Hospitality Interiors

INTERIOR DESIGN FOR HOTELS, RESTAURANTS, BARS & CLUBS ISSUE 77 | May - June 2018



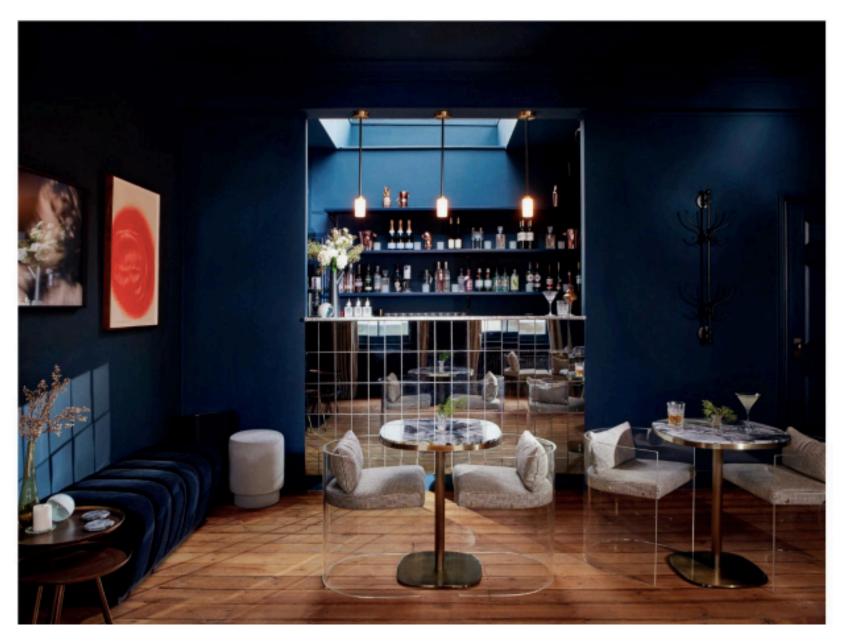
PROJECTS

The AllBright

Bloomsbury, London

Given its longheld association with progressive ideals and innovation, Bloomsbury was the natural location for London's first female-only members club, The AllBright.

panning five floots of a striking Georgian townhouse on Rathborne Place, The AllBright is the first members club of its kind in the capital. As part of AllBright – an educational, networking and funding organisation for working women set up by entrepreneur Debbie Wooslacv-DBE and former Hearst DED, Anna Jones in 2016 – the club aims to provide a dedicated apace in which women can theire petsonally and professionally.



PROJECTS PROJECTS

intellectuals, philosophers and artists that operated during the 20th Century.

Indeed, the famed line 'A woman must have money and a toom of her own if she is to write fiction' – first delivered by author and Bloomsbury Set member, Virginia Woof, in a series of lectures she gave to Cambridge's women's colleges in 1928 – is the framing inspiration for the club.

When it came to The AllBright's interior, London-based practice No. 12 was challenged with creating a fresh, contemporary environment suited to the diverse facilities on offer to members.

"We were recommended for the graject by our close friends and industry colleagues "Dodds and Shute", explains Emma Rayner,



We spent a great deal of time space planning the building whilst taking care to uphold the design integrity and adhere to all Listed building specifications





co-founder of No.12. We were selected for our design ethos, style, ambition and for the professional synergy we share with Anna and Debbie, AllEright's oo-founders, who recognised our business vision as two young and driven female entreponeurs:

Alongside the club's assorted workspaces

and meeting sooms, there are two lounge areas, dining rooms, an exhibition space, cafe, cocktall bar and wellness, fitness and beauty rooms - creating a full complement of facilities for work and leture.

We had to design with foresight to cater for a multitude of scenarios, explains Emma.





Twey four of the member's club needs to be feesible and able to be transformed to suit the weekly schedule of presentations, meetings, and parties that The Allfright organises for its members. Therefore, we spert a great deal of time space planning the building whilst taking care to uphold the design integrity and adhere to all Listed building specifications:

Each named for a different member of the Bloomsbury Set and their a sociates, the five foors of the property are distinctive in their design, indeed, Emma and co-founder Katie approached the architectural detailing by grading the colour paiette of the building from light on the lower foors to dark on the upper. They have consciously avoided the colour pink, deeming it an outdated presumption of women's tastes, instead opting for a fresh, elegant palette of mustand yellows, deep blues and bright reds, alongside bold geometric prints and a rainbow of mattile surfaces.

