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Hilden Style Guide 2017

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The definitive guide to hotel, restaurant
and healthcare interiors

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Hilden Style Guide 2017

Each year, Vision Support Services, which powers the Hilden performance brand, celebrate the new and inspired ways hotels, restaurants and, for the first time ever, healthcare establishments, are overhauling their interiors. In this year's Style Guide, we look at the trends that are shaping these industries, the styles we can expect to see over the coming year, interview a range of influential designers and art consultants and introduce you to the worthy winners of the Hilden Style Awards 2016.

Note from the Editor

The 2016 Style Awards have proven to be the most successful yet with the highest number of entries we've ever seen and I'd like to personally thank each and every establishment for taking the time to enter. The standard, also, has been higher than ever before and I can assure you that it was no easy feat whittling down the entries to the final nine.

The true beauty of these Awards, and one which I admire immensely, is that they aim to reward and recognise smaller, independent, more intimate venues that can sometimes go unnoticed amongst the larger chains and groups. This is at the heart of the Style Awards ethos and why it's been a real pleasure and honour to be involved.

I was lucky enough to be able to visit some of the establishments featured in this year's Style Guide, and after talking to the owners, the staff and the designers it's clear to see just how much effort has gone into each establishment and just how much the people behind the scenes care for the venue they call their workplace, their project and their home away from home.

In our new Style Guide, you'll find images of all of our nine finalists including the three very deserving winners; **Hotel Gotham**, **Bentley House** and **sketch**.

We also take a closer look at what trends have emerged throughout the year in a variety of venues and what we can expect to see in the coming months. In addition to this, we unearth some trade secrets from those at the very core of hospitality and healthcare design; from concept through to completion.

I hope you enjoy reading this year's Style Guide as much as I have enjoyed writing it. We'll be back in August 2017 with our brand new **Vision Style Awards** aimed at the hospitality sector and, with a brand new set of judges; we're looking forward to finding the surprising, the striking and the spectacular from hotels and restaurants across Europe. To find out more about Vision and why we have rebranded the Style Awards, head over to the back page.



Anna Bolenkova Gillespie

Editor of the
Hilden Style Guide 2017

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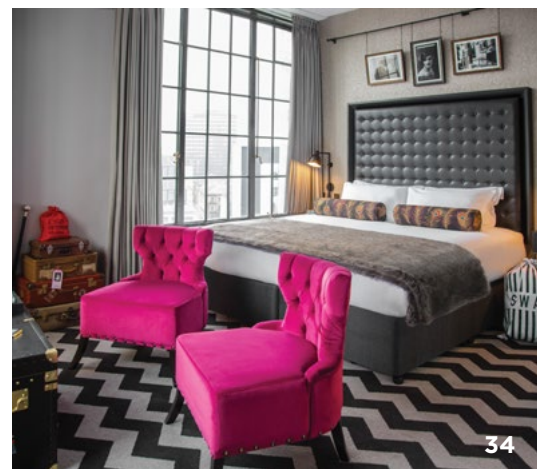
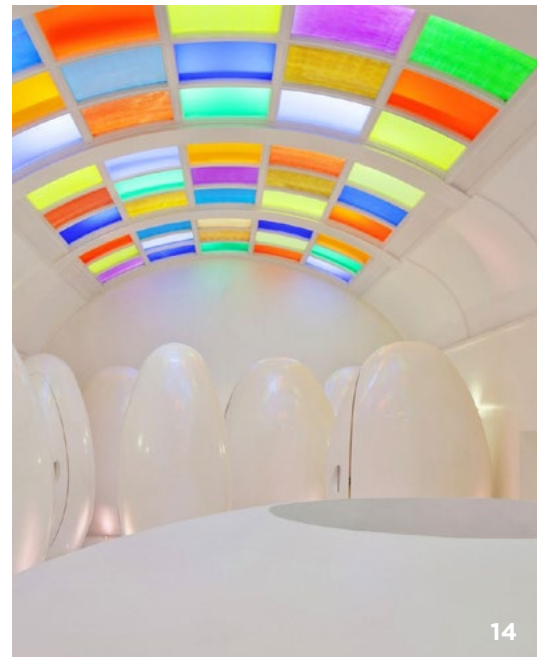
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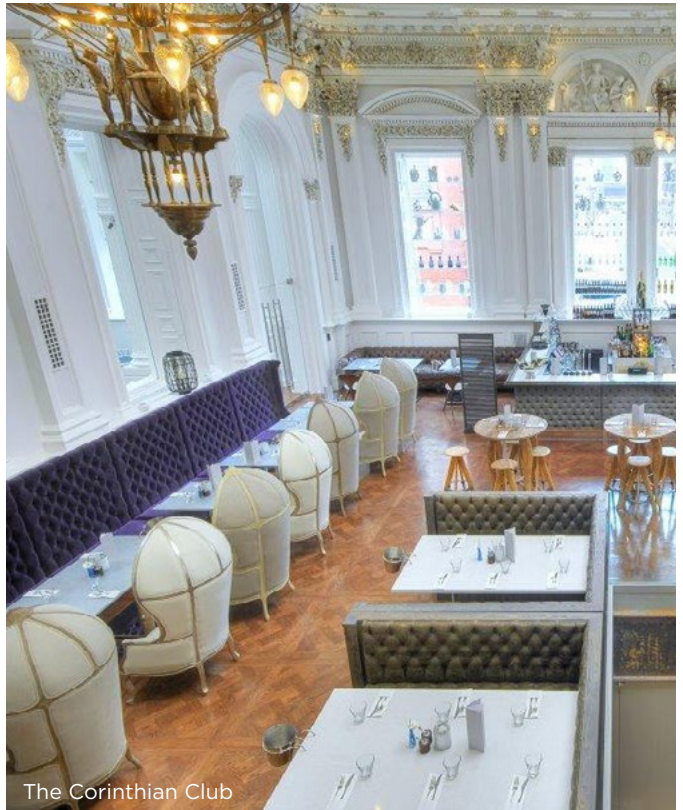
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Opulent Elegance



The use of shimmering, shining golds have seen a huge resurgence in hotel and restaurant design.

With strong connotations to luxurious, elegant glamour; it seems that restaurants and hotels have really been stepping up their A-game when it comes to introducing opulent sophistication into their venues.

Combined with rich, jewel shades such as amethysts, sapphires, pinks and emerald greens, the end result is an ornate interior oozing class and old-school allure.

We've seen a marked move in creating a space not just for dining but to immerse one's self in an experience; whether that's an infusion of artwork such as that we see in **Boyd's** or being transported back to 1920s finery.



Refined Eccentricity



Here in the UK, we know all about eccentricity; after all, we're the masters of it.

Now, we've seen a refined type of eccentricity transfer over into restaurant design which has created a new wave of theatrical styling that comes complete with perfectly picked accessories and props.

Combining trinkets with eclectic assortments of bric-

a-brac is typical in this sort of interior, providing a quirky and mismatched space that somehow manages to pull it altogether and comes off wonderfully.

Moving away from the clean lines and polished looks we're used to seeing in restaurant design, this non-conformist styling is set to grow and grow.



Interview: A New Wave of Restaurant at Ziferblat

Ziferblat is a new take on the age-old café-cum-restaurant; it's a venue that charges visitors by the minute as opposed to the amount of food or drink they consume.

The first of its kind in the UK, **Ziferblat** has already been a huge hit since its inception; with cafés in Liverpool, Manchester and London and plans to open new branches in the future. So what is it that draws people in?

We caught up with Gareth Harold, Head of Operations for Ziferblat UK and Ireland to find out more.

Talk us through the history of Ziferblat and how it all began.

Ziferblat began in Moscow in 2011 as the brainchild of Ivan Meetin. He had a passion for poetry and created something called pocket poetry which was a meet-up group for likeminded poetry fans. He placed little cards with poems on one side and an email address on the other around the city, so those who wished to meet up could make contact.

They met in cafés, coffee houses, restaurants, bars etc. but the formula was always the same; you were welcome as long as you had something to eat or drink. He decided to rent some space; people would meet there and the first Ziferblat was born.

Explain the design concept of Ziferblat and what the interior design set out to achieve?

Ziferblat is a chameleon of its surroundings with subtle nods to its origin. Each branch has a homely feel with comfortable seating and textiles blended with functional work spaces for meetings and co-working. The design's objective is to make guests feel instantly at ease and allow them to do what it is they came to do, whether that is work or pleasure.

What challenges did you face when coming up with the interior design choices for Ziferblat? How did you overcome these?

We start each branch from the outside in, what is around the branch? Who will our guests be? We then make decisions about how our guests will use the space.

This process influences the ultimate design. In terms of challenges, these often occur during the fit out process; some of them as mundane as where pipework will be located, which we often have to rethink so we'd be unable to have a living wall due to the upkeep.

How do you think your particular style and design improves overall customer experience?

Our design is welcoming and familiar, in each of our branches you will find things which are familiar to you such as the items in the kitchen, which are mostly domestic, to our large selection of board games to keep guests entertained.

Our spaces are open and easy to navigate with lots of different environments for our guests to enjoy, so everyone can find their favourite spot in their favourite Ziferblat.

How important do you think interior design is for restaurants and cafés in encouraging customers to visit?

Design is supremely important. A space should work. Many venues can be over designed and ultimately have more form than function; whilst form is important, restaurants and cafés are functional spaces. They should be designed to enhance the activity and experience, not detract from it.

What do you see as the key trends for restaurant cafés over the next 12 months?

I see the rise of spaces like ours that are an alternative to cafés and restaurants. I believe we will see the continued growth and boom of the restaurant industry certainly for the remainder of this year but this has also started to see a contraction. People have lots of choice so it's important for us to be their choice.

What's in the pipeline for Ziferblat over the next 12 months?

We are excited to be continuing to grow. Our aim is to have five branches by the end of 2016 and double that number in 2017 with the planned move to cities such as Sheffield and Leeds.



Around the World in 80 Days



Enoteca Rabezzana



Zapp Thai



Thaikun



Scene Indian Street Kitchen

In both restaurant and hospitality, venues have taken influences from around the world; not only in their food but also in their style choices too

As diners seek to experience tastes from exotic locations, restaurateurs are ensuring the space brings in these cultural nods too.

Many restaurants are taking style tips from all over the world; from the bold and brash Miami art deco scene to a few fleeting references to pop culture from India. Typically quirky and nearly always kitsch, restaurateurs are now drawing inspiration from street food culture and aiming to recreate a 'back-packers paradise' with the skilful use of authentic props and an array of texture and colour.



