



...desire to cocoon
ourselves against the
harsh environment whilst
...ing more to respect it
...ve sales in wood-
...urning stoves, such as
...is one from Chesney's
...LOW Many companies
...uch as Soane Britain rely
...n a country-wide network
...skilled craftsmen to fulfil
...r desire for hand-crafted
...eces made in the UK

...lamorous take on designs inspired by nostalgia looked to
...designers such as Neisha Crosland and the collections at Cole &
...on for wallpapers and fabrics.

YEARNING FOR DOMESTICITY

...imple crafts such as quilt making and sewing, as well as baking,
...pared in popularity. Sewing machine sales consistently boomed
...nd in 2008 *Sewing In No Time* by Emma Hardy, published by
...ico Books, began to sell in volumes. In the wake of Nigella
...awson's *How To Be A Domestic Goddess*, published by Chatto &
...indus in 2000, home baking became a fashionable pastime and
...e embraced the American cupcake as a desirable addition to
...additional English tea. We made our own gifts and sought out
...personal decorative touches. Those who mourned the seemingly
...ntimely demise of haberdashery in many department stores
...ound inspiration in the passementerie offered by specialist
...utlets such as VV Rouleaux.

IN ECO-AWARENESS

...and in hand with our growing preference for natural materials
...as an awareness that these were also good for the wider
...nvironment. As Iris Dunbar, President of the British Institute of
...terior Design (BIID), notes, "The aim for longevity has

...encouraged designers to specify stone, timber and finishes that
...will last." Wooden flooring continued to soar in popularity, as we
...looked to reclaimed boards and new eco-conscious options such
...as bamboo, observes Liz Holohan, Head Certificate Tutor at
...London's KLC School of Design.

...The European Commission's lamp ban in
...autumn 2009 prompted us to consider
...using low-energy bulbs to light our
...homes, while environmental
...considerations also increasingly
...persuaded us to buy furniture made
...from sustainable hardwoods. "The
...recent cold winters have seen sales of cast-iron
...stoves rise by 300 percent," noted Aga. "More of
...us are looking to keep warm using sustainable
...fuels," the company observed, with a particular
...trend developing in recent years for wood-
...burning stoves.

...We began to recycle, re-use, re-claim and re-work items that
...might once have been replaced, and as the recession began to
...bite, this proved a practical as well as idealistic movement. 'Make
...do and mend' became a newspaper catchphrase once again,
...some 70 years after its inception. ▶





NAMES ON THE RISE

Looking ahead, here are a few of the companies we believe are set to enjoy the recognition that their design and products richly deserve

- **PINCH (furniture)** – Award-winning husband and wife team who create simple, elegant pieces of furniture, seamlessly fusing contemporary and traditional influences.
- **FROMENTAL (wallpaper)** – A beautiful source of aspirational hand-painted and embroidered wallpapers with exquisite designs that update historic motifs.
- **SOANE BRITAIN (furniture, lighting, bathrooms, fittings, antiques and curiosities)** – Maker and custodian of classical designs and creators of bespoke interiors projects, we constantly lust after its thoughtfully conceived and sumptuous collections.
- **TIM GOSLING (furniture and interiors)** – This former director at David Linley, now with his own eponymous brand, produces a bespoke design service, based on classical architecture and traditional cabinet-making techniques.
- Alan Hughes, Director of Inchbald School of Interior Design, says, "The top names to watch over the next three years will be Staffan Tollgard and Lawson Robb.
- Liz Holohan, Head Certificate Tutor at KLC School of Design, notes "Guy Oliver (Oliver Laws Limited), Veere Grenney, and Paul Broadley and Gerda Caner (of Gush Design)" as emerging talent to look out for.

THE MOOD FOR TODAY

As a new decade dawns, our aspirations are evolving to consume less but buy better. Those tired of the instant gratification and the sometimes transient feel of items offering quick fixes are understanding what *English Home* readers have long felt to be true; buying pieces with a personal resonance and an eye to longevity is always ultimately more fulfilling.

As Jenny Gibbs, KLC Principal and Vice President of the BIID, says, "The word I am hearing everywhere is 'authenticity'. This could be interpreted in the materials and finishes we use – real, natural – as well as how things are done – properly and to last."

A whole generation of homeowners who have come late to owning a home and forfeited opportunities to inherit memory-laden items are discovering the delight of investing in heirlooms of the future. They are seeking classic designs made with quality materials which in time will become imbued with new family memories. And while as an island nation we will continue to embrace and amalgamate styles from around the globe, there is a tangible recognition of the need to cherish English provenance and home-grown talent. In supporting companies who valiantly resist the economical pull of manufacturing overseas – just as we are increasingly supporting local food produce – the quality of English craftsmanship has never been more alluring.

Out of straightened times comes innovation, a collective recoil against prescriptive design and a willingness to celebrate individuality. By focusing on our properties as homes rather than investments we have increasingly begun to decorate to reflect ourselves rather than the aspirations of buyers.

And so this next ten years looks set to be an exciting return to colour, pattern and a renewed embrace of English eclecticism and wit in design. ■