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# ALPINE ESCAPE

Barbara Genda and Keir Townsend were asked to design a master bedroom with ensuite that made the most of the Swiss Alps views

Report: Jayne Bartlett

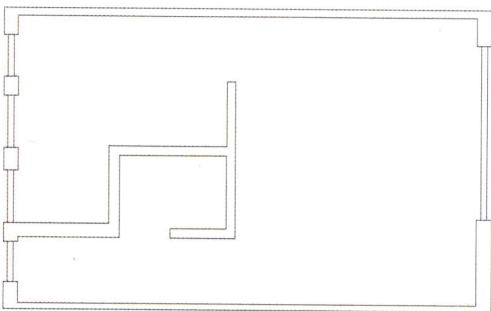
## THE CLIENTS

Ann and Matthew Bird live in Bedfordshire. Ann works as an ontological coach, while Matthew is an investor and also runs his own market research business. They have five children and have bought a four-bedroom chalet in Switzerland as their holiday home, using it for walking in the summer and skiing in the winter.

## THE BRIEF

Ann and Matthew want their master bedroom to feel sumptuous yet understated. "It's important that the design is sympathetic to the mountainous environment outside," explains Ann. "Our preferred colours are purple with a blend of neutrals like grey and silver, maybe with a dash of contrasting colour." They want their super-king-size bed placed in the middle of the room so they can enjoy the mountain views. "We also need plenty of storage," adds Ann, "but not hanging space, as no dresses will be needed. The ensuite should include a large shower, basin, WC, bidet and towel warmer. It should complement the bedroom but inject a calming feel."

## THE SPACE

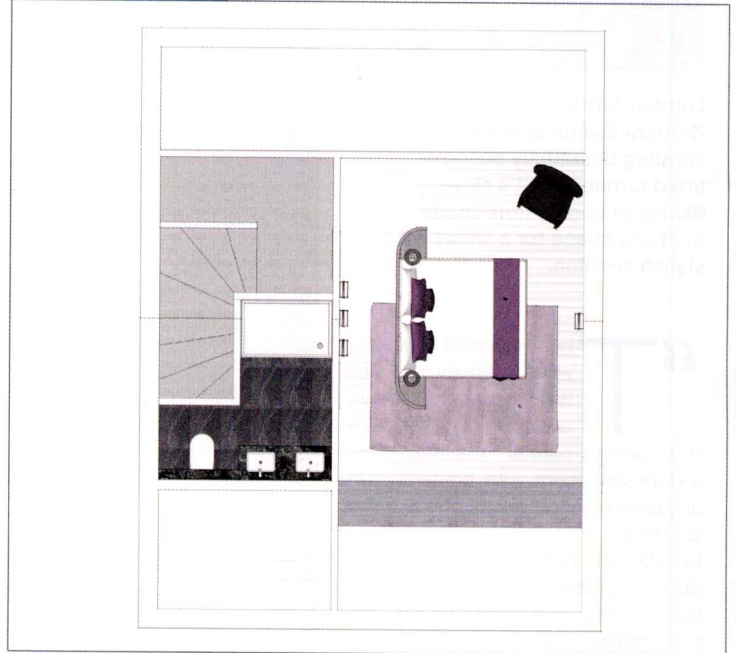


The master suite is on the top floor of the chalet with a sloping ceiling from the highest point of 230cm to under 157cm and lower on both sides. There is already underfloor heating throughout. The bedroom is at the front of the chalet facing north and measures around 5 x 3.78m with hardwood flooring. A set of full-length French doors occupies the whole north side of the bedroom with a balcony and a view of the Alps outside. The ensuite is an L-shaped space.

