

# ZOFFANY

*The effortlessly sophisticated interiors brand combines artistic integrity with craftsmanship*

**A**rt is at the centre of everything Zoffany does. The product offer comprises wallpapers, printed and woven fabrics, embroideries, paint, trimmings, rugs, a range of upholstery and lighting but Zoffany's artistic nucleus is the dedicated studio of young dynamic designers, all with complementary artistic skills. As part of the creative design process, each yarn, brush stroke and technique is meticulously considered and developed by hand. The design team prides itself on knowing the provenance of every design created, overseeing each one's development from the spark of an idea to the final product.

Most of Zoffany's wallpapers and prints are made in Britain, within its group of sister factories. It has forged strong partnerships with a curated portfolio of international mills to create its weaves and embroideries, choosing countries for their particular expertise and skill – silks from Italy and France, embroideries and sophisticated contemporary weaves from India. Zoffany constantly works with the mills to develop new techniques so that all its products are unique to the brand.

In its ongoing search for excellence and to achieve its particular handwriting, Zoffany seeks out new talent and collaborates with fine artists, muralists and other specialists. The company has curated a dramatic palette of pure colours known as The Alchemy of Colour, which transcends all its product categories. This was

born out of Zoffany's Alchemists' Studio, which was set up to distil colour back to its original essence and delve into its transformative powers. Extracting natural plant dyes and crushing minerals to create original pigments (which emanate the jewel-like colours found in silk documents within the archive), they compose an extraordinary diversity of rich, complex colours that they can experiment with across their yarns.

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In 2018 a major focus for the brand will be the introduction of these new colours to the paint range. Renowned for its ultra-matte finish, exceptional coverage and depth of colour, Zoffany paint envelops a room in a theatrical and artistic atmosphere.

'These pure colours were first introduced through our wallcoverings and fabrics but this is the first time we have transformed them into paint colours,' says Peter Gomez, Head of the Zoffany Studio.

'The development of the paints required meticulously blending tones to create authentic shades of new neutrals, earthy greens and highlight colours. The rich, dark and more opulent tones that you are seeing are very much about how



Huntsman Green



Pomegranate wallpaper in Tiger's Eye



we see colour being used in contemporary interiors at the moment. People are definitely getting braver with colour and richer, deeper ones are in vogue, which is really exciting.'

Zoffany's highlight colours, Tiger's Eye, Lazuli, Poison and Koi Carp, are just four of a range of shades that can add drama to any interior, offset by their subtler, muted colours like Half Smoked Pear, Hessian Green and Taylor's Grey.

As Style Library's prestige brand, Zoffany is accessible through a global network of interior design companies

and specialist shops. The state-of-the-art Style Library flagship showroom is in London's Design Centre Chelsea Harbour and showrooms can also be found in Paris, New York and Dubai.



Vine Black

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# GP & J BAKER

*Producer of sublime prints, weaves and wallpapers for over 130 years*

It all began in Constantinople (now Istanbul) in Turkey in the late 19th century, where an Englishman named George Baker worked as a distinguished garden designer. The entrepreneurial Baker also ran a successful export business and, in 1884, he sent two of his sons – George Percival and James – home to set up a base in London.

At the start, GP & J Baker concentrated on importing Persian, Turkish and Turkoman carpets to the UK, which they re-exported to Paris and America. However, the brothers gradually started to produce beautiful weaves and prints on home soil, employing some of the leading designers of the day.

Avid and discerning collectors of rare and iconic designs gathered over the years from their own adventurous travels, the brothers began what has become the largest and most exciting privately owned textile archive in the world. In the late 1890s GP & J Baker bought the renowned Swaisland Fabric Printing Company in southeast London, gaining most of its printing blocks and an archive of pattern books dating back more than a century. A few years later, George Percival added a further 400 antique block prints from the Holzach studio in Paris, followed by a further 250 rare Indian printed cottons.

In the early 1900s, the company's most popular designs of naturalistic English garden flowers and florals became part of the enduring GP & J Baker style. Many of their exquisite prints are still sourced and adapted from its original archives: a number of which have been in production for 50 to 100 years, each re-issue adding another layer to their considerable charm. More recently, some of those exquisite prints have been re-imagined as woven fabrics, embroideries and wallpapers.

Of course, it takes more than an exceptional archive to maintain a successful heritage brand or, indeed, to retain a Royal Warrant from



Historic Royal Palaces collection



East to West collection



The company has always worked with a highly talented team of people, all with exceptional knowledge and skill, while its specialist designers can undertake specific bespoke projects

Her Majesty The Queen, as GP & J Baker has done for more than 35 years. The company has always worked with a highly talented team of people, all with exceptional knowledge and skill, while its specialist designers can undertake specific bespoke projects, either adapting an already existing product and design, or developing individual commissions.

Managing and Creative Director of GP & J Baker, Ann Grafton, says:

‘As a business we are constantly challenging ourselves, utilising the very best technological advances, providing exceptional individuality, as well as retaining strong links with artisanal craftsmanship.’