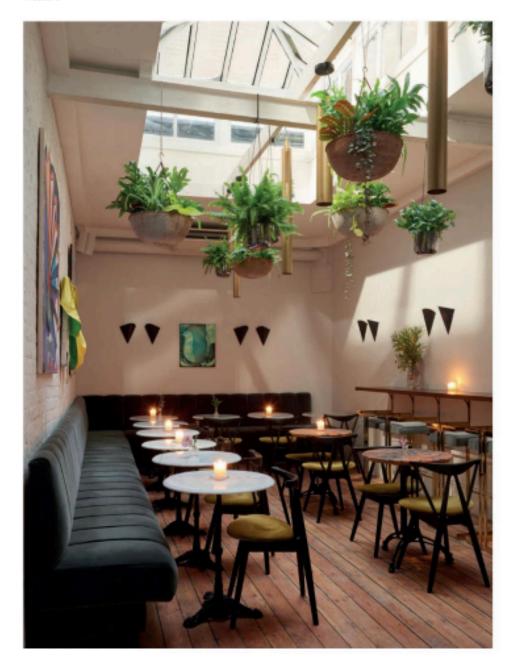
The lower ground floor, named Lopokoval, houses the club's veiliness and vanity areas, including a beauty bar, wellness centre for treatments and fitness classes, as well as changing facilities. Inspired by Russian ballet dancer, Lydia Lopokova, this serene, revitalising space features tiled vanity areas with grey veilest chains, minored walls, brass sconces and wallpaper by Kelly Wearstile.

In 'Morell', on the ground floor, members enter into a bright, welcoming reception area and lounge that leads into a multi-use 40-cover



42 43

PROJECTS



café. Serving up an all-day dining menu, as well as evening bat snacks by female-led business. Social Pantry, the café doubles as an exhibition space. No 12 has instilled an indoor/outdoor space, No 12 has instilled an indoor/outdoor space with a generous skylight that floods the space with natural daylight and a selection of leafy green plants.

Moving up to the first floot, 'Bell', members can make use of the flexible lounge and sesting area with meeting and dining rooms. Here, a timeless and edectic interior creates a particularly residential feel. New and antique pieces are used in equal measure, alongside a number of bespoke furnishings, like the striking monochrome bespoke soffs.

"With regards to furniture, each piece should always be able to speak for itself in terms of usability design, form and material," Kate explains. "We always describe the FFEE process as a cutation. We select from local and international suppliers, craftsmen & artists, as well as sourcing from artiques dealers and vintage furniture stores. The eclectic mix of furniture makes our space feel welcoming and comfortable with a cool and considered edge."

A feeling of light and space predominates the second floor, named for Virginia Woolf herself. Offering further living, meeting and dining spaces, this floor maintains the integrity and heritage of the building with its original



With regards to furniture, each piece should always be able to speak for itself in terms of usability, design, form and material



wooden floors and refreshed fireplaces.

Finally, the prosecco and cocidal bar on the property's third floor - "West" - creates a striking contrast, with the light-filled, muted colour palettes of the lower floors. The powerful, deep blue walls here are complemented by rich gold and brass accents, marble-top tables and custom-upholistered perspec shalls.

"The materials used for the bar – grey tinted mirror, flecked tetrazzo, brass and plush deep pile selvets – make this the ultimate. Luxufous hideavay" says Katle. "Perfect for an evening sipping one of Social Pantry's amazing cocktalls, it is the boldest interior scheme in the building and never falls to impress."

In keeping with Allbrights raison diltre of promoting female businesses, No. 12 has used female designets and businesses throughout the project, finding furniture and accessories from Bifton Brut and Sigma, Rebecca Willer and flowers by Abigail Ahem.

The AllBright also worked with David Blowle's art curator, Beth Greenacre, on the artwork selection, which comprises pieces entirely by female artists.

www.no12studio.com



45