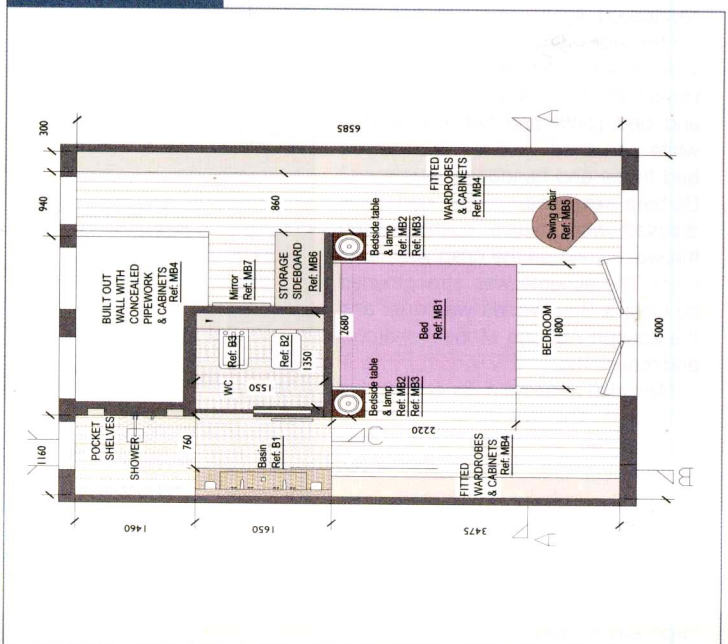
## THE BUDGET

£30,000-£35,000 including installation

## Solution one



## Solution two



## YOUR PROJECTS

Do you have a kitchen, bedroom or bathroom project in the pipeline? If you'd like to put it to our Drawing Board designers, email [sophiebaylis@taylistmedia.com](mailto:sophiebaylis@taylistmedia.com) and tell us more.



## Solution two

## The designer



Irina Townsend is the co-founder of the Keir Townsend group, an interior design studio that undertakes commercial and residential projects in the UK and abroad. This proposal was developed with Irina's team member Zhanna Borisova, an interior designer with 10 years' international experience.

“Inspired by the surrounding landscape, our design aims to create an atmosphere where nature is an integral part of every detail,” begins Irina, “filling the space with calmness, warmth and tranquillity. We removed several partition walls to create an elegant, open space that is clean and uncluttered.

The main focal point of the concept is the view from the window. The bed is positioned facing the window to provide a view out to the beautiful surrounding vistas every morning and evening. The leather swing chair provides an additional viewpoint from which the beautiful view could be admired during the day over a cup of tea or where the owners could find a quiet place to read and relax. The palette is natural and warm with a few deep and pastel purple accents – the tones the owners like.

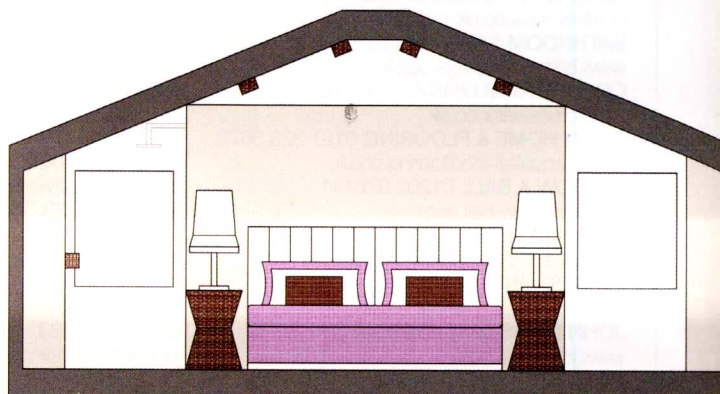
“We've added artificial fur throws from the Zinc Yeti collection and a goat pelt rug that emphasises the feeling of cosiness during the winter months,” Irina says. “The shape of the chandelier frame in the centre of the bedroom is reminiscent of the mountain tops and the crystal ‘candles’ look a little like upside-down icicles. The bedside tables are made out of wood logs.

