

The Fulham

resident



Fulham's
WINE REVIVAL

March 2013

Contemporary classics

As interior design practice Keir Townsend opens its new showroom on Old Brompton Road, its director Irina Townsend tells us more...

Irina Townsend is one half of the duo behind Keir Townsend, the high-end interior design studio with a new showroom on the Old Brompton Road. When she met her partner, Alastair Keir, six years ago the decision to set up an interior design business together was 'almost instant' as 'we both love and breathe design,' Townsend reveals. 'I have been fascinated with design, for almost as long as I can remember. I am a firm believer in the fact that good design can improve anyone's life – regardless of their background.'

The decision to open the showroom on Old Brompton Road was also easy, says Townsend. 'It is where we live. This is where our first office was and now the showroom. Many of our projects are in the area and we wish to build on this relationship with the local community.'

Living and breathing SW7, Townsend curates The Belvedere building in her favourite locality. 'Designed on the border of Art Nouveau and Art Deco periods, it embraces the best of both styles in a commercial space. It is both elegant and fun,' she says.

'I am inspired by both old and new, natural and man-made – from simple pubs on the beach to how the light goes through the most complex stained glass windows in cathedrals, white stone villages in Andalus and cobble medieval towns in Tuscany. African fabrics, Arabic metal art and natural crystal chandeliers – these are a few of my favourite pieces,' she continues. Expect to see similar styles in the Keir Townsend showroom, which boasts 'a wealth of luxury materials, high-quality furniture, lighting and original accessories – many of which are signed limited-edition pieces,' she says.

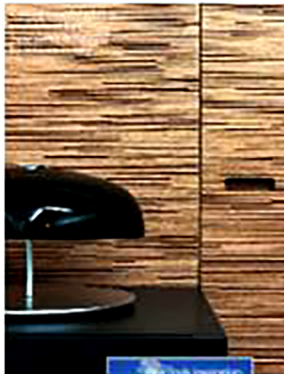
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Trend watch

With Irina Townsend's top tip for March: Take inspiration from nature this spring. Go with a natural palette of neutrals and add a few splashes of teal and olive greens, as well as sky blue. Metal furniture and accessories in bronze, copper and mercury are the top of the list for March.

Left: organically shaped pebble stools in solid marble. Right: polished metal cubes. Both available at Keir Townsend.



The Alhambra building in Granada, Spain



The Keir Townsend showroom is a celebration of all things 'contemporary classic'