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# BRIDGE FOR DESIGN



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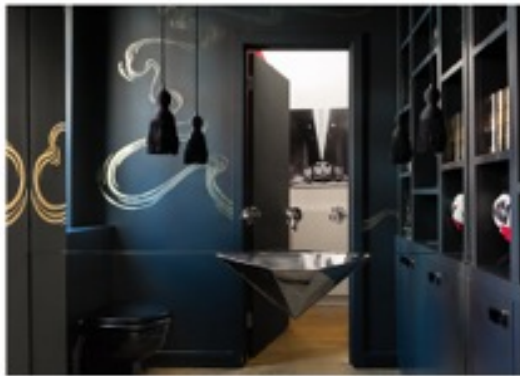


DESIGN PROJECT  
A CHELSEA TOWNHOUSE

The brief was to create a space that was warm and colourful,  
and showing artistic expression without looking over styled

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**TOP:** The basement in this family home has a host of hidden gems, including the stylish home cinema room featuring a vibrant velvet sofa and a gunmetal grey leather floor  
**ABOVE:** By removing white porcelain and replacing with high-glamour hammered basin, the bathroom is evocative of Middle Eastern luxury  
**RIGHT:** Upholstered fabric doors gives a Persian influence between rooms, whilst the rich colour palette draws the eye into a space that is warm and colourful



**N**BB Design was briefed to create a vibrant, open plan family home in the well heeled area of Chelsea, London. Built in the 1950s, the house had been divided up into two separate flats when it was bought by the client in 2010, so major structural changes were required in order to turn the property back into one welcoming and beautiful home.

In order to open up the living room, a large column was removed and replaced with 16 load-bearing beams, and all the electricity and plumbing was re-worked throughout. Once these requested structural changes were completed, the brief required NBB Design to work closely with the client to explore their creative psyche and discover which important cultural influences they wanted to bring to the interior.

The brief was given to create a space that was warm and colourful, and showing artistic expression and creativity without looking over-styled or 'designed'. The home now celebrates the client's Persian heritage, which was achieved by incorporating a bold colour palette, banishing wooden doors and white basins in favour of upholstered fabric doors and hammered basins that betray high-glamour influences, evocative of the Middle East.

Colour is an important thread throughout the design, NBB Design adopted the runway trend for colour-blocking for key furniture pieces and soft furnishings in a number of the rooms. This technique combined with mood lighting, mirrors and poetic references such as butterflies and bird-cages provided layers of warmth alongside well-chosen and thoughtfully displayed art and sculpture.

NBB Design used mirrors and mirrored finishes throughout the home in decorative and clever ways to increase the feeling of space and create interesting reflections - a great way to show angles of sculptures that may not have otherwise been seen. A number of contemporary frames in aluminium and chrome were also chosen to provide a contrast with subtle frames that were colour-matched to wall paint, leaving the artwork to speak for itself. The client requested that the children were involved as much as possible in the design and thus the client's own important artwork is seamlessly

**FRONT PAGE:** The beautiful main living space, artistically decorated in rich, bold colours to pay homage to the client's Persian heritage, opens out onto a private and secluded garden.

**TOP DOWN:** Mirrors and mirrored finishes throughout the home are used in decorative and clever ways to increase the feeling of space as shown in this ensuite bathroom. The kitchen is predominantly neutral, but features accents of the bold palette used throughout the home.



interspersed with family creations. NBB carefully framed pieces of the children's work and hung these in an eclectic gallery style with other key pieces from the client's collection.

The basement in this family home contains a wealth of hidden gems, as it plays host to an impressive entertainment space, including home cinema room, bar and wine cellar. A large screen is mounted on to the wall opposite the large vibrant velvet sofa. All of the accompanying equipment is concealed in a hidden opening in the wall that is discreet and remains closed for the majority of the time. Shutters and doors are upholstered in a grey horsehair fabric from Abbott & Boyd to shut out daylight entirely. The gunmetal grey leather floor by Element 7 is very smooth, warm under foot and helps a great deal with acoustics. The floor, the upholstered doors and shutters give a very cosy feel without being fussy and over the top. The sofa is bespoke made by NBB Designs and was made to be very deep for ultimate comfort and relaxation, perfect for sitting back and enjoying the movies!

The main living space opens up onto a beautiful garden that the family use a great deal, which boasts further seating and dining areas. A 'Petanque' alley was installed for family fun and entertaining and stone bricks which were removed were re-purposed for the enclosing wall. The planting of crab apple trees helps create a feeling of privacy and seclusion which will only increase over time as this delightful garden matures.

**ABOVE:** The stunning bedroom continues the theme of accents of hot, warm Middle Eastern colours in this very clean and contemporary space whilst an oversized chandelier creates drama at the end of the bed.



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