“Ample storage space comprises closed wardrobes on one side of the room and a boiserie of open and closed shelves on the other. These fitted units are clad in natural smoked and bleached oak,” Irina explains, “which is also used for panelling on the wall behind the headboard to create a homogenous approach. We placed glass candleholders in the open shelves, which would add another dimension to atmospheric lighting in the evenings, while the hardwood floorboards of a darker grey shade contrast beautifully with the light oak used on the walls.”

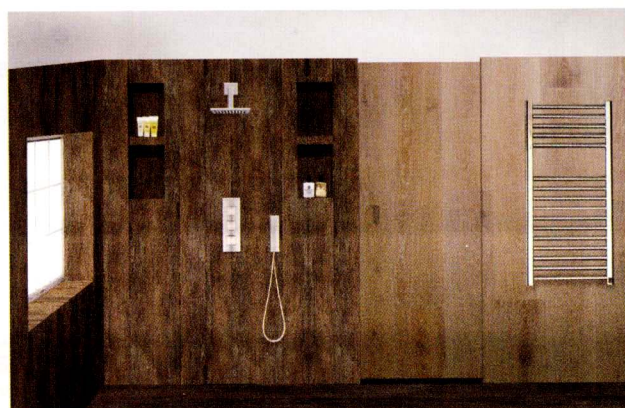
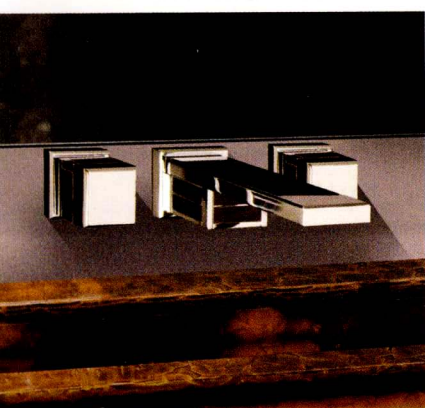
In the ensuite, Irina proposes using textured ceramic wood tiles, which extend onto the shower walls to visually add to the perception of space. Pocket shelves are built into the wall to accommodate toiletries and to keep the design understatedly elegant and clean.

“The hand basin is made out of recycled glass,” Irina adds. “It's an ecological product that looks stunning when backlit with LEDs, giving it a warm glow. The Serdaneli taps have a dark wood insert detail and the chrome wall lights with the engraved wood bark texture further emphasise the surrounding landscape as the inspiration for this warm and inviting space.”

Keir Townsend 020 7746 2442 or  
[www.keirtownsend.com](http://www.keirtownsend.com)







### The specifications

Bespoke bed	£2760
Swing chair	£3960
Bedside tables	£960
Fitted wardrobes and cabinets	£8400
Sideboard	£1020
Mirror	£300
Table lamps	£960
Crystal candles and chandelier	£5880
Accessories	£980
Basin	£1200
Mirror	£180
WC	£892
Shower set	£299
Bidet	£508
Taps	£4268
Tiles	£1400
Wall lights	£576
Heated towel rail	£120

**Total** £34,683 (excluding installation)

### CONTACTS

GEBERIT 0800 077 8365  
 or [www.geberit.co.uk](http://www.geberit.co.uk)  
 VILLEROY & BOCH 020 8875 6006  
 or [www.villeroy-boch.com](http://www.villeroy-boch.com)  
 (all other items available from Keir Townsend)

### The verdict

"The way the designer uses the space provides us with a new perspective," explains Ann. "An open-plan approach for the whole of the top floor was something that we have never thought of. The bedroom design has answered the brief in being contemporary, sumptuous and warm. The crystal candle chandelier and leather swing chair inject drama and fun into the whole scheme. We are already dreaming of curling up in the swing chair and enjoying the view of the Alps in front. The recycled glass basin with backlit LEDs looks stunning and is very useful, plus pocket shelves on either side of the shower are a great idea and a practical addition too. The use of ceramic wood tiles also provides the continuation between the shower area and the bedroom, which works wonders in this open-plan space."