

THE WORLD'S BEST-SELLING HOMES MAGAZINE

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ELLE

21 YEARS
STYLE
DESIGN

DECORATION

**BIGGEST
EVER
ISSUE!**

It's our birthday!
Celebrating 21 years of style and design

BEAUTIFUL BASICS
55 everyday classics
to love forever

LOVE YOUR LOUNGE
The new neutrals
30 stylish sofas
Must-have accessories

EASY UPDATES
Decorating with
black and white

TALENT SPOTTING
The best British
designs of 2010

27 fabulous things
to do in London
this month



EXCLUSIVE: AUTUMN/WINTER PATTERN BOOK
Our pick of the best new-season fabrics and wallpapers


The British Design Awards 2010

Best of British

Welcome to the British Design Awards 2010, celebrating top home-grown talent

The British Design Awards 2010 are brought to you by ELLE Decoration in association with Casa Couture, the new luxurious homeware brand exclusively at House of Fraser, genius wallpaper company Graham & Brown and the kings of stylish fireplaces, Charnwood. Now in their ninth year, the BDAs recognise beautiful, useful and original new work created by British designers for UK and international brands in the past year. Here, we present our nominations for Best British Design 2010 and Best British Pattern 2010 – and we're inviting YOU to vote for the winner of each category online at thebritishdesignawards.com. Vote now – we want to know what you think! The results will be announced in a BDA special in our December issue (on sale Nov 10), alongside the winners of Designer of the Year, New Designer of the Year, Architectural Achievement, Fashion Contribution to Design, Best British Design Brand and finally the big gong for Outstanding Contribution to Design 2010. Watch this space!

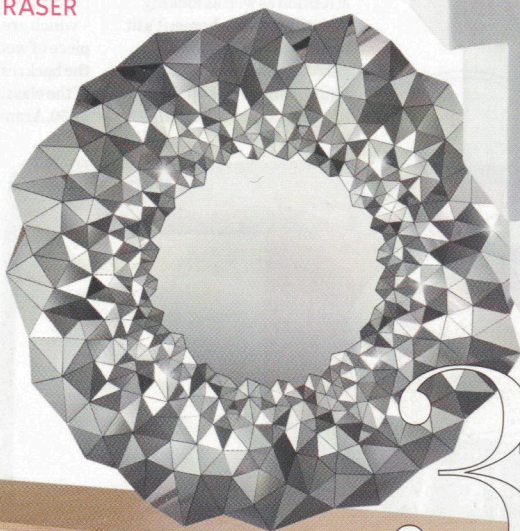
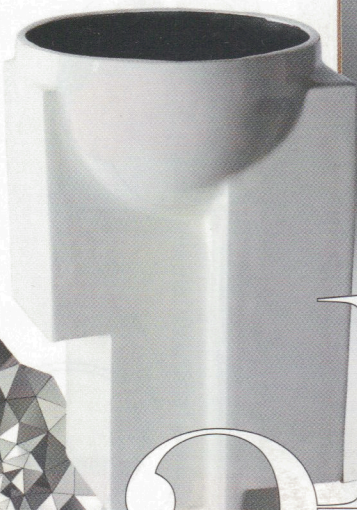
IN ASSOCIATION WITH

charnwood 

GRAHAM & BROWN

CASA COUTURE

EXCLUSIVELY AT HOUSE OF FRASER



THE SHORTLIST Best British Design 2010

1 Peter Marigold

'Mirror' wardrobe for Skitsch
For those with limited space, Peter Marigold's recycled wooden wardrobe for Skitsch could be the answer to your prayers. It measures half the size of a usual wardrobe but, thanks to its mirrored panel, gives the illusion of being symmetrical and, crucially, full-sized. Genius. £2,503 (skitsch.com).

2 Solomia Zoumaras

'Arko' ceramics
Inspired by Modernist design and architecture, Hackney-based ceramicist Solomia's vessels combine function and beauty. They're made by hand using mathematically precise templates, and can be stacked or linked together to create striking displays or simply to save space. From £30 (solomia.co.uk).

3 Jake Phipps

'Stellar' mirror
This sparkling, fairytale-style mirror is the stuff that dreams are made of. Inspired by the brilliance of cut diamonds, the limited-edition piece is made up of 750 tiny facets of mirror, each of which subtly changes its lustre with the light. We think it's simply dazzling. £5,980 (jakehipps.com).

4 Samuel Chan

'Contour' oak sideboard for Heal's ReDiscovers
This piece epitomises the importance designer Samuel Chan places on producing contemporary furniture using the age-old craft of woodworking. Its curved shape sets it apart from the average sideboard. A brilliant mix of traditional materials and modern good looks. £1,495 (heals.co.uk). ▶

Vote online now! thebritishdesignawards.com