

# INTERIOR DESIGN YEARBOOK 2019



Edited by Jade Tilley

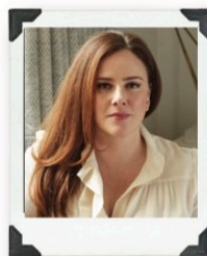
Foreword by Gilly Craft, President, BIID  
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 O&A London is the brain-child of Oleg Klodt and Anna Agapova, a brand devised to focus on the very finest details and combine time-honoured and pioneering methods and materials.  
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 After ten years working for a leading design studio, Alice set up her own company: Alice Leigh Design, in 2011.  
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 Sally is one of the country's leading lighting experts. Sally has spoken about lighting at Decorex, the House & Garden Fair and 100% Design and she also lectures at the Royal Institute of British Architect (RIBA) conferences.  
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## Art, Antiques & Decorative Accessories

By Maurizio Pellizzoni

Founder and Creative Director, **Maurizio Pellizzoni Ltd**

Interior designer Maurizio Pellizzoni has design in his DNA. Since founding his consultancy, Maurizio Pellizzoni Ltd, he has applied his Italian appreciation of style and design to a range of residential and commercial projects. Based in the Chelsea Design Quarter, Maurizio Pellizzoni Ltd has many of Europe's best suppliers and services on its doorstep. Personal relationships with clients are central to Maurizio Pellizzoni Ltd's work ethos. Maurizio believes that close, direct contact creates a better project. Maurizio has created interiors for listed, period properties, new buildings, spacious country mansions and bijou townhouses in the UK and abroad. His aesthetic is inspired by the glamour of Lake Como, cosmopolitan New York, and daily life in London. He spent more than a decade as part of the creative team at Ralph Lauren Home where he directed the presentation of collections in London, Milan and Brussels. Maurizio is a member of the British Institute of Interior Design (BIID). Here, he explains how art can heighten interiors.

Our clients are increasingly seeking something unique and exclusive for their interior, they want something tailored made to their lifestyle. The use of art and accessories are the best way to add a new dimension to the interior scheme, but they also make it more personal to each client, often telling an interesting story. Individual room schemes are often inspired by a piece of artwork or connected to the history of the room itself. For my Ascot Lodge project, the Georgian room was transformed into a private gallery with the use of a power rail system attached above the original paneling, which was carefully restored. This enabled the art gallery to be



*Above: Ascot Lodge designed by Maurizio Pellizzoni*



flexible and prevent any damage to the restored panelling. Within this sector of design, it is important to remember that art and antiques are very personal. With these pieces, clients often ask to be involved with the final selection for the project. They are usually a bit more flexible with everything else but with art and antiques, it is very specific and they tend to know exactly what they're looking for. Our job as designers is to advise them on how and where to use those pieces.

Over the past few years, the competition within the design sector has increased and with that, different prices are offered. Clients are very aware of this and so demands and expectations are higher. This has an indirect impact on the art and antiques sector as indulgences can fall lower on a client's priority list. Also, with the digital era and access to the internet, everything is moving much faster and is more instantly accessible to clients, so we have to adjust to this. Social media is a big game changer as clients are now finding inspiration in a faster way, so our initial design process becomes more challenging. Client relationships are essential in interior design and it's important to take their visual inspiration ideas and bring them into the final design. We should be using these tools and advancements to our advantage, to offer a tailored service to clients.

In terms of art and accessories, they can completely change the dynamics of the space, so add value in a multi-layered way. Any artwork hanging on a wall will change the way we view a room. Whether it's a small or large piece, it'll be one of the very first things anyone will notice when entering the room.



*Above: Bell Street project designed by Maurizio Pellizzoni*

In some cases, it's better to use something subtle and less trend-led to avoid overpowering the room and cause distraction from other pieces of furniture. We always try to understand how clients live and what they like to do in their spare time. It is important to understand how they will use the room/property and create a design from there. I love to look for inspiration everywhere. In any project it's characterful to add art and decorative pieces from different regions, as this brings extra charm to the project. Travelling to a different city is always a good way to explore a

new culture and see something new that can be used for the next design. My luggage is always packed with memorabilia from the places I visit and my mind registers the different trends that I consolidate into my work. I was visiting New York and came across a stunning piece of artwork that's now the main feature in a client's living space. Art doesn't have to be labelled as such. Art can come from anywhere and is often best served as a memory of a client's time travelling and experiencing the world.

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