



# DESIGN STORIES

## ALIX LAWSON, ALIX LAWSON

ALIX WAS BORN IN LONDON TO ENGLISH AND AUSTRALIAN PARENTS AND GREW UP IN SUB-TROPICAL QUEENSLAND, AUSTRALIA. THE BIG SKIES, OCEAN, VAST SPACES AND INDOOR/OUTDOOR LIFESTYLE GREATLY INFLUENCED HER EYE FOR CLEAN LINES, TEXTURE AND TIMELESS DESIGN.

### TELL US ABOUT YOUR DESIGN BACKGROUND AND WHERE THE IDEA FOR YOUR OWN COMPANY ORIGINATED.

The idea for Alix Lawson originated from a desire to have a more all-encompassing approach to interiors, including product and lifestyle dimensions into the studio's trajectory.

### WHAT DOES ALIX LAWSON REPRESENT AS A DESIGN COMPANY?

Contemporary minimalism; a blend of Scandinavian, Australian and Japanese design styles, aiming to bring tranquility and intelligent design into homes. Our aesthetic as a design company is a move away from the noise of traditional 'luxury' and bling and a reroute towards more subtle design with great focus on materials and mood. Minimalism, or at least my minimalist aesthetic, is not about an absence, or a lacking, it is more of 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.

### HOW DID IT FEEL SETTING UP AGAIN AFTER LAWSON ROBB AND WHAT ARE YOU MOST EXCITED ABOUT ON THIS ADVENTURE?

I am entrepreneurial by nature so I was just really excited to start again and carve out something new for myself. It represented the start of an

exciting new chapter and an opportunity to go back to my roots and original design philosophies. The excitement of all this and the freedom to re-connect with 'why' I love interiors is what I'm most looking forward to.

### WHAT HAS BEEN THE DRIVING FORCE BEHIND SETTING UP YOUR EPONYMOUS COMPANY AND WHAT IS THE STUDIO'S MANTRA FOR DESIGN?

The biggest driving force was a desire to revive my passion, I was craving being creative again and having a small studio of five gives me plenty of room for this, compared to running a larger company. I wanted to feel inspired again and hit 'refresh' on my business endeavours.

### DO YOU HAVE PLANS TO WORK GLOBALLY OR WITHIN THE UK?

We are already working globally and within the UK, particularly prime central London. We have a 33,000 square foot project in Dubai Hills this year that is a real departure from the conventional design aesthetic of Dubai.

### WHAT IS THE BIGGEST CHALLENGE FOR ALIX LAWSON AS A STUDIO IN THE INTERIOR DESIGN AND ARCHITECTURE INDUSTRY?

It's likely to be the oversaturation of the market at the moment, however this inspires greater innovation in a bid to set yourself apart. After

15 years' experience running a business in this industry, I feel well equipped to tackle this and use it as a springboard for creativity.

### WHAT DOES ALIX LAWSON ASPIRE TO LOOK LIKE IN 20 YEARS TIME?

I would love for us to be up there as a go-to for contemporary minimalism, solidified as a global brand and producing great product lines.

### WHAT'S IN THE PIPELINE FOR 2019?

It's looking really exciting for the studio, multiple projects for both developers and private residential clients will be keeping us busy as well as some interesting collaborations in the pipeline. We have the contemporary 33,000 square foot project in Dubai Hills for a developer, and a private residential property in St. Johns Wood. We are also just completing a private residential project in Notting Hill.

### WHAT ADVICE WOULD YOU GIVE TO OTHER DESIGNERS LOOKING TO SET UP ON THEIR OWN?

Most essentially, I would say it's key to understand your 'why', not just what you want to do business-wise but why you are doing this. Why do you get out of bed every morning? Because the why will have a much bigger impact on your business than the what.

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