

# interior design TODAY

BRITAIN'S OLDEST MAGAZINE FOR PROFESSIONAL INTERIOR DESIGNERS

JULY 2016



**ITC**  
NATURAL LUXURY FLOORING

Chablis, a new sophisticated carpet that looks and feels like real silk

IDT JULY 2016 £3.95





# ASK THE DESIGNER...

WHAT INITIAL PLANS AND CONSIDERATIONS DO YOU MAKE WHEN STARTING A PROJECT THAT REQUIRES AN INTERIOR ARCHITECTURE REDESIGN FOR PRIVATE RESIDENCES?



Design by Susan Knof, KNOF Design



**ALASTAIR KEIR**  
Projects Director,  
Keir Townsend

It is understandable that clients always wish to optimise layouts and is particularly relevant in London. Whilst accommodating clients' ambitions, designers always need to consider the practicalities. Often projects are in listed buildings meaning they require Local Authority consent besides building control's approvals and freeholder's consent. We always strive to creatively meet the client's objectives whilst striking a balance in what is likely to gain consent.

[www.keirtownsend.com](http://www.keirtownsend.com)



**HEDAYAT ISLAM**  
Director, Jam Space  
and Founding Partner,  
Eklego Design

Understanding the lifestyle and habits of a client is critical for the initiation of the design phase of the interior layout of a space. Building on the client's spatial needs and hobbies dictates the zoning process, which is necessary to enable a proper study of furniture distribution, electrical and lighting design. The more comprehensive the approach is to a space from the very first stages, the more successful is the project.

[www.jamspace.uk](http://www.jamspace.uk)



**SUSAN KNOF**  
Owner + Creative  
Director, KNOF design

The first considerations I make when starting an architectural redesign for a project are the people and the environment. Where is the property? How is it orientated on site? Where are the views? Who is going to use the space and how do they want to feel once inside? Daylight and views are incredibly important to me and I try to make this a priority at the onset of the project.

[www.knofdesign.com](http://www.knofdesign.com)



**THOMAS GRIEM**  
Founder, T G Studio

When we start a new project the first stage is to collect a detailed brief from our client. We ask them to complete a form clearly describing the goals they would like to achieve and we request images of designs they like, photographs of interiors, materials and furniture. We then set up a client project meeting. We also present a plan of action, setting out a project programme which states sign-off meetings and when elements of the design should be completed.

[tg-studio.co.uk](http://tg-studio.co.uk)



**VERITY WOOLF**  
Founder and Design  
Director, Woolf  
Interior

Behind any fabulous remodeling of a space, there can be any number of logistical and technical complexities, which run alongside the brief and the overall design objective. Projects begin with a time based design program, which will account for any planning applications, permissions issues, site access considerations and logistics for trades. We often work with structural engineers, audio visual consultants, quantity and building surveyors from the outset.

[www.woolfinterior.com](http://www.woolfinterior.com)