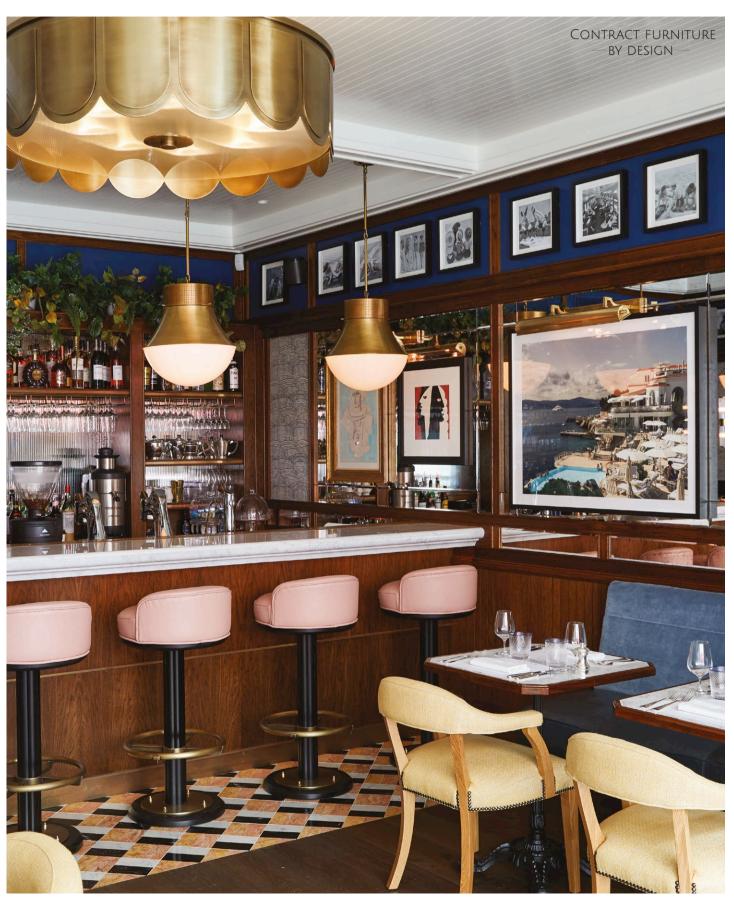
# interior designers E3.95 APRIL 2020



# 4 LICENCE

HAVE YOU DESIGNED YOUR OWN FURNITURE PIECES FOR A COLLECTION OR IS THIS SOMETHING YOUR STUDIO IS LOOKING TO DO IN THE FUTURE? THESE DESIGNERS HAVE WITH EXCITING RESULTS



### **FROM MACRO** TO MICRO

### Staffan Tollgard CO-FOUNDER, TOLLGARD DESIGN GROUP

I have been designing products for mass approached by Contardi, the Italian lighting has now grown to a number of lights for them, a Most interior designers will have designed a such a strange idea for us. What changed for me but for a large clientele.

One of the best architects/designers turned product designer I think is the Dutch Architect Piet Boon whose soft, neutral palette looks fantastic across all types of interior products.

I myself now have a collection of products spanning a few typologies in lighting, rugs and company is after or simply a typology they are often, Filippo Castellani (who designs with me in the studio) and I simply chat about ideas that we've

craftsmen about the pieces and collaborating on the evolution of them.

Our long-term goal is to have a strong product design division designing for some of the best brands in the world, alongside our own production questions of living in a creative, collaborative and sustainable way.

www.tollgard.com





#### Alix Lawson FOUNDER, ALIX LAWSON

Our studio style is a blend of Japanese, Scandinavian and Australian aesthetics, focusing on a thoughtful simplicity. When we set up the studio over a year and half ago, we said our ethos was to bring a holistic approach to interiors with what we refer to as 'conscious minimalism'. In the past six months we have seen this blow up into a huge design trend, which we believe will have more longevity than any other. This stripped back refinement is in many ways a rejection to the state of the world, a rejection of the disposable consumer society and a call to simplify our lives. The products we have designed as a studio reflect our design ethos.

We are launching two Interior product companies within the next six months - Paint by Alix Lawson and Alix Lawson Home. Paint by Alix Lawson was inspired by the need to simplify the process of selecting white paint. We have been working with expert British paint manufactures for the last year and have curated the perfect five shades of white.

We've been spending a lot of time in various factories over the last year developing products and testing our paint. Developing paint is such a scientific process, with so many tiny variables affecting the outcome. It requires incredible precision and we have been working with one of the oldest family run paint manufacturers in the UK who live and breathe paint, to curate the collection. Their knowledge and understanding of paint has been passed through many generations making them experts in their field. During the development and testing process, I repainted my entire apartment with our paints to ensure that I was completely satisfied with the quality and coverage of the paint. The idea for Alix Lawson Home came about while sourcing products for projects and not being able to find what we were looking for that were in line with our studio style. The majority of the products in the homewares range were designed for our projects and we now want to be able to offer these items to the public.

www.alixlawson.com