Industrial Revolution



Printing Press



Hoxley and Porter



Mr Thomas's Chop House

Drawing upon influences from the Industrial Revolution, Victorian styling has been noticed in a range of venues. We're seeing a rise in establishments choosing to honour the history and heritage of the building they're occupying and, with this, comes a modern twist on an age-old design.

Dark, rich colours are typical in Victorian design along with highly-decorative flourishes to provide a new take on Victorian grandeur.

When recreating a Victorian style, it's important to consider the prior role of the building.

With a number of highly successful establishments using playful nods to the building's pivotal role in history, they've provided an authentic, unforgettable experience as we've seen with **Hotel Gotham** and the **German Gymnasium**.





Winner's Feature sketch

Mayfair

A Grade II listed townhouse in Mayfair, **sketch** opened in 2002. The building itself has housed a number of notable residents including the Suffragette Movement, the Royal Society of British Architects and was once even home to Christian Dior's collections.

Created to combine art with dining, the design of sketch is part of a long-term programme of artist conceived restaurants.

Featuring artwork from celebrated artist, David Shrigley and striking interior design by India Mahdavi, sketch is the epitome of London 'hip'. With a 'no rules' approach, each room has been created with a distinctive and unique character; from the powdered pink, scalloped seating in The Gallery to The Glade; a whimsical, fairytale-like tea room with rich, emerald shades and woodland murals upon the walls.

The Judges' Comments:

"The interior design of this eccentric venue is the star of the show. Each space has such a strong identity and this is design at its best - no rules, bags of creativity and imagination, spaces that are captivating to experience.

All too often restaurants, hotels and bars stick to a formula when it comes to décor, but it is safe to say that the rooms at sketch are far from formulaic!"

Designer Interview

The Gallery at sketch

with India Mahdavi

Renowned architect and interior designer, India Mahdavi, opened her own studio in 1999 and since then has worked on projects the world over. India has gone on to really make a name for herself in the industry and, in 2014, was named on the Architectural Digest's Top 100 list of the world's best interior designers and architects.

The interior designer for **sketch's** 'The Gallery'; we caught up with India to find out just how she managed to execute such a demanding design.

How did you come up with the design for sketch?

When I initially visited the Gallery with Mourad Mazouz, my first instinct was not only to create a strong contrast to Martin Creed's installation and to the sketch as a whole, but I also wanted a playful proposal for David Shrigley's work.

Somehow, the idea of pink imposed itself; it was so obvious to me. The feminine pink could be treated in a radical modern way. Pink would bring femininity; pink, pink, pink. Pink would be modern. Pink was the answer.

What was the inspiration behind your design?

I have always been attracted by the film industry thus the cinematographic feel in some of my projects. I wanted to give the gallery a strangeness that one might feel in the scene of the ballroom in *The Shining* (Stanley Kubrick) or in some of David Lynch's movies...It is very Hollywood in a way!

Did you have a theme or guidance on what to create? Or were you given free rein?

Mourad wanted a modern brasserie, and of course I had to work around David Shrigley's requirements: drawings on all walls and white table tops for the tableware he had specifically designed.

The main constraint, which was also part of the strength of the project, was the time frame: we had four months to design, build and deliver. Installation happened in one week; short and efficient. I think that the time constraint meant we could get to the point in the most radical way.

Did you work in conjunction with David Shrigley or did you both work completely separate to each other?

We communicated mostly on the position of his drawings, height etc. When I suggested the whole room would be pink, walls & furniture etc. he agreed immediately, but then we worked separately after.

I think we were both happily surprised with the result. The combination turned out to work so perfectly.

sketch is such a unique idea; combining dining with art. Do you believe it's important to provide a sensory experience nowadays as opposed to a traditional dining setting?

Mourad was one of the very first restaurateur's to come up with this concept of creating a restaurant/ installation and allowing an artist to take over.

Going out to a restaurant is a moment of comfort, warmth, exchange, sensuality, and socialising, so any sensory experiences should allow space for the above.

With each room being highly unique and individual, do you think it's important to create a strong sense of identity within restaurant design?

I think it is important that the restaurant works as a whole yet it's equally as important for the individual rooms to work. This is difficult to achieve, especially when you ask different designers or artists to collaborate. It's all about rhythm and balance... And that's why the pink room works so well at sketch; it is strong enough to hold the other rooms together.

There's a real sense that restaurants have evolved into much more than just the food. How important do you think design has become in restaurants? Or in fact, any hospitality venue?

There is no rule; we all love the classic bistros, good food/no design; I personally don't like over-designed restaurants. It is really quite difficult to create new classics where the atmosphere is equally important to the product... The most important is that the result is authentic.

www.india-mahdavi.com



FEATURE

Go Bold with Geometrics

They say trends come and go and it's certainly the case in the cyclical world of interior design. Restaurateurs have jumped on an increasingly growing trend and have introduced geometric prints into their interiors... but it's not the garish 1970s styling we're used to seeing.

Geometry has gone through somewhat of an evolution and it's back; better and brighter than ever. With a polished and refined yet bold and daring look; geometry in restaurant and hospitality design has returned with a fresh and contemporary interpretation on an old classic.



Chimichanga



Curiously Crazy and Unique Eats

With out-of-the-ordinary dining experiences certainly shaping the industry, restaurateurs will now be trying harder than ever to provide something never seen before.

Gone are the rigid, systematic eateries of yesterday; now replaced with themed restaurants, immersive experiences and food fit for a king. Distinctive, individualistic and unusual interior design choices can do just as much for a restaurant as the food can and owners are doing everything they can to ensure diners bask in the surroundings as they dine.



▲ Winter Garden at the Landmark London Hotel, London

Featuring an idyllic interior to take one's breath away, the Winter Garden restaurant located inside the Landmark London hotel is classically decadent and the epitome of British elegance. Located in the glass-roofed atrium, the Winter Garden offers a truly memorable dining experience.



▲ Angler Restaurant at South Place Hotel, London

A modern British restaurant with chic, contemporary mirrored ceilings and specially commissioned artwork adorning the walls. Design-led, the clean and crisp design is matched only by the superb views from the floor-to-ceiling windows looking out over the city.



▲ Beach Blanket Babylon, Notting Hill

Effortlessly combining boho-chic with a French country chateau style, Beach Blanket Babylon in Notting Hill combines theatre with magic as it epitomises indulgence and decadence with its grandiose chandeliers, roaring open fireplaces and sumptuous velvet sofas.



▲ Meat Liquor, Brighton

Unapologetically bold and massively brash, the garish and extravagant design references the culture of Brighton with its fairground themes, colours and motifs. Featuring leopard print, vibrant neons and fluorescent lighting, this is sure to be one dining venue you won't forget.



▲ Inver Restaurant, Argyll and Bute

Inver Restaurant proves less is more with its minimalistic, stripped back, sparse dining setting. Clothless table settings, whitewashed walls, sheepskin rugs and simple furnishings ensure the restaurant blends seamlessly into its surroundings. After all, it is located on the shores of Loch Fyne on the edge of the Scottish Highlands.



▲ The Ethicurean, Bristol

The Ethicurean embodies innocent romanticism at its finest. With its bohemian, 19th century apothecary styling (inclusive of wonky tables and table legs made from bark covered tree trunks), the quirky, fairytale design is further enhanced by the truly stunning location; set in the grounds of an orangery.



▲ Andre Garrett at Cliveden House, Berkshire

With European influences and grand, period features, nothing says luxury and splendour quite like Andre Garrett's restaurant at Cliveden House. The dining room features delicate duck egg colouring paired with glamorous golds whilst the crystal chandeliers certainly work to underline the historical significance of the setting.



▲ Sarastro, London

Flamboyant, extravagant and wonderfully weird; Sarastro regularly appears on the lists of unique eateries. Themed to a medieval opera style, the restaurant features heavy draped curtains, opera-inspired theatre boxes, exotic artwork and intriguing ornaments; cementing its place as a restaurant designed to excite the eyes.

Embracing The Authentic with Sarah Jane Nielsen

Sarah Jane Nielsen is an award-winning interior designer specialising in bespoke spaces for hospitality, commercial and private residential clients both in the UK and overseas.

Sarah has attracted prestigious accolades including a Hotel Interior Design UK Property Award and the Northern Design Awards' Residential Interior Design prize.

Here, she talks to us about embracing the authentic in hospitality decor and what we can expect to see throughout the year.

Is there a single theme you would pick out as being key in hospitality and restaurant design this year?

Celebrate individuality. Strive to be unique and embrace the authentic. Hotels and restaurants are looking to offer their customers bespoke experiences that are so special they'll come back again for more - and the interior design and décor of the space they're staying in or the places they're dining in has an integral role to play.

Globally, we are in a transitional time and with currency fluctuations, there is a very positive opportunity now for UK establishments to tap into and build a strong 'staycations' market. This means delivering hospitality experiences that rival the best in the world.

So, how can good design be best utilised to lure the visitor back again and again? Indulge your guests and create intrigue that will keep the flame of interest burning and entice them back for more - for us, that means uniformity is out and individuality is King. Unique is the way forward.

What do you see emerging as the key trends over the next year?

Perhaps in search of our own slice of exotic escapism, designers are turning back to the natural world for inspiration. Natural materials, already a strong trend in 2016, continue their stampede - but there are some new beasts joining the pack and well worth looking out for.

Whilst marble and slate are always

popular staples for hotels and restaurants, we've been particularly excited to meet a new best friend, cork. Renewable and recyclable, it's an eco-friendly, sustainable material that's appearing on the scene in a host of different applications. Use it on walls to add warmth and life and it's super practical too - it can absorb noise (perfect for hotel bedrooms) and from a practical angle, it can even double up as a giant pinboard for guests.

The move to all things natural extends also to finishings and soft-furnishings. Tropicana meets Out of Africa is a trend that's set to be hot this year as botanicals and animals feature strongly in décor. From fabrics and wallpapers to accessories and lighting, you'll find plants and your favourite safari friends showing up all over the place. Sometimes you need to be brave to commit to that feature wall of bold plant prints or wandering wildlife, but used in the right context, it can really create the wow factor.

Trend Watch. Others to look out for: Rich, bright jewel colours; fabrics that ooze texture including gorgeously opulent and sumptuous velvets; geometrics in all shapes and sizes; one-off artisan hand-made or hand-woven pieces that can lend a more bespoke finish to a hotel or restaurant scheme; earthy metallics such as brass or bronze - farewell to copper, though rose gold is still very much in evidence.

