

HOME

PROPERTY
SUPPLEMENT
OF THE
YEAR



THE NEXT STEP

Novelist Julie Myerson on the joys of the empty nest p10

NEW HOMES AT NEW
LOWER PRICES

HAVE YOU HEARD IT
ON THE GRAPEVINE?

LIVING ON A
PRAIRIE

and function

Form



Considered design? Utilitarian elegance? Nobody knows how to describe it, but this clean, classic, long-lasting style is what we're all trying to achieve. **Katrina Burroughs** tells you where to find it

From £129

Two designs from Skagerak combine to make sense of a small hallway. Shoes can be stored underneath the simple Georg oak bench (L124cm x W38cm x H45cm; £449), which is slim enough to be tucked neatly against the wall, and coats can be hung on the oak Georg wardrobe rack (L115cm; £129). skandium.com



The ultimate easy-living style has no name, but you know it when you see it. Imagine a Venn diagram with circles for beauty, functionality and simplicity: we are talking about the sweet spot where the three intersect. Basic ingredients are plain, unadorned, thoughtful designs — brushes by Iris Hantverk, kitchen cabinets by British Standard, classic Thonet chairs — arranged in calm, uncluttered interiors. “Considered design” partly covers it, “utilitarian elegance” is a signpost in the right direction, but neither quite encapsulates the clean, classic look that feels ideal for right now.

The reason for the lack of a snappy title is partly that it's not a style you can buy off the shelf from a single brand. No marketing department has concerned itself with coining a catchy moniker. The big chains don't churn it out as a neat package. The look with no name has nothing to do with chasing labels, but can be the result of choosing furniture and accessories created by specialists in each field — Crittall windows, Duralex numbers and Vipp bins, for example. All these experts, working separately, share a single aim: to make products that do the job best and look great, timeless “buy once, buy right” designs that homeowners won't tire of or wear out easily. And this common goal leads them all to an identifiable no-frills visual language.

Sebastian Conran, launching new additions to his Universal Expert range of kitchenware this autumn, has recycled a British furniture brand name from the 1950s to describe the aesthetic of his range: Beautility.

Conran explains his take on the term: “Beautility believes that objects can be both functional and attractive — that one does not have to be sacrificed for the other. At Universal Expert, we prefer to select traditional, honest materials when we can, so designs become useful friends that gain character with age. We want our products to be treasured and found in flea markets, not landfill.”

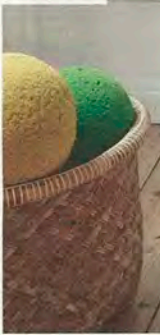
He has homed in on our distaste for throwaway culture, and our desire for designs with longevity. And his collection of boards, utensils and platters, available from West Elm, is a delight: studiously unflashy and somehow full of comfort.

American pioneers of what they call the “considered home” are the folk at Remodelista. The “remodelling resource” website, co-founded by the California-based Julie Carlson, has been showing disciples how to create an effortless, low-key look since 2007. Last year, the faithful were rewarded with Remodelista: A Manual for the



£11

Normann Copenhagen is the Danish firm with a genius for funky, functional designs. Available in six colours, the Peeler is an ergonomic reinterpretation of the classic metal potato peeler. normann-copenhagen.com



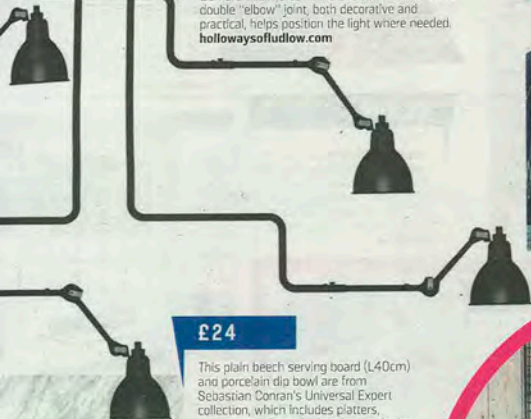


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£414

An industrial-style design icon, Lampe Gras No 312 is one of a series of lights designed by Bernard-Albin Gras in the 1920s. The distinctive double "elbow" joint, both decorative and practical, helps position the light where needed. hollowaysofludlow.com



£24

This plain beech serving board (L40cm) and porcelain dip bowl are from Sebastian Conran's Universal Expert collection, which includes platters, dishes, utensils and a handsome denim apron. All share that elusive quality Conran describes as "Beauty". westelm.co.uk



£295

Loaf's steel and wood Birdie shelves (W58cm x H85cm) come in mind the pigeonholes you sometimes see in old-fashioned post offices. Available from October, they're plain and functional – great for a home office – and have a businesslike charm. loaf.com



From £40

Pared-down design at John Lewis this autumn – Copenhagen double bed (£999), bedside table (£275) and throw (£50), Lars bed-linen set (£40) and Bromley floor lamp (£250). johnlewis.com



31.08.2014 / 29

£407

Alternative Flooring specialises in rugs and carpets in materials such as seagrass, coir, jute and sisal. The flooring is plain, but the natural colouring and woven texture add understated interest. This Big Jute Panama Brïche rug (250cm x 300cm) has a claret cotton border. alternativeflooring.com



£48

A top source for all manner of utilitarian elegance, Labour and Wait sells this 1.2-litre enamelled Japanese coffee pot. Available in red or yellow, it can sit on the hob to keep warm. labourandwait.co.uk

