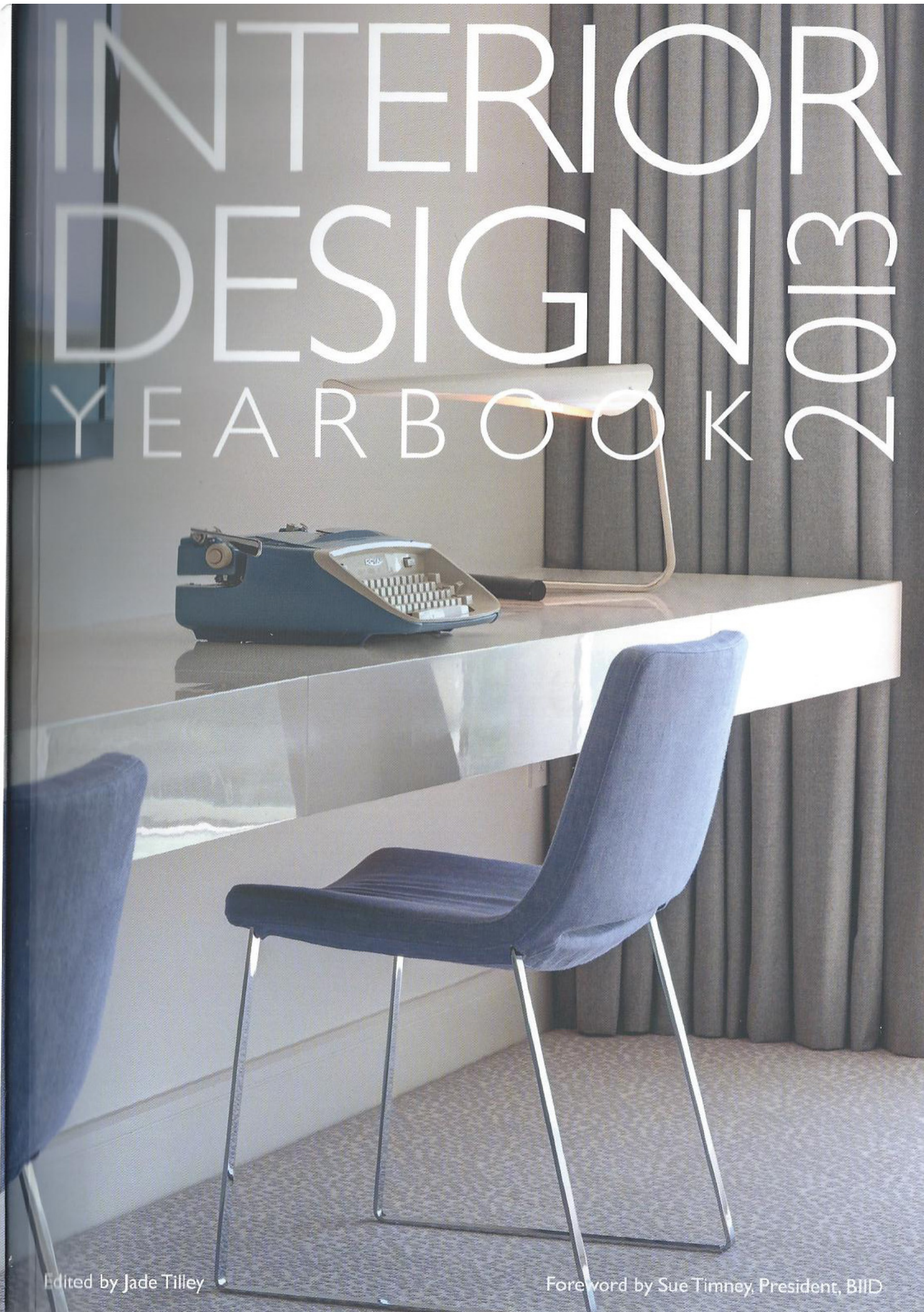


INTERIOR DESIGN YEARBOOK 2013

Interior Design Yearbook *professional edition*

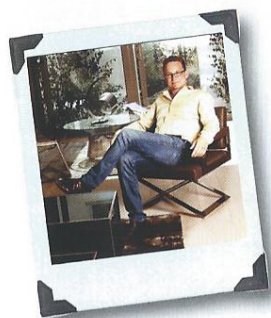


2013



Edited by Jade Tilley

Foreword by Sue Timney, President, BIID

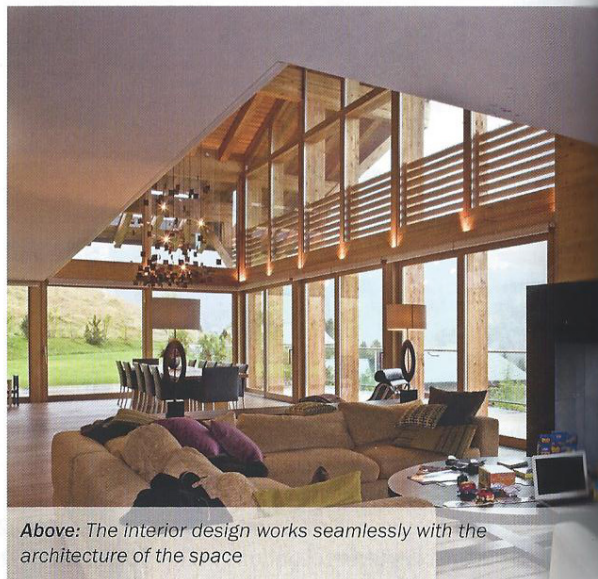


Trend: Architecture meets interior design

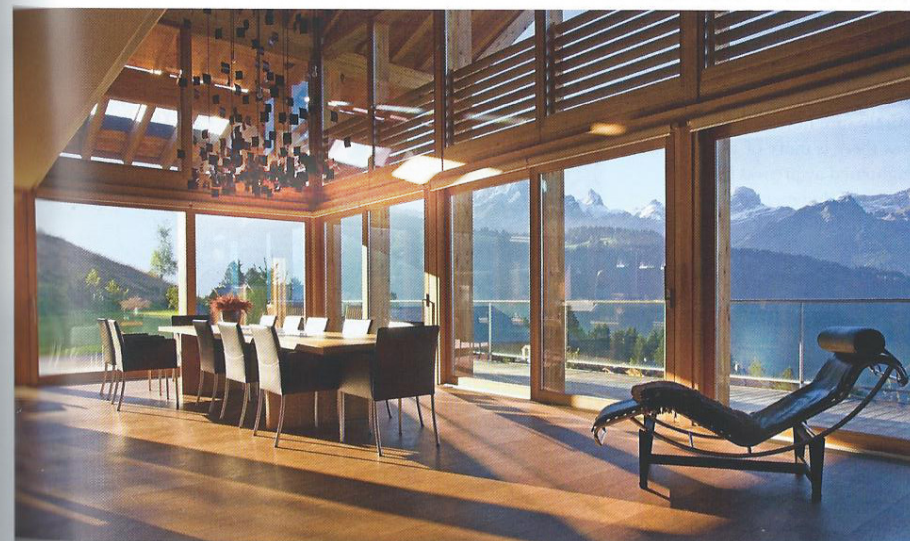
By Mark Howorth
Founder, Callender Howorth

Mark Howorth founded Callender Howorth in 1997 and has since established a successful high-end residential interior design company with a portfolio of completed projects throughout the UK, Europe and the United States. He started his career in design after studying communications and design at Chapman University in California. After gaining his degree he worked for private clients in Los Angeles and Orange County. In 1994 Mark returned to the UK and co-founded The Proud Galleries before starting Callender Howorth Interior Design. Fluent in French, Mark also launched My Place Riviera (a sister company to Callender Howorth) in 2006. This company provides interior design solutions solely for clients on and around the Cote D'Azur, France. Here, Mark lends his varied international design experience to the subject of the merging world of architecture and interior design.

The relationship between interior design and architecture has changed dramatically over the last 10 years, as has the way interior design is viewed. Interior design very much used to have a 'curtains and cushions' façade but it has now stepped up a level. There are style disciplines that come under the 'design' bracket but we are becoming more defined by our professional qualifications, which raises the bar for the industry as a whole. The term 'Interior Architecture' has definitely changed things. We are now more structurally oriented and work to develop the internal space including 3D planning, lighting and audio visual elements. It is now much more complicated as there are



Above: The interior design works seamlessly with the architecture of the space



Above: The architecture and interior design of the Chalet Solais project both work in collaboration with the stunning view to extraordinary effect

many more facets to our profession. There is a certain naivety of the client to overcome in the sense of making them aware of what it is that a designer does and this is really important in the further development of the industry. The power and prevalence of the internet now means that people will use their browsers to 'search' for designers, but what do they type in that elusive search bar to ensure they get the best search results and end up with the service they're looking for?