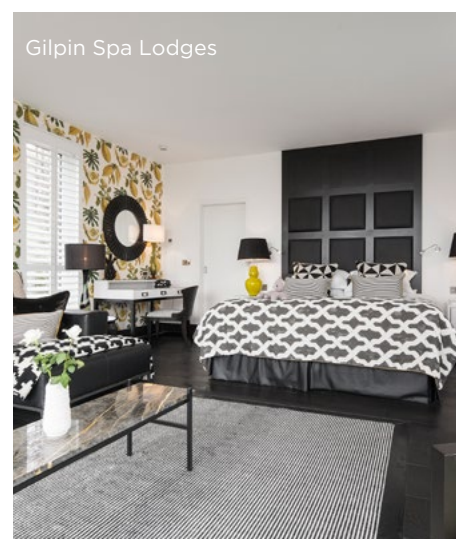
What have clients been asking you for recently?

Clients have been seeking to commission designs that look visually stunning but at

the same time help to add value to the overall guest or dining experience.

In terms of our own Sarah Jane Nielsen interiors work, this has meant we have been required more than ever to 'think smart', going beyond the superficial design aesthetic to provide practical creative solutions - for example, in our award-winning hotel spa lodge project, our client required suites that would provide a full mind, body and soul experience and we were tasked with creating not only beautiful spaces, but ones that would also double up as bespoke spa treatment areas.

And in our recent restaurant scheme we devised four distinct spaces each appealing to different tastes - but amongst the options, one area was to be easily transformed into a cinema for exclusive screenings or a board room for private business meetings, whilst another



area has been designed as a venue where talented chefs take centre stage to entertain their dining audiences with their cooking wizardry.

Multi-tasking seems very much to be the request of the times – and it's one that clearly pays. This approach has helped our clients achieve robust occupancy rates and bookings schedules and has resulted in glowing customer reviews also.

What advice do you have for establishments which are looking to refurbish their premises over the next 12 months?

Ensure you spend with consideration. If you have limited budget, don't spread it too thinly. I would suggest completing one room to a high standard, rather than taking a piecemeal patchwork approach to several. Tempt the market with a peek at what's to come and build upon that as funds allow.

Go for longevity. Trends come and go, but the underlying design should always reflect the presentation and quality of your hospitality offering; it should be personal to you and your brand. Be clear about your objectives - are your guests looking for an in-vogue fashion statement or an aspirational version of a home away from home? Whichever direction you go in, warmth, comfort and a welcoming reception are always paramount.

What design challenges do you think the hospitality sector faces over the next 12 months?

The uncertainty we are facing as a nation over Brexit is already having an impact on our costs - and we believe this economic insecurity is only likely to make things more challenging as we head forwards. Like many in our industry, we have a strong supplier base in France, Germany, Italy, Belgium and Holland and prices have already been adversely affected by the value of the pound against the Euro.

This is something we will need to really watch carefully in 2017 and be ever mindful of ensuring we continue to deliver value to our clients. As designers, we need to strive to be even better than before; to be even more creative, to be super-extra-innovative and to provide solutions that will wow our clients so that they can stand out from the crowd in a sometimes difficult marketplace. By pushing ourselves even harder on the design-front as a studio, we are continuing to attract

great commissions and in fact we are busier than ever.

Do you have any words of wisdom for establishments looking to hire an interior design company?

With Instagram, Facebook and photo-led websites, a picture speaks a thousand words – and customers will often be influenced by the visuals they see, before they make their booking decision.

That means your revenue can have a direct link with the way your establishment looks aesthetically and creating rooms that match your target market's aspirations is a highly skilled job. So choose your designer carefully, do your homework first, check out testimonials, visit schemes they've completed if you



Gilpin Spice

can (not just how they look, but also how they function) and take the time to draw up a good brief. Underline practicalities, provide your guest feedback research and share your commercial objectives to help your designer maximise your investment for you. Most importantly, you're paying for their expertise, so listen to their recommendations.

Lastly, which projects are you most proud of over the last year, that in your opinion epitomise the year's trends?

Two recently completed projects - both for our long-standing client, the Gilpin Hotel in the Lake District - particularly stand out for us.

As part of the hotel's ongoing development programme, we were asked to design the interiors for five new spa lodges within the grounds and a Pan-Asian restaurant that was to be housed in a former stable block.

I drew upon my own personal travel

experiences to take guests on a tantalising global journey with inspiration based on collections of influences from Africa (Birdoswald); Morocco (Glannoventa); North Carolina (Maglona); Scandinavia (Voreda) and New York (Hardknott).

Reflecting the appetite for wellness in bathroom design, for all five lodges, we specified generous oval baths and luxurious shower and steam rooms and our selection of unusual and interesting hand basins, floor and wall finishes add to their individuality and that Zen spa-feel.

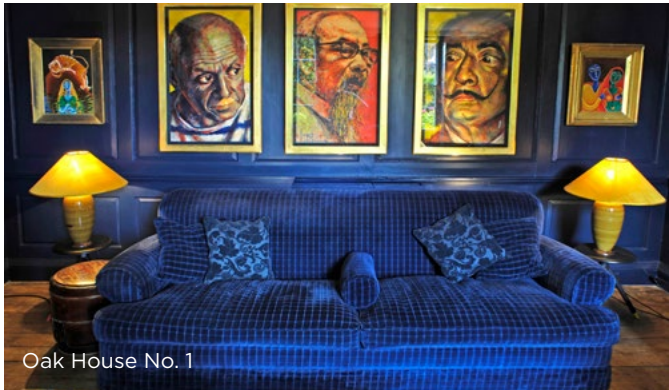
In Birdoswald, we had fun introducing a Tropicana theme that looms large with palm prints adorning a statement wall. Voreda continues the ever-popular Scandi-theme and features an abundance of the 'naturals' we're seeing for 2017.

Glannoventa comes to life with a clever eclectic mix of geometric prints in jewel colours, again another popular theme for the year ahead, whilst Maglona also benefits from geometric soft-furnishing. And Hardknott, whilst in a timeless, understated and calming white, channels a wall of a graffiti-style sky-line in keeping with the look-of-the-moment for art-inspired papers.

Meanwhile, our work for the hotel's new Gilpin Spice restaurant - inspired by the old East to West spice route - has a different aesthetic altogether. Separated into different zones, each according to its scheme, our China theme is bursting with vibrant shades of reds and yellows, whilst a Malaysian-influenced area also features brights in other palettes - and in India, a private dining space, a striking geometric paper steals the show.

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Colour Pop



Oak House No. 1



The 25



Ham Yard

One key trend gaining traction in the hospitality market is introducing colour to break up monotonous, safe and neutral designs that we're so used to traditionally seeing. Hoteliers are daring to bare their colour choices and are embracing vivid details and accents into their styling choices; creating contrast, rhythm and cohesiveness throughout.

This style has already been noticed in boutique establishments such as **The 25** and **Hotel Gotham**. However, now other hoteliers are investing more in their statement items to provide a colour injection; from a striking tub chair to a feature headboard.

2017 will see a range of colours, including on-trend jewel shades; appearing in guest rooms and hospitality venues up and down the UK.



Antique Accents



Historically significant interiors are really taking off in a big way and we've seen a huge influx of characterful spaces, each with their own unique narrative and story to tell.

Utilising props and curios that place some cultural significance on the space all work to ensure an authentic space reminiscent of royalty and it's no secret that interiors with provenance are set to grow and grow as guests seek increasingly unique getaways, such as the historical style choices we've seen honoured by **Newton Hall**.

Designers and hoteliers are continuously coming up with increasingly creative ways to strengthen the connection to history and infuse a little bit of medieval spirit into eclectic décor. Think rich colours, heavy, sumptuous textures, luxuriously plump beds, ornate décor and living like Henry VIII!



Alluring Artwork from ARTIQ

With Patrick McCrae, Managing Director

Introducing artwork adds to the allure of a hospitality venue and works to enhance the captivating appeal of any setting. Designers and hoteliers are now taking into careful consideration the type of artwork they choose for their establishment and just how this can impact on the distinctive feel of the space.

We caught up with Managing Director of leading art consultants, **ARTIQ**, Patrick McCrae, to find out what trends we're likely to see for hospitality art and why it's on the up.

What key themes are trending this year for hospitality artwork in your opinion?

Interestingly, art behaves similarly to the fashion industry in times of social and political uncertainty, in that tastes tend to swing towards what is known, with even a pinch of nostalgia added in. In the luxury boutique market therefore, we have seen an appetite for illustration and original vintage items, curating a collection of retro film posters for The Great Northern Hotel in London's King's Cross, for example, as well as over 300 beautiful book illustrations and architectural drawings for the recently-refurbished rooms and corridors of The Gleneagles Hotel in Scotland.

The second major trend has been the salon hang, where pictures are displayed alongside and above one another in the manner of the great European salons of the 19th century - or as they are indeed still hung in the Royal Academy's annual Summer Show. This enables hotel owners to select relatively inexpensive art, which when grouped (artfully!) en masse, achieves a bespoke and high-visual impact, with guests' eyes focusing more on the whole than on individual pieces. It's also a great solution for really vast wall-spaces too. This is a trend that is definitely replacing the use of single, huge-scale single artworks. Unlike the fashion industry, however, trends move more slowly in art, so the investment would have long-term aesthetic value.

What key trends are emerging over the next 12 months?

One emerging trend that we very much

like is the juxtaposition of old and new, with some hotels choosing to mix a few highly-contemporary pieces with, for example, old etchings or prints. As we have access to world-renowned galleries and archives, such as the British Library and the National Portrait Gallery, as well as to the best up-and-coming artists working right now, this makes for really enjoyable and judicious selection process.

Another strong trend is for a more intelligent curation than one that is simply aesthetic or decoration-based. Again, this is something we are very in favour of; moving towards storytelling and the use of art to express history, architecture, place or a hotel or restaurant's brand values.

What design challenges do you think the hospitality sector faces over the next 12 months?

This is a very fast-moving sector, where the biggest design challenge is to build a truly unique identity. This is less about newness or novelty for its own sake than the creation of a very clear and appealing ethos that reflects a sense of architecture and place and is expressed across every aspect of a hotel or restaurant's offer, whether service and communications, interior design or art. That uniqueness then needs to be communicated very clearly to the establishment's target audience and, in this respect, hotels in particular have certainly moved beyond thinking about simple demographics towards much clearer pictures of the traveller 'tribes' to whom they need to appeal.

