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London Design Festival: Dazzling Decorex



PINCH'S NEW 'NOELLE' SOFA, ONE OF THREE NEW PIECES LAUNCHED AT DECOREX.

24 TH SEP 2014

Vogue Living's London editor, Fiona McCartney, wraps up our online coverage of LDF with highlights from one of Britain's most prestigious and longest-running interior design showcases.

As London Design Festival drew to a close, the scenes played out in opulent fabrics, lush wallpapers, vibrant flowers and paper sculpture at the entrance to *Decorex* — set once again, after an absence of several years, in the grounds of *Syon Park* (below), the Duke of Northumberland's splendid London residence — perfectly summed up the mood of what this year's festival had all been about: a riot of colour, an emphasis

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on texture, bold and brilliant pattern, and fantastic, intricate attention to detail.



Decorex's perennially popular show entrance installation had a unusual twist this year — it featured eight separate exhibits, all inspired by 18th-century English artist William Hogarth's painting series *A Rake's Progress* (from the collection of *Sir John Soane's Museum*) and created by some of the biggest names in interior design. Depicting the decline and fall of the spendthrift son and heir of a rich merchant, the eight-piece morality tale — *The Heir, The Levee, The Orgy, The Arrest, The Marriage, The Gaming House, The Prison* and *The Madhouse* — resulted in lavish scenes by the likes of *Timorous Beasties* with *Retrouvius* (whose collaboration, *The Madhouse*, is pictured) and *Kit Kemp* with *de Gournay*.



Past the entrance, a dazzling cross-section of both British and European furniture, fabric, wallpaper, art and furnishing accessories brands had congregated to sophisticated effect. Highlights included the four central hubs for 'In The Making', where rugs were being woven (for *Front London*), beaded butterflies sewn (for *Spina Design*), plasterwork moulded (for *Locker & Riley*) and wallpaper printed (for *Watts of Westminster*); respected arts and design journalist Corinne Julius's *Future Heritage* exhibition of collectable craft by artisans and designers such as *Nic Webb* (whose wooden spoons are pictured), *Peter Marigold* (who also had an exhibition at Gallery Libby Sellers during LDF) and the colourfully eccentric *Bethan Laura Wood*; and a seminar series that included the elite of the decoration and design world, from Nigel Coates to Nina Campbell, William Yeoward to Anouska Hempel, Sophie Conran and Sean Dare.



We also fell crazily in love with *A Rum Fellow*'s chairs, sofas and lampshades covered in intricate, colourful Maya-inspired fabric (below); *Eley Kishimoto*'s graphic prints (on walls and on co-founder Wakako Kishimoto's matching clothing); Ashley Hicks' striking Quirky B carpets for *Alternative Flooring*, *Pinch*'s modern take on solid wood chairs, stools and shelving; and rising brands such as *Bert & May*'s bespoke tiles and *Claire Coles*' intricately embroidered wallpapers and panels.