‘What I find so exciting,’ she adds, ‘is the eclectic mix of GP & J Baker collections; their extraordinary diversity, ranging from elegant silks and linens to printed vintage designs, chic geometries and textures. The inspired colour palettes across all the collections fit perfectly into any period and any style of architecture.’

With showrooms in London’s Design Centre Chelsea Harbour, as well as Paris, GP & J Baker’s declared philosophy is to lead the way in textile design excellence, creating beautiful products to meet customers’ desire for comfortable, luxurious living. It is also setting its sights on the international market which, in a way, is where it came in.

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# HELEN GREEN DESIGN STUDIO

*An overarching signature aesthetic demonstrating comfort and timelessness*

**H**elen Green Design Studio is an award-winning interior architecture and design practice, encompassing furniture and product development, with a global portfolio of projects.

The studio of talented and highly skilled designers primarily specialises in tailor-made, classic-contemporary residential schemes for an international, high-net-worth clientele. It also receives commissions from the hotel and hospitality industry and has recently designed suites for The Berkeley Hotel in London, allocating each room its own identity while maintaining a cohesive elegance which flows from one room to another, through a design palette of calming tones with accents of bronze and brass.

Founded by the late Helen Green, a celebrated force in the world of interior design, in 2002, the Helen Green Design Studio remains true to its original ethos of creating ‘liveable luxury’ through timeless designs that inspire. Today’s studio operates with the same passion and integrity on which the company was founded – including offering support to emerging talent through the Helen Green Foundation and Green Ribbon Award – while allowing its creative direction to evolve.

‘At Helen Green Design Studio, we feel that there is an overarching signature style,’ says director Sammy Wickins. ‘Our aesthetic is about timelessness and comfort, layered textures and clever application of materials and colours. We approach each

project with an acute understanding of the client’s lifestyle and tailor it to their needs.’

The company’s ambitious, international outlook has taken the brand to addresses well beyond prime central London and Britain’s country estates, as it propagates its own version of British heritage across cultures and continents. Projects in Europe and Australia have driven the brand in exciting directions and bode well for the future.

Helen Green Design was the first studio to design a one-off suite in the Heathrow VIP Lounge – home to transiting celebrities and royalty. ‘We were chosen for our “innate sense of comfortable glamour”, which the client found instantly appealing,’ says Sammy. ‘Heathrow is the iconic gateway to Britain, so it was natural that Heathrow VIP wanted to work with a brand dedicated to British design.’

The studio recently worked with the property developer Tenhurst on a project within The King’s Library, a Grade II-listed Victorian building in Chelsea, with soaring ceilings and fine period features, enhancing its architectural heritage with clean-lined, contemporary design.

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THIS PICTURE & LEFT: Kensington penthouse living room and lobby



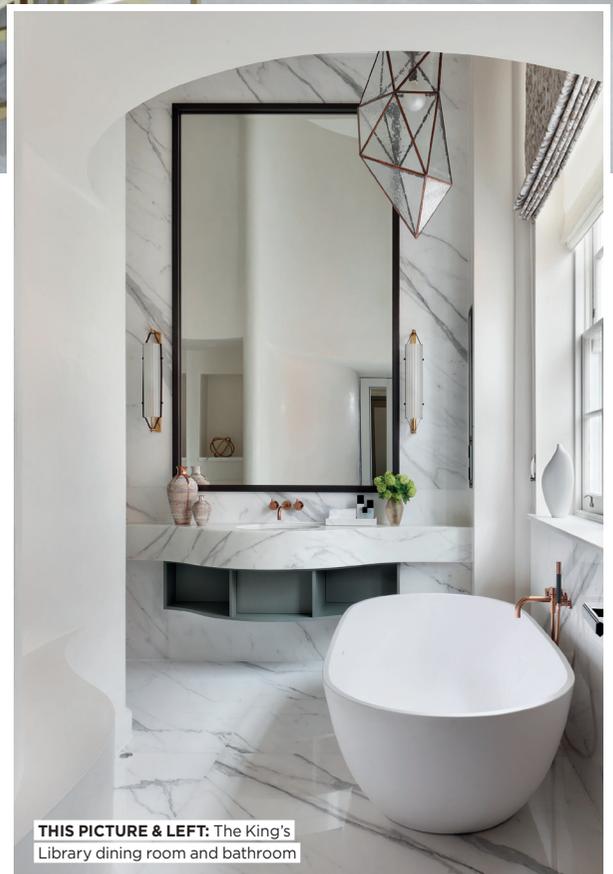
Grosvenor Crescent bedroom



Away from interior design, the company's catalogue of furniture, fabrics and wallpapers – viewable at the Knightsbridge showroom – is flourishing. It draws inspiration from the worlds of art, travel, culture, technology and fashion, and a dedicated multinational team attends all the major shows to develop its taste barometer of 'what's hot', always with an eye to the evolving needs of Helen Green Design Studio clients.

Many products can be custom-made and the team is often asked to build in cabinetry or devise bespoke lighting. 'The service our clients ask for is always

so nuanced,' says Sammy. 'Things are never the same, and this keeps us on our toes. We listen to our clients' needs and desires, and seamlessly deliver them their dream home. Many return to us again and again.'



THIS PICTURE & LEFT: The King's Library dining room and bathroom

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