One way to meet the cost challenge of staying relevant using art is to rent or exhibit instead of buying. This tallies with the number one trend prediction for the future just released by the World Economic Forum - 'you'll own nothing. Whatever you want, you'll rent.' When it comes to art, the rental/exhibition model means an entire art selection can be replaced every six months, which is a great shortcut to a regularly refreshed look.

Are you seeing a rise in hospitality establishments wanting bespoke artwork? If so, why do you think this is?

Yes, we are. Bespoke artwork really underlines a hotel or restaurant's uniqueness - a growing challenge, as mentioned above. I also think a bespoke piece can be particularly powerful as a place-making tool or expression of brand values; a distinguishing aspect



over and above colour and material trends, where there is bound to be some overlap with other competitor interiors concepts.

On some of the four and five-star hotels we've worked with this year, art has really captured the imagination of everyone on the team and we've had some fantastically intense, passionate and informed conversations about how to get it right for that individual establishment. One such piece was 'Tying a Knot' for The Great Northern Hotel - a huge-scale piece going up a stairwell wall. There were great press and marketing opportunities to be had around having an artist in situ creating the work and talking about it to guests too.

Do you think that the number of establishments wanting bespoke artwork will rise in the next 12 months?

Certainly. With a hard-nosed attitude, it's worth noting that bespoke art can represent a capital investment, although of course it has to be planned for and will take more time. The wisest clients, we find, are choosing a mixture of different routes for their art - bespoke items; salon hangs and the flexibility of the rental/exhibition model to keep things fresh.

What advice do you have for establishments which are looking to refurb their premises over the next 12 months?

When it comes to art, my advice would be to speak to an art consultant right at the beginning, where there is still time to commission, to consider all the options and to cost-save by doing that. There's still a lack of understanding sometimes, where art is considered a final add-on, just because it is the last thing to go in in terms of the implementation process - but it should be planned for and integral to all concept and communications work from the earliest days of a scheme. If establishments have existing art that is no longer right for them, bear in mind that some art consultants can also manage the sale of that art to free up new funds.

When it comes to thinking about inspiration, history is often a great place to start. Recent history may be obvious to all, but our researchers would go much further back in time and what they discover can play a great part in creating a strong narrative. For example, on one recent project in east London we discovered that the building had been used both as a bell foundry and as a factory for Huguenot weavers, whilst another had its origins in Roman times

as a bath or spa. The local history of outdoor pursuits and pride in Scottish inventors informed the art curation for The Gleneagles Hotel, whilst a project in London's Maida Vale took inspiration from its proximity to Abbey Road, where The Beatles recorded.

What should establishments bear in mind when choosing a theme or trend for the coming year?

Embrace change! Artwork trends do not change as often as interiors trends, but they do change, so don't be afraid of taking that on. Again, look at renting to lower the cost outlay.

Do you have any words of wisdom for establishments looking to hire an art consultant?

A good art consultant will understand your brand, but will also push you. Anyone can suggest adding some moody black and white pictures of local buildings and bridges. You should set your aspirations higher and look for the added value that comes with proper, well-thought-out curation: relevant, bespoke and exclusive art that gives your establishment the added kudos of being a real patron of the arts.

www.artiq.co



British Revival



Angels Share



Oddfellows



Malmaison Manchester

With more and more boutique hotels injecting some British patriotism into their furnishings and décor, the British revival styling is one we're more and more likely to see in hospitality design throughout the coming year.

Revived modernism and the heightened desire for British interiors may have fuelled this growing trend which

includes defined and apparent references to British culture; from quintessentially British statement artwork to more brash suggestions such as Union Jack or tartan iconography.

One significant advantage of British revival décor, and one that makes it easily attainable, is that it works just as well in a chic, countryside retreat as it does in an urban, city-centre hotel.



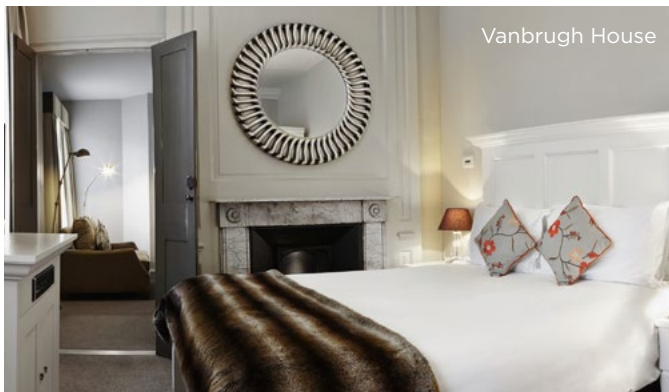
Pure and Simple



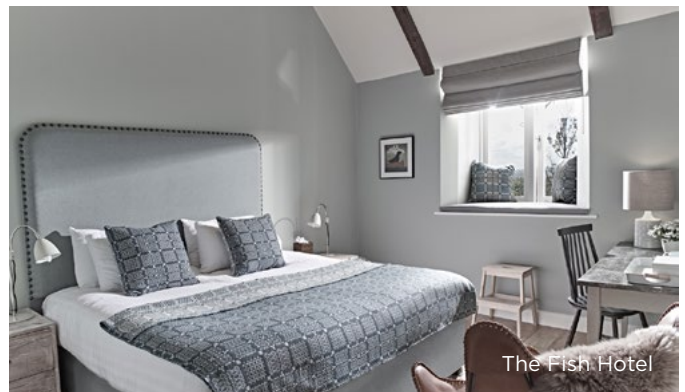
The George Townhouse



Brocco on The Park



Vanbrugh House



The Fish Hotel

Using grey or white shades is still a huge element of hospitality interior design and, due to its simplistic, calming and classic nature, will continue to be at the forefront. Neutrals have long been favoured by establishments as being a safe choice; a palette that is sure to please most guests.

However, now neutral shades are being combined with varying

styles and designs in order to create a coherent space with bags of character. Perfect for reflecting light and creating an airy space, simplistic decor is still dominating in minimalistic and pared-back Scandinavian designs. In neutral design, varying textures add visual interest and depth whilst coloured accents keep a space looking fresh and prevent it from looking too stark.





Winner's Feature

Hotel Gotham

Manchester

This five-star hotel is located in the heart of Manchester city centre. Minutes away from Piccadilly, the famed Edwin Lutyens-designed, former bank was transformed into a seriously stylish hotel themed to the historic American banking district, nicknamed 'Gotham'.

With an attractive Art Deco design, **Hotel Gotham** opened in 2015 and was met with major acclaim from

all over the world, including earning the title of 'Europe's Sexiest Hotel'.

Dating back to 1935, Hotel Gotham features 60 bedrooms and revels in its banking history and premise; so much so that these nods to its past are evident throughout; from the glass decanter light fixtures, briefcase lamp shades to the characters employed to echo the nostalgia of the roaring twenties.

The Judges' Comments:

"I admire the consistency of this hotel interior. They have picked one theme and really gone for it.

This hotel is the perfect blend of old and new, for example the chevron flooring is cool and

contemporary but suits the art deco mood. Staying here would be a real experience, and the interior is almost like a set."

Winner's Interview

Hotel Gotham

with Robin Sheppard, Creator and Chairman

What's the story behind Hotel Gotham?

We wanted to pay tribute to a major building designed by one of the greatest British architects, Edwin Lutyens, whilst injecting a distinct, fresh personality. The architecture of the 'King of King Street' provided natural inspiration for the nostalgic yet decadent design direction. It's timeless, opulent, playful and, most importantly, fun.

What inspired the design that we see in Hotel Gotham?

The devil's in the detail... Edwin Lutyens designed the building in 1928, with construction finishing in 1935. In 2014/15, it was then painstakingly restored and transformed from its previous banking life into the handsome 60-room hotel you see today. The Art Deco, in a 'neoclassical style', building features Lutyens' ingenious calculations. The top stage is two-thirds the middle stage, which is two-thirds the bottom.

Inside, the layout of the bedrooms features travel trunk-style cocktail cabinets and wardrobes, ingeniously devised by Squid.Inc and Sherliker Design. Burnished metals teamed with dark polished woods and luxurious leather, are coupled with feminine notes of plum and raspberry; while soft velvet and faux fur are used liberally. To top it all off, subtle references are made to the banking history with moneybag style laundry bags and gold ingot toiletry displays.

There's a big focus on theming within Hotel Gotham; from the playful nods to its banking past to the incorporating of characters. Why did you decide to follow a theme for the hotel?

Our designers Oliver and Mandy always wanted to tip Bespoke's hat to the financial history of the building, which is what made it so famous within Manchester, and such a recognisable location. We knew the attention to detail would be crucial to sell our vision and enable the guests to truly absorb their experience, so we ensured no stone was left unturned, be that in terms of the narrative, the theatre of the characters and staff, the finishings and interiors, as well as the fittings, menu items, and facilities.

It's been dubbed 'Europe's Sexiest Hotel'. Did you originally set out to try and make it that way?

Absolutely! I think I was the one who dubbed it so in the first place. We always aimed to capitalise on the aesthetic and sensory appeal of both the building, and allude to a glamorous, somewhat saucy, history.

What challenges did you come up against when deciding which way to take Hotel Gotham? Was an art-deco style always the favoured one? Did you specifically choose an old bank-building for this reason also, to stick with the banking themes?

We had long aimed to have a hotel in Manchester, and when I saw the building I fell in love with it immediately. I felt as if I was in old New York (hence the name) and we trialled the title on social media, which created a swift Marmite effect. Enough people told us they liked the name so it stuck, thereafter the influences become many and diverse.

We put a little bit of Grand Budapest Hotel into a cocktail shaker, combined with a hint of Noel Coward, a dash of Great Gatsby, dollops of Manhattan, slices of the banking icons of years gone, by topped off with a faux set

of characters inspired by the Cluedo board game. Then served it in a martini glass, shaken not stirred!

Were you ever in fear of the look and feel of Hotel Gotham bordering into being 'gimmicky'? How did you combat this?

Of course we were concerned about this and deliberately set out to minimise any Batman references, which is not easy when your first name is Robin! We spent a good deal of time working on a style guide, before realising it was good enough to be our brochure, which it still is to this day. We used a lot of video work to pre-sell the hotel, which was very moody and atmospheric in tone, so by the time we opened the doors demand was off the scale and we have been full ever since.

