

INTERIOR DESIGN YEARBOOK 2019



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FEMALE BOSS

Situated over five floors within a Georgian townhouse, the concept behind London's first female-only members club 'The AllBright' was to create a space filled with contemporary, vintage design pieces with a colour palette that feels fresh and elegant without being overtly 'feminine'. Mustard yellows meet deep blues and bright reds, while bold geometric prints sit alongside a rainbow of marble surfaces. The cocktail bar immerses members in a deep inky blue environment, while a warm white finish on the lower ground floor creates a serene environment for the wellness areas. The eclectic furniture pieces comprising of rich gold accents, marble-top tables, grey velvet chairs, and monochrome bespoke sofas speak for themselves in terms of usability, design, form and material. The end result is a space that is both welcoming and comfortable with a cool and sophisticated edge.



*The AllBright was designed by No.12 and completed in March 2018 to coincide with International Women's Day.
Photography by Tina Hillier.*

THE ALLBRIGHT





KATIE EARL & EMMA RAYNER

Portrait | photographer: Tina Hillier

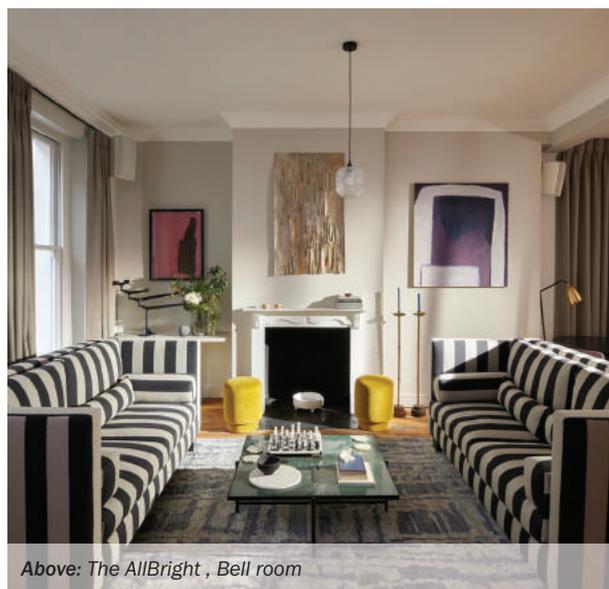


Private Members' Clubs

By **Katie Earl & Emma Rayner**
Co-Founders, **No12**

No.12 was founded in 2015 with a simple mission: to provide an elegant, holistic, fresh approach to interior design. During years spent working on the typical luxury interiors that have come to characterise the sector, Katie and Emma understood that ideas of what constitutes luxury were changing fast in other sectors. They saw a need for a new aesthetic that took beautiful, unique designs and translated them into more contemporary results, and so, No.12 was born. No.12 is proof that interior design needn't be archaic to be elegant. While their aesthetic is very much their own, it is born from the founders' clear understanding of sophisticated interior spaces and how to design exquisitely in terms of detail and selection, while never overloading it. Having a huge respect for vintage classics, Mid-Century furniture, Modernism and its great masters, and being able to apply those lessons to a contemporary vision with luxury and refined sophistication is part of the studio's DNA. Here, Katie and Emma lend their expertise to the subject of the quickening pace of the creation of private members' clubs.

The members' club landscape of the 21st Century seems to be growing and evolving exponentially in the current climate. The landscape is now awash with modern concepts; no longer is it filled with the out-dated idea of the boys-club mentality. There is now a more flexible offering for different types of functions for its members. The modern working day is one of being online 24/7 and as such is more flexible than ever before, with travel, meetings and daily life not being constricted by a 9-5 job. A modern members' club needs to be seen to offer the flexibility of this new lifestyle and the option to do this side by side with like-minded professionals



Above: The AllBright, Bell room

and people.

We always try to encourage our clients to be bold with their use of materials and application, whatever the project. Our vision is always to deliver a sophisticated 'No.12 style'. Our design is masculine at heart and bold in form and selection.

We embrace design pieces for what they are and don't over dress our spaces with trims and over adorned details.

Successful design is about looking to the past and to the future in equal measures, when design draws from a strong source it will always be engaging to its viewer and user.

Lead-time from conception to installation continues to get tighter with each passing year, which is one of the challenges we continuously face. The pace of the interior design industry seems to be specifically picking up in the London hospitality market with little end in sight.

The AllBright (our female only Private Members' Club project) was a very time-lead project spanning five months from appointment to completion, covering interior architectural design all the way down to the dressing. Our ethos is to work with what you have and work hard to deliver without compromising the design. Within The AllBright project brief we had to cater for lounge areas, co-working, full 40-capacity presentation, prosecco bar, yoga, drinks events and private meeting spaces; that was only on one of the five floor plates.

Our background is in high-end residential design and we truly believe that this has had a positive influence on our ability to design successful hospitality spaces, including members' clubs. The more a members' club feels like a home the more a member can



Above: The AllBright Cafe

relax and take refuge from the daily grind of London life. To deliver an interior with a sense of comfort and home we always look to a variety of sources, resulting in a creative and engaging space. We always describe the FF&E selection process as a curation. We select from local and international suppliers, craftsmen and artists. We also source from antiques dealers and vintage furniture stores. The eclectic mix of furniture makes our spaces feel welcoming and calm with a cool and considered edge. Guests now have much easier access to great design and visual references nowadays with platforms such as Instagram and

Pinterest. The expectations have changed and the bar is much higher! The awareness of product and style is far superior and more accessible than ever. As a design studio there is no getting away from the now well-trained eye of the member.

We have to be fastidious with our detailing and delivery of all projects to make sure every single facet of the space is perfect and finished to the standard we have designed it to be.

For our own creative work needs, on the occasions where we get a sunny day in London we love to make a trip down the road to Shoreditch House. It's always a nice place to work and you always bump into someone you

KATIE EARL & EMMA RAYNER

know wandering through. That's what a successful space feels like, familiar, creatively inspiring and comfortable.

The female members market seems to be really evolving, with the Wing and exciting ventures such as Marguerite London (a network of savvy and influential women working in the arts, all with a strong desire to support each other in their climb to the top) it seems this will only continue to grow.

We predict there will be a rise in

more specified offerings; honing in on specialisms or like-minded people/tribes, such as a start-up members' club, in the same vein of the female members' clubs that exist.

no12studio.com

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Above: The AllBright, Lopokova restrooms