

THE ANNIVERSARY ISSUE

ELLE DECORATION

CELEBRATING
30
STYLISH
YEARS

ROOMS THAT
CHANGED
THE WORLD

ERA-DEFINING
DESIGNS

ICONIC
ARCHITECTURE

DIRECTIONAL
TRENDS

THREE
DECADES of
EXPLORING
STYLE in the
HOME



HOW TO LIVE

HALL OF FAME

During 30 years spent scouring the UK for design talent, we've championed many superstars of style. We catch up with them for our anniversary special

Words AMY BRADFORD



DAVID ADJAYE

Established in 2000, Adjaye Associates will celebrate its 20th anniversary next year – and its founder, David Adjaye, remains one of the most original voices in architecture. Among his early achievements were two pioneering libraries in Tower Hamlets, the Idea Stores (2004 and 2005), and the black-clad Rivington Place art gallery in Shoreditch (2007). There's a strong ethical dimension to much of his work, including his design for the Smithsonian National Museum of African American History and Culture in Washington, USA. His upcoming project is the UK Holocaust Memorial – the design, proposed by a team led by Adjaye Associates, with Ron Arad Architects as Memorial Architect and Gustafson Porter + Bowman as Landscape Architect, is expected to be completed in 2021. adjaye.com

MICHAEL ANASTASSIADES

By his own estimation, Anastassiades's style is 'minimal, utilitarian and almost mundane, yet full of vitality one might not expect'. Part functional objects, part works of art, his simple creations reflect his rigorous training in engineering and industrial design. Since opening his studio in 1994, the medium in which he's made the most impact is lighting – his 'String' pendants for Flos (2014) resemble fine black line drawings, while 'Get Set' (2013) is more of a freestanding sculpture: an opaline sphere perched atop a brass bar. One of the UK's most discreet yet compelling talents. michaelanastassiades.com

'MY STYLE IS MINIMAL, UTILITARIAN AND ALMOST MUNDANE, YET FULL OF VITALITY' MICHAEL ANASTASSIADES



RON ARAD

Arad's architecture and design practice, Ron Arad Associates, was founded in 1989, the same year ELLE Decoration hit the newsstands; since then he's served as professor of design product at the Royal College of Art (1997–2009) and been elected to the Royal Academy of Arts (2013). He has also acquired a reputation as a maverick, freely experimenting with new materials and radical forms – such as his 'Gomli' sculpture (above). Highlights of his career include 'Lolita', a chandelier for Swarovski that projected text messages across its surface (2004), and the creation of the Design Museum Holon in his native Israel (2010). He's currently working on the UK Holocaust Memorial. ronarad.co.uk

PICTURES: EMILIE PERIN (COURTESY OF FAYRE PRESS); ANASTASSIADES: PHILIPPE POUYER

ARAM STORE

Zeev Aram was one of the first retailers to get Brits to embrace classic European Modernism – his store, opened in 1964, was a lone star on the scene at the time. It was Aram who introduced furniture by the likes of Marcel Breuer, Le Corbusier and the Castiglioni brothers to a London audience. The initial reaction may have been bemusement – in the early days, he even received hate mail – but since ELLE Decoration's inception, his Drury Lane shop has thrived. Along the way, the store has revived the work of 1930s Irish designer Eileen Gray (neglected until Aram rediscovered it in the 1970s) and celebrated the early design pieces of names like Konstantin Grcic and Jasper Morrison. The business is still family run – Zeev's son Daniel plays a central role, as did his daughter Ruth until her untimely death earlier this year. 'ELLE Decoration promotes the best in modern design, which can always be found at Aram,' says Daniel. 'Our greatest achievement has been maintaining the high quality of our pieces in an ever more competitive market.' aram.co.uk

'ELLE DECORATION PROMOTES THE VERY BEST IN MODERN DESIGN, WHICH CAN ALWAYS BE FOUND AT ARAM'

DANIEL ARAM





THOMAS HEATHERWICK

Designer, architect, inventor, problem solver: Thomas Heatherwick is the maverick talent that every generation needs to shake things up. He's caused controversy with his spiky 'B of the Bang' sculpture in Manchester (2005) and entered public consciousness by designing London's remodelled Routemaster bus (2010) and the copper cauldron for the 2012 London Olympics. Most recently, he's put his stamp on King's Cross with the opening of the Coal Drops Yard retail quarter (above). Next up? He's working on Google's new California headquarters with architect Bjarke Ingels and is set to transform London's Olympia into a dynamic new creative hub. heatherwick.com



MATTHEW HILTON

Launched in 1991, when ELLE Decoration was just two years old, Matthew Hilton's 'Balzac' chair (manufactured by SCP) rapidly became one of the most sought-after designs of the decade. With its swooping curves and soft leather upholstery, it's been in production for over a quarter of a century – reflecting Hilton's belief in long-lasting, functional furniture. Today, he collaborates with the likes of Ercol, Case Furniture and De La Espada to create more timeless designs. matthewhilton.com

PICTURES: STEVE DOUBILE; HILTON: LUCY SAUNDERS; BIRCHOK

SUZY HOODLESS

Interior designer Suzy Hoodless set up her Holland Park studio in 2000 after starting out as a magazine stylist. In the two decades since, she's won a cult following for her vibrant, colourful spaces, filled with a mix of contemporary and vintage classics (she particularly admires Scandinavian style). She's designed everything from Kensington townhouses to Highland lodges (see inside one on p190), and this year, two new major projects put her in the spotlight: apartments and communal spaces at the former BBC Television Centre in White City, and new Mayfair women's members' club AllBright. 'The highlights of my career so far have been the adventures I've had and the relationships I've developed with clients,' says Hoodless. 'ELLE Decoration hits the zeitgeist: it's modern yet classic,' she enthuses. 'From its inception, it's remained relevant.' suzyhoodless.com ▶