NEXT DAY DELIVERY

SALE



Showrooms

Notting Hill: 140-142 Notting Hill Gate W11, 020 7243 2597

Islington: 408-410 St John Street EC1, 020 7833 8181

Chelsea: 279 Kings Road SW3, 020 7751 5936

Swiss Cottage: 93 Filday Road NW6, 020 7372 9887

CAMERICH

→ Considered Home, which spells out 'The Remodelista Manifesto (10 Rules to Live By)'. Commandments include: "Classic and liveable trappings trendy and transient"; "Ordinary utilitarian items such as wastebaskets and scrub brushes can... be pleasing and elegant as centre-of-attention pieces"; and "Beauty needn't come at the cost of comfort... utility."

Christine Chang Hanway, UK editor of Remodelista, says pulling off the site's signature style is all about attention to detail. "Considered design means caring about your surroundings, from the big picture down to the details — dustbins and doorknobs. Living daily with beautiful and functional design is the key to creating spaces that are meaningful and life-enhancing."

The Remodelista view is that no household object is so lowly that its design should go unexamined. In fact, great pleasure can be occasioned by a clothes airer that has been created just so. The same thinking underpins a show that promises to be one of the highlights of next month's London Design Festival (September 13-21; londondesignfestival.com). Simplified Beauty, staged at the contemporary furniture retailer and manufacturer SCP, includes domestic accessories from Japan "that celebrate things made as they should be". Among the hard-working, handsome kitchenware, designs that shine are handmade Mashiko ceramics, glassware from the Shotoku Glass Company, steel kettles and cook's knives, and a collection of perfectly simple, simply perfect cast-iron bottle openers from Metros.

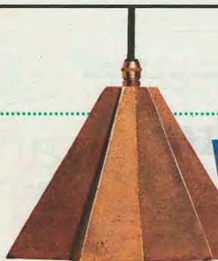
On the high street, Habitat has the best claim to be the go-to source for the Considered Home/Simplified Beauty/Beautylook. Finding the balance between practicality and aesthetics has been the inspiration behind much of the latest range, explains Polly Dickens, the firm's creative director: "The Habitat design studio has always followed the mantra that 'useful can be beautiful and beautiful can be affordable.'" Of course it has — it was founded by Terence Conran, whose Plain, Simple, Useful: The Essence of Conran Style is another handbook for this aesthetic.

Among Habitat's autumn launches, standout products include the Lux coaststand, a simple, geometric design combining a coaststand, a mirror and a key shelf, and the understated Lumen kitchen-dining furniture in pale, close-grained ash. Her studio may create great sideboards, but Dickens, disappointingly, doesn't offer a label for the aesthetic.

We'll just have to consider the naming a work in progress. Longevity is a crucial part of the mix. As Sebastian Conran says, these designs are destined for flea markets, not landfill, and we will love the look for many years to come. While we enjoy the story, there's plenty of time to think up a proper title.

From £69

littala's Aito shelving was recently launched in Milan and will arrive here next month. The wall-mounted box, made from powder-coated steel, comes in three sizes: pictured are the W14cm model, in yellow, and the W36cm one, in grey (£79). Also shown is the Kerros shelf, in birch plywood veneer (£245). skandium.com



£540

This robust brass lampshade, called Raffaele (21cm diameter), has been sand-casted by Tuscan craftsmen in a distinctive star shape. It was created by the architects Federico Minarelli and Julie Jansen, whose Florence-based design label is named Fred & Juul. shoptent.co.uk

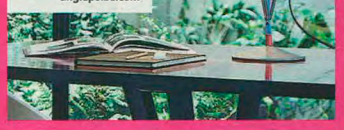
£1,000

Thonet has been making furniture with good looks and functionality since 1819. The S1200 desk has the tubular steel frame characteristic of the brand, and is extra-small (H88cm x W110cm x D66.5cm), which means it's an ideal choice for modern living. thonet.de



£149

The result of a collaboration between the task-lamp experts Anglepoise and the designer Paul Smith, this colourful light is a new spin on the classic Type 75. The limited-edition design can be ordered now for delivery after September 11. anglepoise.com



£180

Another ingenious design from Normann Copenhagen, the Block table (L50cm x W35cm x H64cm) is available in dark grey, light grey, coral, mint, white or black. It has two steel trays on ash legs, all set on steel and rubber wheels to create handy portable storage for the kitchen or bathroom. normann-copenhagen.com



£16

Garden Trading is a stellar source for domestic kit made gorgeous. This powder-coated steel tidy will hold all the trappings of dishwashing. Also pictured are the Mason Jar Wash Up (£13.50) and a galvanneal-steel dustpan and brush (£8). gardentrading.co.uk



£20

This one-litre milk pan, in burnt orange, is part of a range of enamelware made exclusively by the Austrian specialist Riess for Labour and Wait. It's suitable for gas, electric, ceramic and induction hobs. labourandwait.co.uk



£1,318

Sofas & Stuff is launching an upholstery collection called Cloth, comprising nine woven, traditional yarn-dyed linens, created in Belgium. The range includes extra-broad and grainsack stripes. This is the Midhurst large sofa in Ullswater carmine cloth (L186cm x W80cm x H91cm). sofasandstuff.com