What advice would you give someone who wants to design their hospitality space to be highly individualistic? Has it been difficult to create something with such a strong sense of identity?

I was very lucky to find Oliver and Mandy, our interior and graphic designers. They had never met before, but were soon ganging up on me to distil my over-bearing and didactic ideas, improving on each one whilst skilfully kidding me into believing I was still calling all the shots all along. The sum is definitely greater than its parts.

The experience and immersive nature of the hotel really helps its appeal. How important do you think it is to offer an 'experience' to a paying guest these days as opposed to a place merely to rest your head?

It was always at the forefront of our collective mind, and we made sure that awareness of minutiae and attention to detail filtered through to every member of our team, from the

interior designers and PR team, to the service staff and on-site management. We knew that cutting corners would quickly lead to Hotel Gotham becoming simply a comfortable spot to rest your head, and we were careful to ensure that we stuck to our vision of the hotel being far more than that.

What is your personal favourite part of the styling at Hotel Gotham?

It's tricky to choose just one. But I've always had a soft spot for the wall mounted typewriters in Honey Restaurant.

What do you think sets your venue apart from others?

The substance, not the style, which is entirely down to the staff who act out the Gotham story every day; coupled with a sense of fun, swagger, and a pageantry that feels spontaneous, yet never forced.

What do you think made the judges choose your venue as the winner this year?

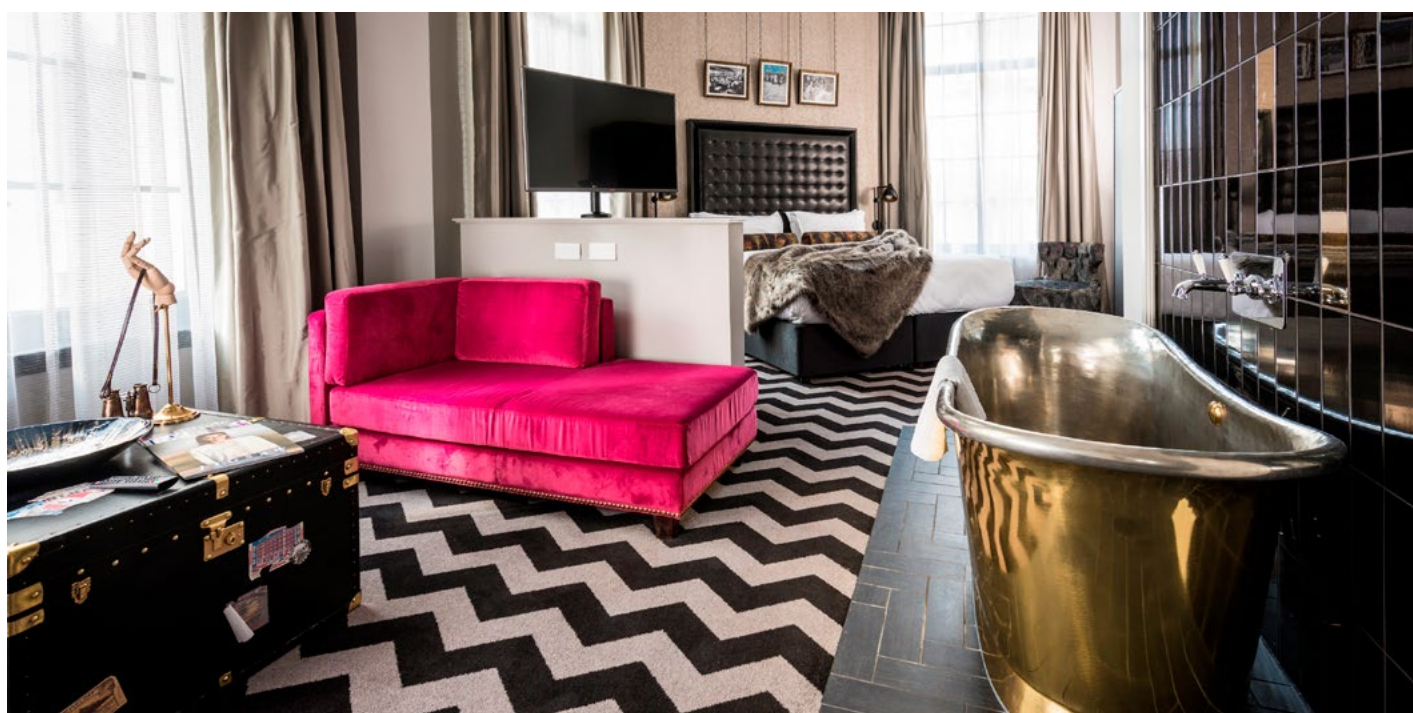
In short, we're a little bit different! We like to think we offer a superb product in a unique and previously

underappreciated location, and have contributed to the continuing resurgence of Manchester as both a business and tourist destination.

Have you got any advice for someone wanting to enter the Style Awards in 2017?

Sweat the small stuff! Focusing on specific details might seem over the top, or feel like a distraction at times. But if done correctly, it really pays off.

www.hotelgotham.co.uk



FEATURE

Heavy Metal

Retaining our love of metallics well into 2017, there seems to be a shift from chrome finishes to the timeless tones of brass and golds. Hoteliers are now experimenting with a combination of metallic detailing to provide a softer, warmer look to their guest bedrooms and playing around with textures and materials serves only to enhance the luxurious, rich nature of the space as well.

Additionally, after decades of mixing bathroom sanitary ware with chrome fixtures, there's now a marked move in combining a clean, crisp bathroom with an array of brassware so expect to see a new wave of bathroom looks throughout the forthcoming year.



Edgar House



Low Mill Guest House

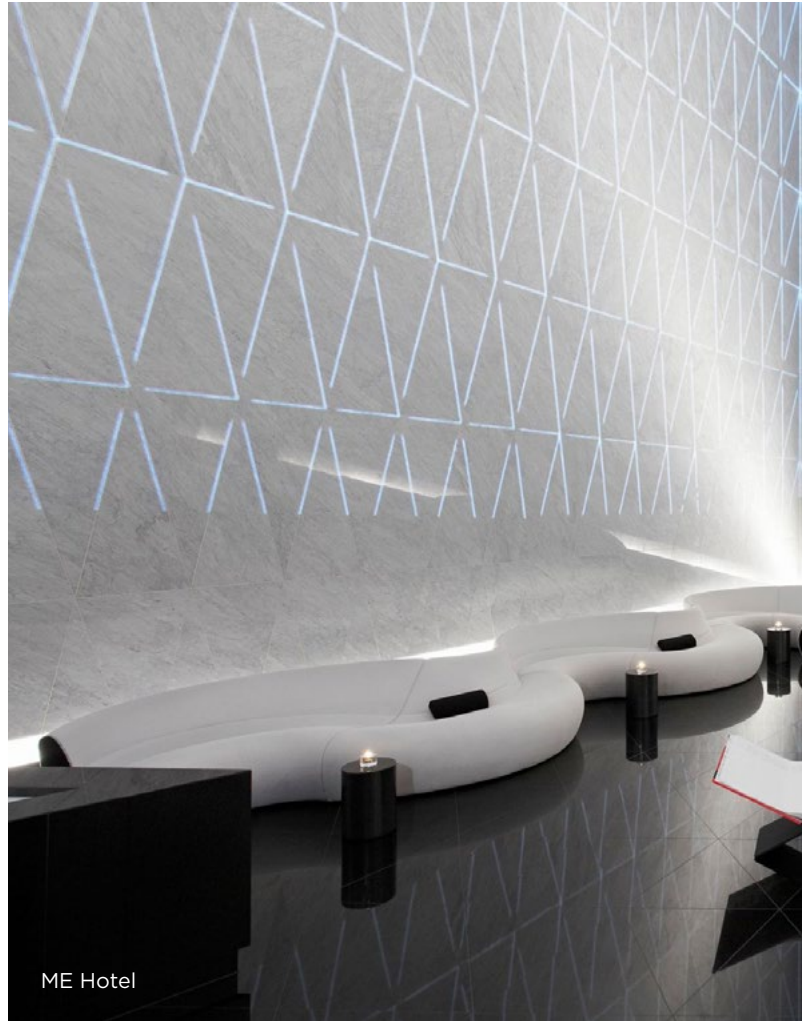


FEATURE

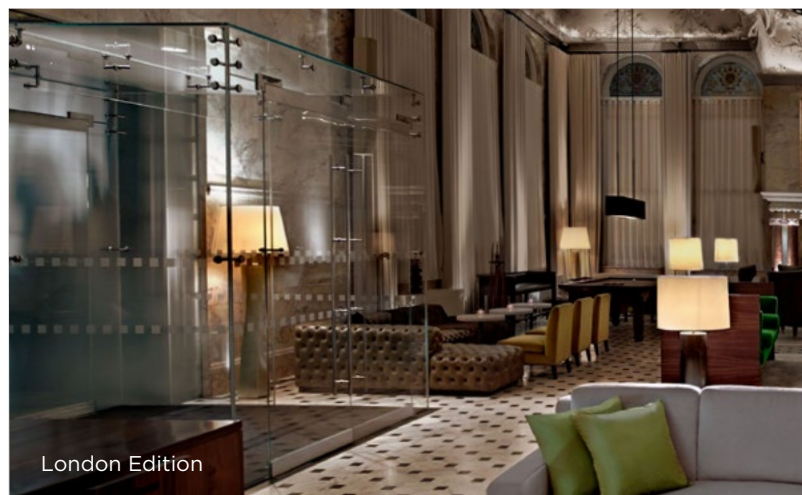
Breaking Down Barriers

More and more hospitality establishments are doing away with the rigid reception desk in a bid to break down the barriers between guest and staff member. With hotels moving away from the traditional 'eat, drink, sleep' attitude, they are now hoping to create engaging and inviting communal spaces.

