquisite furniture and fabrics, and in our Ask the Designer spot, our panel of interior designers tell us how they utilise textiles to set the tone of scheme. Charlotte Brett of Rooted Interiors delightfully surprises in our My Icon feature, where she reveals her icon to be a furniture design hero whose love of simplicity remains relevant today.

Enjoy the issue.

Rebekah Killigrew

Editor

rebekah.killigrew@mediaone.co.uk





IN DETAIL

THE PRINCESS ROYAL BY CUBITT HOUSE

THE BEAUTIFULLY REFURBISHED **THE PRINCESS ROYAL**
TAKES INSPIRATION FROM IT'S VICTORIAN HERITAGE
AND OFFERS A LUXURIOUS ESCAPE FROM THE CITY

London-based pub and hotel group Cubitt House have recently completed the refurbishment of The Princess Royal, located in the heart of Notting Hill.

The pub, which dates back to the Victorian era, is now home to a large dining room and bar, along with a walled garden, private feasting rooms and four individually designed bedrooms. Throughout the building the interiors take inspiration from the pub's Victorian heritage, highlighting original features and working with British artisans to create the wallpapers, fabrics, and bathroom fittings, as well as collaborating with Contract By Furniture Design on the bespoke seating. On the second floor, The Princess Royal is home to four boutique bedrooms, available for those in search of an informal, urban retreat. Here, Cubitt House Director and Co-Chair, Georgie Pearman, reveals the finer details of this exquisite project.

WHAT WAS THE DESIGN BRIEF FOR THE RENOVATION OF THE PRINCESS ROYAL?

As we do all the interior design in house, including everything from mood boards to specifications to sourcing, we didn't really have a specific design brief for this project. I was approached by Cubitt House originally because the owner liked what we did at the Country Creatures properties in the Cotswolds, in particular The Double Red Duke. He initially asked us to focus on the opening of The Princess Royal but it's now expanded to re-doing their entire portfolio as well as working on new sites. Originally, the site of The Princess Royal had been a Californian bar and restaurant called Pomonas. Although it was still a pub, it had zebra skin wallpaper down the corridors and lots of palm trees in the garden with yellow furniture. As soon as I walked in I felt that it should go back to what it had originally been, a lovely Victorian pub with gardens, although it needed to be more

In Detail

modern and glamorous than a standard Victorian boozier. I wanted the space to be reflective of the area and the people that live there but also suit the menu, which is created by Ben Tish, and has more of a Mediterranean influence than your standard pub grub.

CAN YOU TALK ABOUT HOW THE NEW CONCEPT TIES TOGETHER THROUGHOUT THE VARIOUS SPACES?

Firstly I started sourcing some original Victorian doors and other features like fireplaces. I found some beautiful doors from the 1900s at a reclamation yard and then the whole scheme followed from that. I was very lucky in that I had great spaces to work with. When you first walk in, the room is huge so we decided to install a central horseshoe shaped bar with a seafood counter. It's apparently in the exact place where the original bar was before it was stripped out. When we removed the flooring we found an original mosaic in the entrance porch with the words "Princess Royal" and after some research we found out that the pub had been built in Victorian times and named after Queen Victoria's first born daughter. We thought that was a great name for the pub and then I decided to keep the tiles as a nod toward the building's history.

CAN YOU TELL US ABOUT HOW THE NEW FEATURES SIT WITH THE PERIOD FEATURES?

We tried to keep as many of the original features as possible including, the windows in the dining room, the conservatory area, the courtyards & garden and any original fireplaces. We've added to the space by putting in a new bar, banquettes, fireplace in the main bar, aged timber flooring and reclaimed doors, new ceiling details throughout (from wooden panels to metal tiles) and reclaimed room dividers to the main dining area. We also decided to create four bedrooms out of an old event space as well as two private dining rooms (one for about 10 people and the other for 22).

WHAT IS YOUR FAVOURITE SPACE AT THE PRINCESS ROYAL?

We've used the large feasting room with its own private outside space for a party recently and it's such a great space for private events - especially when the weather is nice and you can make use of the balconies. We started with drinks at the bar and moved upstairs for dinner to get privacy - the best part is that you can also stay the night if you don't want to travel to get home.

HOW DID YOU TACKLE ISSUES SURROUNDING SUSTAINABILITY?

The suppliers that we use focus heavily on sustainability and because we are buying the majority of our items from the UK our suppliers have to comply with environmental legislation that other countries may not have to. We insulated the conservatory area and added double glazing which helps with energy costs. In all the projects that I work on, I find quite a bit from antique dealers, fairs and reclamation yards which helps to reduce waste.

Cubitthouse.co.uk
@princessroyalnottinghill
@cubitthouse





The Beauty of Bespoke

LANGTON STEAD, FOUNDER AND DESIGNER, CFBD, DISCUSSES THE BESPOKE FURNITURE DETAILS AT THE THE PRINCESS ROYAL BY CUBITT HOUSE

Contract Furniture By Design, headed up by Langton Stead, continues to go from strength to strength with the completion of their latest project, the newly refurbished The Princess Royal by Cubitt House.

Langton reveals the CFBD approach to collaborating with interior designers and his process as a maker, which keeps him and his team in high demand within the hospitality sector. With another high profile restaurant under your belt, how have you achieved such a roll call of projects? Thank you. We work hard to become part of the brand we are working with, excuse the pun but 'part of the furniture'. We adapt how we work to suit each client. We spend a lot of time in developing the products, finishes and collaborating closely with interior designers to produce something unique. Through this we gain great relationships and trust and we are able to deliver at a high level.

TELL US ABOUT COLLABORATING WITH CUBITT HOUSE ON THE THE PRINCESS ROYAL PROJECT.

Cubitt House's approach was a long term view reflecting their goals across their expanding estate of sites. We heavily invested in the designs up front, creating a menu of bespoke items to be selected from going forward. Georgie Pearman (Head of Design for Cubitt House) drove the aesthetic - a rich, warm and inviting homely feel - a welcoming club chair to a cozy sofa corner.

ALL THE ITEMS WHERE BESPOKE IN TPR WHAT WAS YOUR FAVORITE ?

For sure the high back bar stools, anything that can be sat in all day, reading a paper, finishing the last email on the laptop or having a great pie and a pint - perfect.

WHAT IS YOUR PROCESS AS A MAKER, WHEN WORKING WITH DESIGNERS?

Having the time to sit down and talk about where they want to take the design, sometimes it's less about the design but more about the overall look and feel they're trying to achieve; with Cubitt House for example, we were given a brief and then allowed to go away and come back with designs that work for them.

WHAT'S IS NEXT FOR CONTACT FURNITURE BY DESIGN?

The expanding mid to high and the high end hospitality sector is keeping us busy. Brands such as San Carlo, Caprice Holdings, Big Mama and Cubitt House all have multi openings in the UK and Europe over the next year - it's going to be great one.

01494 451886

contactfurniturebydesign@gmail.com
www.contactfurniturebydesign.com