



# THE BEAUTY OF SIMPLICITY

## Streamlining the chaos begins in the home

**C**onscious Minimalism is a topic incredibly close to my heart, it has shaped my entire 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.

Today’s world is fast, full of instant gratification

and shortened attention spans, perforated by noise and the result of this is a growing inability to switch off and find the quiet.

We are in a permanent state of stimulation, walking around in the street, glued to our phones, catching the tube and neverending group chat notifications can feel like the speed and volume of life is only escalating.

My belief in the beauty of simplicity in the home has never seemed more relevant than it does now.

There have been growing calls for a slower pace of life, be it temporary or permanent people are in pursuit of stillness. The slow food movement, rising popularity of mindfulness, meditation and yoga and demand for holiday retreats (health farms, yoga or otherwise) are all indicative of this search for the slow-down. Our homes have always been our retreats but for a long time luxury and design has been dominated by the loud, and intricate design came to



## About Alix Lawson

**A**t the age of 23 Alix founded her first interior design and architecture practice, Lawson Robb, Alix's work has been published in numerous design magazines including the FT How to Spend it, the Sunday Times, Vogue and GQ and she has been on the judging panel for the World Interior News Awards and the A and D Trophy Awards in Asia. Alix has worked globally on projects for prominent families and developers in London, Europe, and the Middle East.

In the summer of last year she founded a new Interiors Lifestyle brand Alix Lawson. Alix Lawson studio represents contemporary minimalism and intelligent design intricate in its simplicity, delivering a sense of calm through timeless interiors.

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‘It reduces the volume but increases the sound’

be synonymous with opulence.

I believe that the calm we are searching for in detoxes and retreats should begin with interior design and that conscious minimalism is the key to this. 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 contemporary minimalism, or at least my contemporary 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, conscious simplicity as an interior design movement allows us to do just that and two of the great ‘minimalists’ Vincent Van Duysen and Tadao Ando have been pioneers. Van Duysen describes his design aesthetic as the ‘art of living’ – which highlights something too often forgotten in design – the ‘living.’ Ando’s recent residential complex in New York featured a stunning penthouse apartment showcasing his signature contemporary minimalism. The penthouse interiors proved that conscious minimalism is not just for large scale commercial projects but has a real place in the residential space- it merits being really ‘lived’ in.

Simplicity, authenticity and calm are the new luxury and bringing the essence of a retreat into the home is at the core of my design philosophy.

My studio is currently designing a 33,000 square foot project in Dubai Hills that showcases quiet, thoughtful design throughout. We are also working on a Notting Hill project that features bathrooms reminiscent of a spa retreat, and conscious minimalism at the core of my design style is evident all throughout our residential St. Johns Wood project.

I am so excited to begin 2019 as I mean to go on, detoxing stress through thoughtful design in the home!