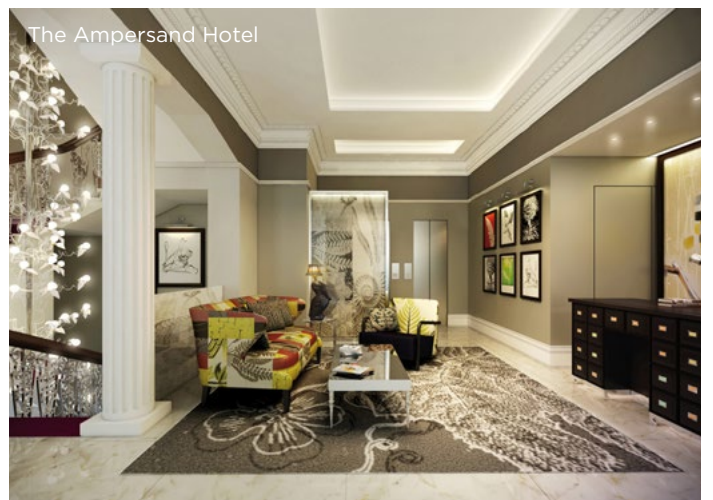
This means the check-in procedure we know is already undergoing somewhat of a transformation with hoteliers personalising the experience by relaxing the guest immediately and updating the long, corporate check-in desk into something more open and welcoming. Guests are now more frequently offered a seat and given a drink whilst their bags are taken to the room which is becoming quite the norm in a range of establishments.



ME Hotel



London Edition



Talking Interiors

with Andrew Linwood, Areen Design - Hospitality

With over 30 years' experience in the hospitality industry, **Areen Design**, have worked with some of the most exclusive names in the industry taking on projects large and small to deliver a flawless, high quality finish; winning them countless awards and a highly reputable name within the world of interior design.

Here, Andrew Linwood, Head of Areen's Hospitality Division, tells us a little bit more about what he's expecting to see through 2017.

What key themes are trending this year for hospitality design in your opinion?

Localisation

The importance of relating to situation and reflecting culture and heritage is now a well-developed trend; the days of walking into a hotel and not knowing if you're in Freetown or Frankfurt are long gone.

The Cape Sierra Hilton in Freetown is a classic example of the cultural sensitivity and awareness we try to achieve through an understanding of the historical, physical and social elements of a locality.

Opening later this year the interior design conforms to a Hilton branded hotel but brings together regional and local heritage through artwork, local materials and place-making.

Flexibility - catering to the 'global nomad'

We are seeing innovative developments in the product design industry that reflect this non permanence, with designers moving away from cupboards and wardrobes to open closets and wired shelving, allowing greater flexibility and accessibility.

Bespoke furniture items - The return of the artisan

What is exciting is that there seems to be a resurgence in timber craft, but with a raw, expressive feel. It's all about artisanal authenticity, individuality, sustainability and an expression of location - a development on the theme of bringing nature indoors.

What are emerging as the key trends over the next 12 months?

The feeling amongst designers across industries is that 2017 will have a more 'organic' focus. Technology is a part of our everyday lives but people are now looking for a connection with reality; moving away from artificial environments.

Interiors will likely reflect this transition by increasing tactile and sensory experiences within hospitality spaces. Natural elements and materials will grow in importance as a sort of counterbalance to the pace of growth in technology and social media.

The following are key trends to watch out for in 2017:

Fusion of elements

I think we'll be seeing a move away from the hard lines and bold geometric shapes that have dominated the design landscape recently. We will be seeing more chinoiserie, ornate historic motifs, florals, organic patterns and handmade elements; materials we can more easily relate to; there'll be more of a melting pot, bringing together the different styles and materials.

Design Collaboration

Interdisciplinary design collaborations have been growing over the last few years, especially in fashion and architecture. 2017 will see more crossover and collaboration in interior design. Fuelled by the power of a concept, artists are now collaborating with designers at the earliest creative stages to work on holistic design solutions, materials and spaces.

Colour Tones

Green is moving from the runway to a cushion cover near you, with wall coverings and soft furnishings seeing a surge in vibrant colour, inspired by nature. The green palette is being given a fresh interpretation, creating tones that are going to convey a sense of earthiness and reimagined familiarity.

What is the most popular theme/trend of the year in your opinion?

Bohemian and Eclectic Folk

With the world getting smaller and travel becoming more accessible, many continents now influence designers' choice of colour combinations, materials and artwork. Take textiles for example, where the influence of North Africa, India, South America and Mexico help to give designers the opportunity to introduce the well-travelled bohemian look into interiors.

What design challenges do you think the hospitality sector faces over the next 12 months?

With increasing competition from boutique hotels and Airbnb, the bigger brands need to continue to reinvent themselves by tapping into the changing definition of luxury.

Luxury is certainly not just the finishes, it can be found in anything, from sourcing fresh local produce, through to personalised welcome messages. Our challenge as designers is to capture this essence of authenticity and incorporate it into our creative response.



Are you seeing a rise in hospitality establishments wanting bespoke fittings and furniture? If so, why do you think this is?

Individualism is recognised as a global mega-trend; consumers want to be recognised as having 'personal needs' not just part of the 'mass market'. The result is that in order to be competitive every project must respond to the need to be different, fuelled perhaps by the internet; and bespoke fittings are one way to do that.

What do you think are the best trends of the year in the restaurant sectors:

It's about developing a concept or a theme, something that will attract people. A concept is like an umbrella trend: it groups focused trends like bespoke solutions; the use of new materiality; applying context; having Instagram value and catering to millennials etc., together.

When you have a great concept, you are ticking all those boxes. And it's not necessarily about having a quirky trend; it's about having a design narrative or story which pins everything together so it doesn't look like a circus. There should always be an element of context and grounding, because you want to cater to a range of different consumer bases.

Lastly, which projects are you most proud of over the last year, that in your opinion epitomise the year's trends?



Boutique Hotel Concept – Central London

The brief here was for a London based hotel aimed squarely at overseas tourism. Set in a Grade II Listed building, the interiors were to be used as a vehicle to fuse old and new using traditionally British elements with a nod to the humour and eccentricities of the fabled Londoner.

Sleep Set Concept Room – 2015 Wonder Tale

This concept room explored the theme of duality, challenging the traditional plan of the guest room in order to delineate the space subtly whilst providing for a smooth transition from dark to light, hard to soft

and cold to warm; these transitions are reflected in materiality: colour and texture, lighting, sound, mood, reflection and detail. The functional usage is planned to fit the quality of each zone at its point along the gradient.

www.areen.com

One To Watch

Rough Luxe

Who would have thought that one emerging trend in hospitality design is one of a rough type of luxury? The rough luxe movement has certainly gained traction in the market with these rough escapes popping up around the world including the very first of its kind in the UK, the **Rough Luxe Hotel** in London.

We're seeing a new type of traveller emerging; one that is sick of the sterile perfection of designer and boutique hotels and one that is looking for a very unconventional type of luxury brought to the forefront by the **Rough Luxe Hotel**.

For those interested in this new definition of luxury - it's more about the little luxuries; the artwork, choice of wine and crisp, white sheets.



Rough Luxe Hotel



Titanic Hotel



Le Petit Chateau



Rough Luxe Hotel

One To Watch

Rough Luxe Abroad

Popping up across the world, these edgy hotels are a direct contrast to extravagance and indulgence. These rough-round-the-edges venues rejoice and celebrate the raw imperfections that come with it.

From creaky, uneven floorboards to partly papered walls, it may sound like the stuff of nightmares but positioned delicately alongside fine art and gloriously lavish furnishings, it's most certainly an experience and one that is gaining serious pace.

Increasing in prominence across Europe and the USA, typical features of the rough luxe trend include clashing textures and materials including exposed brickwork, distressed walls and numerous metallic accents.





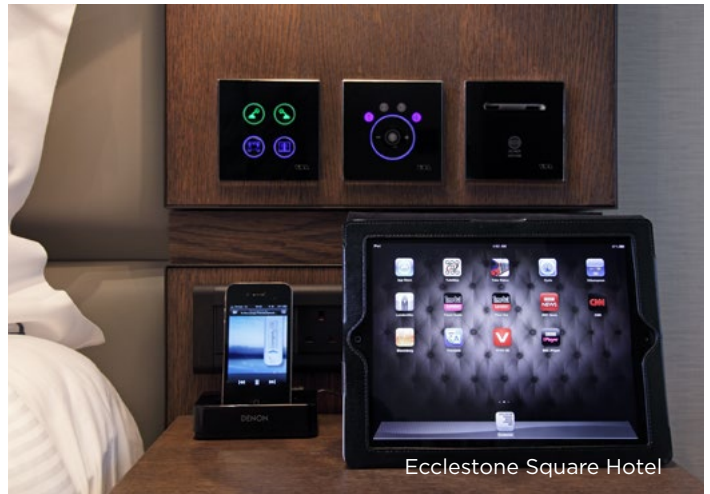
FEATURE

Making it for Millennials

As both restaurant and hotel venues adapt their offering to accommodate a new wave of customer, we're seeing somewhat of a technology revolution; with establishments attempting to attract millennials, and it's much bigger than simply giving guests free Wi-Fi.

In a world with fierce competition, photo sharing apps and online review centres; venues are creating highly personalised experiences designed to hook in the new wave of 'urban explorers'.

From drones delivering a food order to cost-cards designed to help diners split the bill, from an iPad wine list such as those in **Rib Room** to hotel rooms which benefit from in-room smart-controlled air fragrances to electronic 'do not disturb' signs, the future is definitely bright... and glowing.



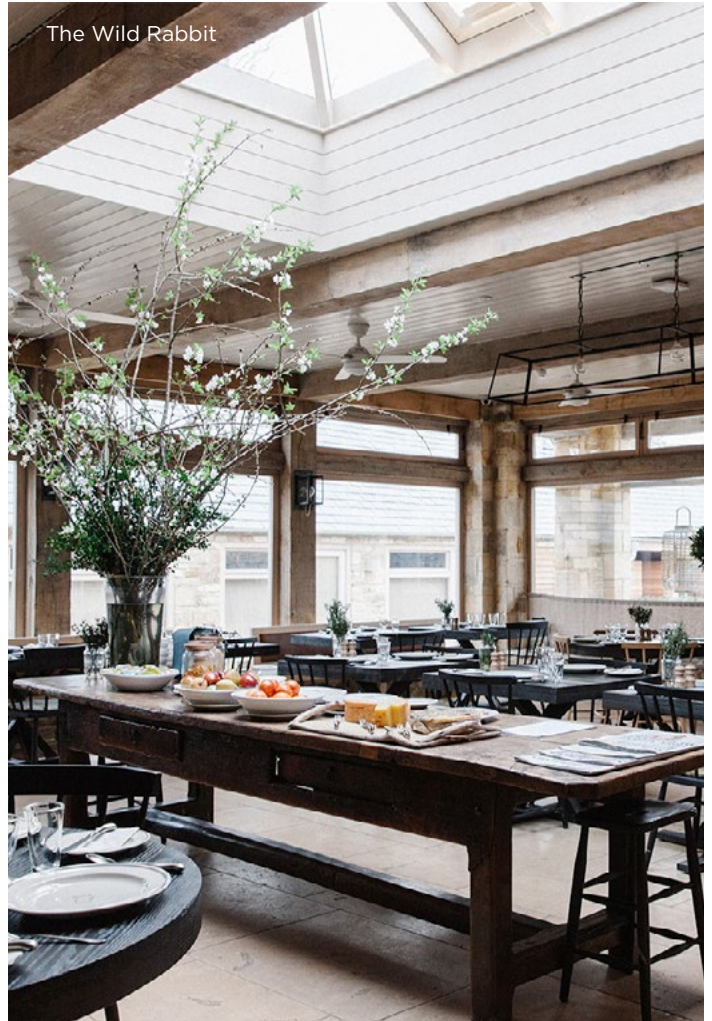


FEATURE

Sustainability

More than just a design feature, sustainability is gaining momentum in the both restaurant and hotel markets as hoteliers and owners seek to fulfil their ethical and corporate responsibility. With customer demand for 'green' practices growing, establishments are finding they can lower their own costs through this responsible practice as well.

