

thelastword



COMBINED POWERS

INTERIOR DESIGNER **ANNA BURLES** AND GRAPHIC ARTIST **CHRISTOPHER TROTMAN** (HUSBAND AND WIFE TEAM) REFLECT ON WHY MERGING THEIR SKILLS TO CREATE A MULTI-FACETED CREATIVE DESIGN HOUSE WAS AN ACE MOVE

Our expertise spans every element of interior design, decoration and styling across single sites.

We also develop toolkits for brands to roll out across multiple sites. Our expertise in branding involves everything from creating logos, websites and marketing collateral, to designing visual identities and marketing campaigns for residential and commercial developments. On the commercial front, the merging of the practices has allowed us to position ourselves as a fantastic holistic partner for restaurant and bar clients, who need great interiors, complemented by a powerful brand. One creative team can provide an all-inclusive conceptual and implementation service, from spatial planning, concepts, lighting design, joinery and in-venue graphics to full contractor specifications, documentation and project activation. Creating the two-teams-in-one niche has proved to

be a great success and has propelled our agency from a credible but little-known boutique into one of London's leading hospitality design specialists, picking up awards and plaudits along the way. We still work on a wide variety of projects, from small F&B pop-ups to established restaurant brands. No matter the size, you know it's a Run For The Hills project by the cool and edgy design and how seamlessly the interiors blend with the branding. For a recent boutique cinema project, the studio designed everything from the screening rooms to the cocktail bar, café and restaurant to the brand, visual identity, signage, wayfinding, menus, launch campaign and even the animated credits and idents that play on-screen when cinema-goers take their seats. Our decision to specialise in hospitality design is partly due to the reputation we've built in the sector, but also to cater for clients looking to harmonise and simplify their creative roster, to streamline costs and process. We ensure the end

design feels seamless across all channels, created by a single team rather than disparate agencies. The studio also has a vibrant residential interior design side, designing the private residences of high-profile music stars and well-known personalities. We fashion the homes of stylish clients across London, from warehouse-style lofts to deco mansion blocks, artisan cottages and listed townhouses. The Run For The Hills graphics team aren't always involved in the interior design team's residential projects, but sometimes they work closely with one another to design a custom fabric or a house-wide collection of custom art pieces, created by Creative Director Chris's art alter ego Dex and Christopher Thunder. The result is art that works amazingly well within the interior because it was, quite literally, born to be there.

runforthehills.com