

INTERIOR DESIGN YEARBOOK 2022

A modern living room with a large window overlooking a city skyline. The room features a low coffee table, two armchairs, and a large textured blanket draped over a chair in the foreground.

Edited by Alexandra Bushby

Foreword by Lester Bennett, President, BIID



Alix Lawson
Founder, Alix Lawson

FURNITURE DESIGN

BY ALIX LAWSON

Founder, *Alix Lawson*

*At the age of just 23, Alix founded her first interior design and architecture practice. After 15 years in the design industry running her award-winning firm, Alix was keen to embrace a boutique approach to business and revive her passion for minimalism. And so, she established her new interiors lifestyle brand, **Alix Lawson**. 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. Alix Lawson studio represents contemporary minimalism, a blend of Scandinavian, Australian and Japanese design styles, striving to bring tranquillity and intelligent designs into homes. The contemporary residential design studio soon expanded to introduce a home range, Alix Lawson paint, and her line of furniture *The Collection*. A firm believer that simplicity is the new luxury, Alix's brand is more than a design firm, seeking to change the way we view and experience our interiors. Alix's work has been published in numerous design magazines, including the **FT how to Spend it**, the **Sunday Times**, **Vogue** and **GQ**, as well as **Harpers Bazaar Arabia**. Alix has sat on the judging panel for the **World Interior News Awards** and the **A&D Trophy Awards** in Asia and has worked globally on projects for prominent families and developers in London, Europe, and the Middle East.*

Our lifestyles are changing, and 2020 certainly sped up the process that was already in motion. With increasing amounts of time spent at home, a deeper appreciation is formed for the spaces we now spend the majority of our time, as well as the items we choose to furnish them with. Now is also the moment to rethink our cycles of consumption. Instead of buying more, at a lower cost & higher frequency - it's time for a move towards more conscious spending, centred around longevity. Design and art have always been inextricably linked, but for some reason we have allowed the 'art' to be removed from furniture design, with functionality, while a necessary component, taking up too much space. Alix believes that your furniture is a permanent art



Above: *Kika* Sofa

ALIX LAWSON

installation in your home, and she isn't the only one. David Gill Gallery; architects like Zaha Hadid and Carpenter's Workshop Gallery have all successfully proven the value of 'furniture as art' and the merit of blurring the boundaries between the two notions. Carpenter's Workshop list their furniture designers as artists, and rightly so - and the company is seen as a gallery even though its pieces are closer to sculptural furniture than more traditional artforms. These 'non-traditional' galleries reflect a changing attitude towards the rigid boundaries, and a desire to move towards a more contemporary idea of furniture as art.

Lawson's friends, the duo behind Fredriksson Stallard, represented by David Gill Gallery, have been dismantling the barriers between furniture and art for some time with their 'log table' being acquired by the V&A museum for permanent installation. It doesn't stop there; furniture is shown at Art Basel, architect Zaha Hadid's 'liquid glacial table' has featured in numerous exhibits, and architects, artists and designers such as Vincenzo de Cotiis (also featured on Carpenter's Workshop Gallery) are curating artisanal collections which disrupt industry and consumer perceptions of furniture and art.

Lawson's latest endeavour, The Collection, draws on her ethos of conscious minimalism and a rejection of traditional furniture. The collection acts as functional art, statement pieces for statement simplicity - to be collected as you would the art on your walls. The collection is composed of five statement geometric pieces, each an ode to conscious minimalism and statement simplicity. The upholstery is custom designed

fabric from Lawson's homeware range, launching soon, textural and soft to the touch yet striking. Manufactured just outside of Milan by a family owned generational business, the collection is made in Italy yet inspired by Lawson's signature Scandi-Japanese design blend. Each piece is a unique geometric shape, and the names are a nod to their Scandi-Japanese inspiration; Keha, meaning ring in Finnish, Kukei meaning rectangle in Japanese, Jakkara meaning Stool in Finnish and Ori, meaning weave in Japanese.

www.alixlawson.com
IG: @alixlawsondesign

Below: Keha Sofa



Below: Jakkara Ottoman



Above: Kukei Sofa

Below: Ori Cube