Whether it's using LED lighting, energy saving or incorporating reclaimed and recycled furniture into interiors, this is one trend that's set to last through the coming years.





Langdale Hotel



Back to Basics



Heather Grange



Lakeview Care Home



Sherwood Grange



Barrowhill Hall

Featuring influences from nature and the environment, healthcare design has proven that going back to basics is best. With research pointing towards the fact that providing access to nature is conducive to the health and well-being of residents, we've seen care facilities incorporate nature, not only into their outside space, but in their interiors too.

Whilst traditionally using white as a base to promote the idea of sanitation and cleanliness, the psychology of colour has found that hues of greens, blues and warm woods can enhance a healthcare venue by promoting the ideas of positivity, health and comfort.



Trying Out Textures



Creating stimulating and need-specific environments has always been a challenge in healthcare design; however we're now seeing a rise in the use of textures to enhance a resident's experience of the space; from innovative furniture which combines clashing colour shades as visual prompts to varying feels and fabrics to provide a 'hospitality' style effect.

From flooring to furnishings, playing with texture doesn't just add to the aesthetics of a room but plays a crucial role in ensuring those with visual impairments can easily differentiate between floor levels, increases familiarity and promotes wayfinding within a healthcare setting.





Winner's Feature

Signature at Bentley House

Hertford

Opened in 2015, **Bentley House** is one of the newest homes from Signature Senior Lifestyle. With 67 rooms and apartments, set over five floors, the care home also includes two restaurants, a cinema, shop, multiple lounge areas, activity centre, gardening areas, spa, therapy suites and an on-site hair salon. The care home also benefits from a dedicated dementia suite, designed in accordance with leading research from the University of Stirling.

Set in picturesque, landscaped gardens overlooking Hertford bowling green, Bentley House provides an immaculately presented, well-styled yet homely place for residents which can be adapted and tailored at their request. With a whole host of activities on offer, Bentley House aims to provide exceptional care, delivered by compassionate people in the highest quality homes.

The Judges' Comments:

"The interiors at Bentley House Care Home are by far the most stylish I have seen in this sector. I love the thoughtful details - such as the way each resident has a front door, complete with number and post box, creating a real sense of a homely environment and a private space for every individual, which is so important when you are living in a community.

"The communal areas, such as the lounge, are warm and welcoming - a real home from home - and stylish without being too formal. The nostalgic décor in the shop no doubt reminds some residents of years gone by, but the overall effect is smart and chic, not twee or 'disneyfied.'"

Winner's Interview

Bentley House

with Neil Butler, Head of Design

What inspired the design that we see in Bentley House?

The concept design was based on the local mill buildings from the area whilst trying to work within the existing structure of the office building.

Throughout Bentley House, it's clear to see there's a real attention to detail in making spaces look appealing as well as practical. Is it difficult to combine dementia-friendly design with an attractive finish?

We took our design consultants to the Stirling University Design School to give them a good grounding in what is important for our residents who suffer from dementia. Sometimes it's very small things that can make a real difference. We avoid low coffee tables as they become a trip hazard, signage is set low at 1.2m above the floor as this is an easier viewing height, we provide contrasting backing plates and wide light switches so they're easily seen.

Contrast is important but we've achieved this by light/dark colours rather than going to bright reds and yellows that wouldn't work with the interior look of the building. We don't want to treat our dementia residents any differently from everyone else.

Bentley House looks and feels very luxurious. Has there been an increase in demand for luxury care home residences?

There is a strong demand for care homes across the board and we aim to be the best and to help raise the standards being achieved by our competitors. We're attempting to provide five-star care in a five star hotel environment but are also conscious that we must provide a domestic scale to our buildings as it's

a huge leap to move from your home into a 95-bed care home.

We also see plenty of communal spaces providing a real sense of inclusion. Why do you think it's important to incorporate this into the design?

The most important thing to realise is that our homes become 'their world' for our residents. We try to provide a variety of experiences throughout the home to help stimulate our guests but also to challenge and provide conversation starters.

Eating is extremely important but would you want to eat in the same place every day? At Bentley House you don't have to as you can choose the Bistro or Restaurant and, if you feel like it, we'll even provide room service. It is vital to keep the mind and body active as you age and we encourage our residents to join in with the daily activities that we organise. Then, of course, you can see a film in the cinema or get your hair done in the emporium. There are lots of choices.

What are the main challenges you faced when designing Bentley House? Is there anything that looked good on paper but wouldn't work?

The biggest constraint was working within the existing building structure but some of the design challenges caused us to revisit our design principles on our new homes where we've actually used some of the design ideas from Bentley House.

It was important to break down the external façade; this was not an office building but needed to feel like home and our architects did a fantastic job in this. Many visitors don't even realise it is a refurbished office block.

The original garden design focused

on the restaurant but when we walked the site after clearing areas we saw we were missing the morning sun and hence we enlarged the Bistro garden, at the front of the home, opened up the doors and provided a canopy for shading on the very hot days.

Hospitality venues and restaurants may focus on design much more than a care home as it's the visual appeal that gets customers through the door. How difficult is it to create a space in which your visitors will spend much more time than a simple evening/weekend?

Funnily enough achieving the 'wow' factor as you enter the home is just as important to us as when you visit a restaurant. Families feel guilty that they are putting mum or dad into a care home and we need to make them feel that it's actually a great place and that they can relax in the knowledge that their parents or grandparents will be really happy there.

Past that though, we have to focus on the care needs for the elderly so no steps or trip hazards, good contrast between floors and walls and other recognition points, a different colour carpet on each corridor, your own individual front door colour within smaller streets (not corridors) and an address with your individual apartment number.

Do you have to take into account your visitors will be spending their lives there?

There's a lot to do at Bentley House; different places to eat, spa bathrooms and a hair salon so our guests can be pampered, a night at our own cinema, a variety of daily activities such as yoga, painting, flower arranging and you can even go to the shop.

Does this impact the design choices in any way?

Yes, as we also choose lots of different interior features and finishes. There are lots of standard chairs and tables but then something odd that will help spark conversation or an opinion.

Lots of our residents comment on the activity room wallpaper saying they would choose that at home. They're always talking about it and that's exactly what we wanted to achieve... conversation

What are your favourite styling features of Bentley House? Why?

I love the cinema, which, with its operatic quality transports you to Covent Garden in an instant. Full of deep rich reds, the onlookers from the gallery in the wallpaper and then the curtains draw back and the movie begins.

What do you think sets your venue apart from others?

We have transformed an old office building into a five-star hotel-style care home and everyone is surprised by the quality that's been achieved by our team. This is what everyone should strive to deliver for the final place to call home for our older generation.

What do you think made the judges choose your venue as the winner this year?

I hope it's that they didn't expect to find what they found inside. This is not a normal care home and we don't want to deliver normal.

www.signature-care-homes.co.uk



Nostalgic Nods

Waypoints Verwood



Memory Lane, Blossomfield



Hartwood House

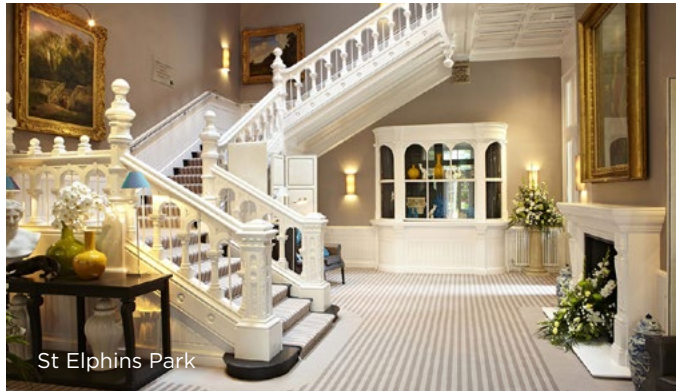
Designing with dementia in mind can not only help promote an enhanced way of life but can also prevent slips and trips, promote independence, encourage social interaction and therefore reduce the need for anti-psychotic medication.

As dementia symptoms worsen over time, care homes are using items that help a resident find

their way round when it becomes more difficult to remember. Artwork with cultural local meaning, props or decorative elements and pictograms all have the ability to reduce confusion and anxiety whilst incorporating decorative flourishes that have some significance to the location is also on the rise.



Skillfully Sumptuous



Designed with five-star luxury in mind, care homes and healthcare establishments are repositioning themselves in the market. Not only do they serve to be a 'home-away-from-home' but equally, they are promoting themselves as truly elegant, truly superior and truly lavish.

With decadent and classic accents such as feature chandeliers, silk and velvet textures interchangeably entwined and rich, sumptuous shades of lavender and silver and generously opulent features including statement headboards.

This interior design trend is set to grow and grow as establishments move away from cold, clinical décor.

