

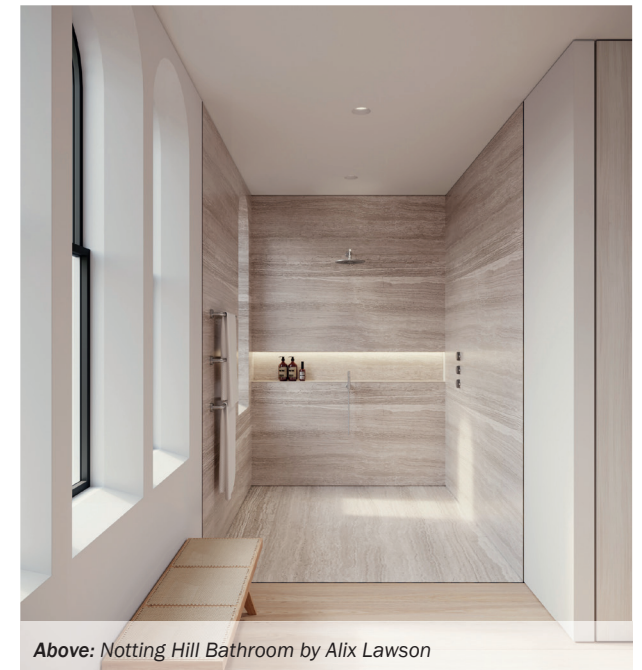
# MINIMALISM - ESCAPE THE NOISE

**BY ALIX LAWSON**

Alix Lawson Studio

*Alix Lawson Studio represents contemporary minimalism, a blend of Scandinavian, Australian and Japanese design styles striving to bring tranquility and intelligent design into homes. A firm believer that simplicity is the new luxury, her studio brings together lifestyle and interiors. Offering an antidote to the overdose of 'luxury' in the London design scene, Alix's raw refinement and what she calls 'conscious minimalism' aim to cleanse the city's palette. More than just a design firm, Alix wants to change the way we view interiors and incorporate them into our lives. The Alix Lawson brand has expanded in the last two years to include Paint by Alix Lawson and Alix Lawson Home, a homecare brand with nine fabric collections. She has also introduced a boutique line of furniture called The Collection. Alix's work has taken her around the globe, working for prominent families and developers.*

Minimalism is a topic incredibly close to my heart, it has shaped my design career and plays a part in my day to day life. In many ways this need for light, simplicity and minimalism took root before I had even begun working in interior design and architecture. Growing up in Australia I was surrounded by open spaces, vast skies and an indoor/outdoor lifestyle - all of which greatly influences the country's interior design. The Australian culture and environment is pervasive in its interiors and architecture, where homes frame the landscape and the interiors always seamlessly connected to nature. There is a certain serenity that comes with natural landscapes and a slower pace involved with this outdoor-centric lifestyle. Over three years ago, I founded my interiors studio on the



Above: Notting Hill Bathroom by Alix Lawson

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philosophy of conscious minimalism, a rejection of opulent and loud design in favour of quiet thoughtfulness. The studio blends Japanese, Australian and Scandinavian design to form a contemporary minimalist fusion. My minimalist aesthetic is not about an absence, or a lacking, it is more a conscious simplicity - a choice to do more with less and the inescapable outcome of this is to think more about each component in play during the design process. For the past few years I have discussed the 'slow down', an ever-growing movement focused on a calmer, more thoughtful lifestyle. Modern city life is fast paced, everything feels fleeting and finite. Shortened attention spans and instant gratification make us less present and far less able to switch off. Having experienced this first hand running my business in London, I noticed myself and my friends in a permanent pursuit of stillness. The past two years has accelerated this need for calm. The stress of

Covid-19, lockdowns and working from home for months on end has forced a re-evaluation of priorities and a societal shift in lifestyle. Where we once valued business, we value relaxation, where we once crammed into the central line, we have re-discovered the joy in a long and aimless walk. We have had no choice but to slow down and adjust, the benefits of which could be infinite if we allow them to be. But just as we have been forced to slow down, we have also been faced with constant stress and anxiety, leading to a revival of mindfulness. The meteoric rise of mindfulness in the public conscience over the past year cannot be underestimated, apps like Calm have now been valued at \$2 billion. But I believe the calm we pursue in retreats, detoxes and meditation apps should start with our homes, where we now spend more time than ever. My belief in the beauty of simplicity in the home has never seemed more relevant than it does now. Beautiful simplicity within interiors requires a lot more consideration and

there is far less room for error as materials, lighting and lines all stand out much more boldly on a less cluttered canvas. This thoughtfulness is the very essence of conscious minimalism. It is my belief that designed simplicity does not lack, it lessens and the best way to convey this aesthetic and its emotional implications is that minimalist design 'reduces the volume but increases the sound quality.' We saw how well people responded to a clear emotion-interiors link when Hygge took the internet by storm almost overnight- this sense of 'wellness and cosy contentment' being fostered by interior design and decor resonated strongly with people all over the world for good reason. Too often we forget that streamlining the chaos in our lives begins in the home and conscious minimalism as an interior design movement allows us to do just that.

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Above: Sitting Room by Alix Lawson



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