At Callender Howorth we work very closely with an architecture firm RCKA on specified projects. Usually it is us the designers who win the contract in and then we team up to create whatever space has been briefed to us. It is very collaborative and having so much variety in terms of expertise really benefits the projects. We all bounce off of one another to achieve the very best outcome.

The way we think about space and design is very different but the goal is the same – to provide the client with a superb space and to this end, our differing creative considerations add another depth and texture to the project. There has to be a willingness to learn from designers for this merging of architecture and interior design to work. We must be open to new ideas; it is all about listening and learning from our clients and each other as creative professionals.

For so long, architecture and interior design appeared to stand as very separate entities and now they are merging, creating a whole new outlook on the design of a space – a lot of this change has come down to the fact that interior design has become more open and accessible and this has instigated a change in the industry as a whole. Lawrence Llewelyn Bowen put interior design on the map with his first TV show - previously people had

“Architecture very much used to roam in the land of the wealthy but this has also changed as clients are now appreciating that it is not just about a showcase of wealth but an appreciation of good design.”

MARK HOWORTH

always talked about architecture as an accepted medium but not so much with interior design, perhaps because they weren't entirely sure how to define it. Now there is more of a heightened awareness by both client and designer and this is thanks to the media – what we see on TV and in magazines. The industry has grown and changed and this is reflected in how people view it. Design and style is essentially perception and the way we see interior design is now being perceived in a different, enhanced light.

Interior design is a statement of who you are as a person and people are now starting to engage with this idea of showcasing your personality through design. Architecture very much used to roam in the land of the wealthy but this has also changed as clients are now appreciating that it is not just about a showcase of wealth but an appreciation of good design. Clients have evolved as well as the traditional designer role and this is key to remember as well. We can take a lot from understanding what our clients want and being able to translate their ideas and creative aspirations into strong design concepts.

Working in this collaborative way with architects does cause you to think differently. The strict procedures and technical elements are different so it is a different way of co-ordinating a project. Having said that, working with the right people makes all the difference. Collaboration is the biggest benefit to this merging of the two creative industries.

More and more designers are emerging as interior architects and this is largely because these types of qualifications are providing designers with the



Above: Callender Howorth work collaboratively with architects to explore the very best solutions during projects

opportunity to go to university and learn the craft. It is now a defined route and can only be seen as a positive for the industry. Equally, we are still in a difficult transition period and so it is still a little muddy when defining these titles for designers. What is promising is the recognition that new designers are getting in the industry – for example, RIBA has contracts labelled specifically for Interior Architects, meaning that they can target key areas that require that type of work.

The Chalet Solais project we have recently completed was a fantastic collaboration between

interior designer and architect. We had no previous relationship with Richard Rogers but the owner had and this is where it all began. I worked with the architects from the very beginning so I got to see the spatial concepts come together and have input where usually the designers would stand very separately. I knew the wife of the owner and what her expectations of the project were. This gave me some insight in to what really needed to be achieved with the project and so, when it came down to the bathroom space and the huge open window/wall that

was created, looking out over this fantastic landscape, I knew and understood that the client would love it and was able to work at the architectural stages to achieve this result.

I think in this sense it is easy to see the differences between architects and interior designers; as designers we are very emotive. Architects are very much involved in appreciating and understanding how the client will use the space and Interior designers are responsible for understanding how a completed space will make the client feel when they are stood in it at the end of the day.

For 2013 I think we will be seeing a continuation of this appreciation of a client's comfort, the warmth of the space and the feeling of creating a home.

Security in the design is another big aspect to consider. Looking back, there is not the desire to be as flash as say in the 90s. The last five years especially have taught us that it is about creating warm, inviting social spaces and this will continue. Design will become warmer, softer, more usable and reflect the personalities of those living in the spaces. Clients are stronger in their opinions and their needs and this is to a point, down to the media and its translation of this idea that everyone can design and be creative. It is up to us as professional designers to measure and translate these strong ideas into workable designs that will be loved as a home should be.

www.callenderhoworth.com



Above: Callender Howorth work collaboratively with architects to explore the best solutions during projects