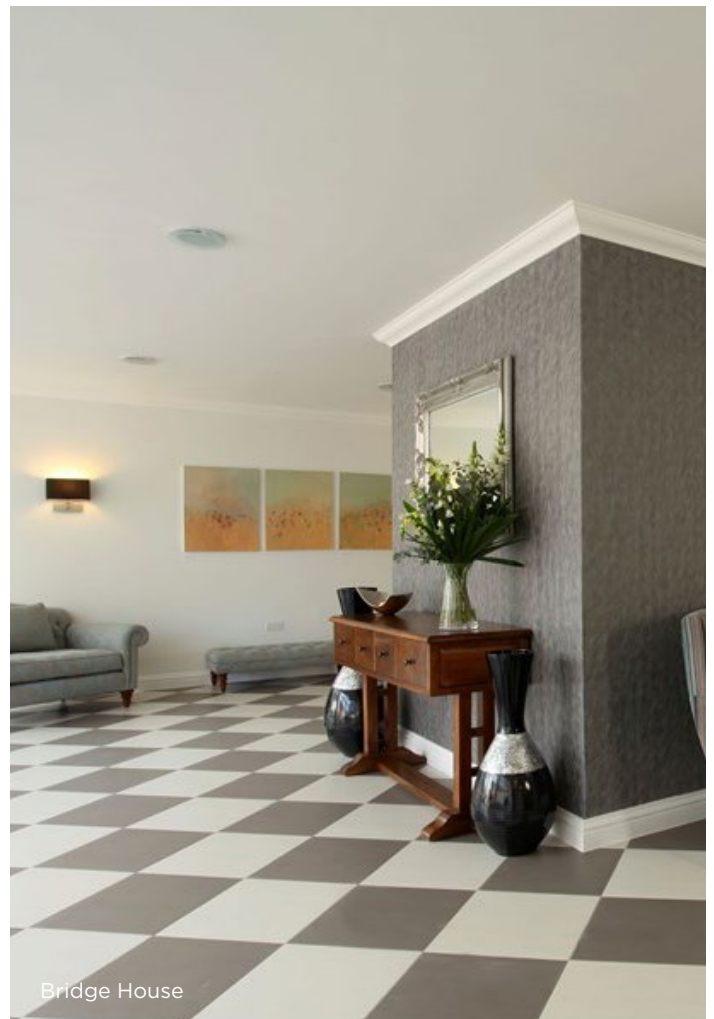


FEATURE

Dual Purpose Spaces

Limited budgets and limited space are two very real concerns for healthcare venues up and down the UK. Owners are increasingly looking at their existing space with a new view on how to repurpose the design in order to satisfy resident needs.

In order to generate a balance of meaningful activity alongside functionality, care home professionals are ensuring they are creating carefully considered, useful spaces which seek to encourage unity through recreation and socialising and a community atmosphere.





Bridge House



West Hall

Celebrating Healthcare Design

with Liz O’Keeffe, Vision Support Services

What key themes or trends are you seeing emerge in healthcare design?

We work to soften some of the hard edges of design; to create an environment that feels like a luxury home rather than a five-star hotel and to blend functionality with a homely appeal.

Working closely with care homes over the last few years, it’s clear to see how demand for stylish settings has increased. In communal areas, fireplaces have once again become a focal point of the room with people avoiding placing a large TV above and, instead, arranging furniture ensuring that the fireplace is centre stage.

Historically, healthcare establishments have felt clinical and uninspiring but now there seems to be a collective understanding that a care home has to offer a comfortable environment that does feel like home but provides something a resident will be proud of.

Homelike comforts provide a sense of familiarity to a resident whilst nostalgic pieces ensure that they do not feel lost in a setting that doesn’t feel like their own. Through the use of decorative artwork – local landscapes, landmarks or comfortable chairs, in differing styles and of differing heights so as to aid interaction and encourage a community atmosphere.

Care home design is increasingly concerned with marrying up the outdoors with the available indoor space. We work to create inspiring interiors with plenty of natural light, low window heights and easily accessible outdoor space which work to promote health and wellbeing.

In fabrics and wallpapers, we’re seeing more metallic shades appearing including the use of gold, silver and copper suggesting a move towards hotel-like qualities.

What have clients been asking for this year?

In healthcare, we’re seeing many of our customers request interiors that meet

aesthetic requirements including dementia-friendly design which can help to reduce and ease the need for antipsychotic medications, prevent slips, trips and falls, promote nutrition and health and encourage a greater level of independence.

Care providers are very aware of budget and of obtaining the best value for money, it’s important for us to think about what they need in their venue to ensure all practical and functional aspects are met yet combine this with a visually pleasing and stimulating environment, conducive to the wellbeing of those that live there.

In terms of products, clients are increasingly looking for new and innovative products which reflect an understanding of resident needs. We’ve worked hard to develop

As the purpose of a care home is different to that of a hotel or restaurant – we need to ensure we design spaces that draw someone into the communal areas which not only create a fun, social environment but also enable the staff to undertake careful and thorough resident management.

Creating spaces that have an element of luxury should not be done at the expense of practicality and that’s one of the biggest challenges I think we find. The practicality of a setting has to outweigh the need for it to look like a hotel lobby – but in many cases both aspects are considered and adapted.

Rooms that are not coherent or are too busy in terms of decor can have a



goods that play to the sensory stimulations of the residents including our most recent product; a memory cushion aimed at providing a nostalgic benefit to the resident whilst aiding them in reminiscence.

Has there been an increase in demands for luxurious healthcare establishments?

We’ve worked extensively to identify the most important factors to satisfy both the functionality aspects of a care home coupled with the design and the luxury feel.

detrimental effect on a resident and this may stop them from using the space.

This presents problems for the staff as it makes it harder to manage them in case of fire and such but also it defeats the point of having the space in the first place. We want to deliver a setting where residents feel comfortable at each and every point they come across within the home.



The Grand

Budgets greatly influence the design and interior of a healthcare setting. Do you have any advice on how to make the money go further?

It's all about how to combine colour and texture and use pieces that are suitable for a commercial environment. We always endeavour to choose pieces that are timeless and designed to last whilst also being appealing and not too faddy.

It doesn't necessarily have to be a designer fabric or a designer piece that's utilised in the care home but the challenge for us is to create a high quality environment with high quality products at the right price.

Are you seeing an increase in facilities that you haven't seen before?

Cinema and media rooms continue to be popular whilst we're seeing a steady increase in the incorporation of spa facilities designed to increase the feeling of wellness in residents. It's important to remember

that although a care home needs to 'feel like home'; residents should feel content and at ease. With a multitude of facilities to use and make the most of, a well thought-out care home should feel like a small community - where extra activities are encouraged to help aid stimulation.

Memorabilia rooms are also on the increase, particularly in social housing where we haven't seen them previously.

What are the best trends you've personally seen in healthcare interiors?

Bringing the outdoors in through the use of colour and texture is definitely one of the most sought after interior design styles and one we feel works very well within a care home setting. This generates positive feelings for residents allowing them to continue to feel that they connect with nature and the outdoors. This is particularly useful for those residents that live with dementia.

Do you have any words of wisdom for establishments looking to hire an interior designer?

Choose someone who understands the impact of colour - on residents, on the environment and on the setting itself. The designer should understand the different colours and what emotions they can evoke.

Ensure that they understand how to design specifically for dementia and those that will work to create inclusive designs to suit everyone - whatever their needs. In healthcare design, it's important to consider future proofing to ensure longevity of the design and to ensure that it will not look 'dated' quickly.

www.visionsupportservices.com

Colours

The forthcoming year will see a varied colour palette with a resurgence of understated, soft tones which provide a warmth and sophistication whilst complementing metallic accents complete the look perfectly.

Rich jewel shades are hugely popular at the moment; emerald greens, sapphire blues, bold teals and amethyst purples are increasingly being used as accents within hospitality and restaurant design and we'll see these much more through 2017.



Cool greys



Pastel pinks and moody blues



Muted metallics



Rich jewel tones

And Finally

We'd like to say a huge thank you to our Style Awards judges for taking part this year. With a number of names from across multiple industries, the Style Awards really could not have happened without them.

With a wealth of awareness and experience of the markets, they crowned the winners of our 2016 Hilden Style Awards, delivering honest and valuable feedback and with a knowledge base like no other.



Lee Birchall

MD of DV8 Designs
and Architect



Victoria Hargreaves

National Sales Manager for Vision



Ellie Tennant

Interior Design Journalist



Jeremy Tring

Editor of Eat.Drink.Sleep Magazine



Lucy Allen

Healthcare Interior Specialist
for Vision



Gemma Ralph

Editor for
Hospitality Interiors Magazine



A Time For Change

Introducing the new Vision Style Awards 2017/18

Back in the 18th century, James Hargreaves revolutionised the textile industry with the creation of the spinning jenny and it was his descendants who, 100 years later, would establish the Hilden brand.

It was these very people who took their passion for textiles and producing innovative and high performance textiles who then invested much time into refining their products and expertise - culminating in the Hilden product range that we know today.

Historically, the Style Awards have sat under the Hilden name - not least because of the high quality of customer we recognise associated with this very name. However, as the Vision name continues to dominate across the UK and as we expand further across the globe, particularly across Europe and Asia, we've decided it's time for change...

Vision was founded in 2005 by entrepreneur Dan Wright in a bid to bring together some of the world's most renowned textile brands. Textiles had always been in Dan's blood with his family being the owners of some prestigious and prominent textile companies across Lancashire.

It was Dan who decided to take the acclaimed heritage of textile manufacturing in Lancashire and take it to a global stage. What originally began with three overseas offices, our three leading

brands have since been amalgamated to sit under the Vision brand and now we're proud to have seven global offices, 6,500 customers in 84 different countries across five continents.

In a mere twelve years, Vision; the custodian of three acclaimed brands, is now a leading supplier and distributor of specialist, luxury and performance textiles to the leaders in hospitality, healthcare, retail, government and laundries the world over.

We've built our business around our heritage, innovation and specialism. This is what makes us different from the rest.

We've gone from a relatively unknown name within the market and have worked hard to create a global, unified business; we've immersed ourselves in the various countries and cultures in which we operate, employing local, highly trained staff and so hosting the Style Awards

under the overarching Vision name now seems like a natural fit.

Going forward, Vision will now host the Style Awards; opening up to venues across Europe to ensure we highlight and celebrate some of the most stylish, the most romantic, and the most eco-friendly hotels, restaurants, spas, bars and healthcare establishments across the continent.

With a whole host of new categories, a new format and brand new judges, we'll be looking to find a range of like-for-like establishments who will compete against each other in a bid to win one of our coveted titles.

Our story doesn't end there, in fact, it's only just the beginning... **Our Vision Style Awards will return in 2017, and we hope you will, too.**

visionsupportservices.com/style-awards



Press Contact

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Acknowledgements

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