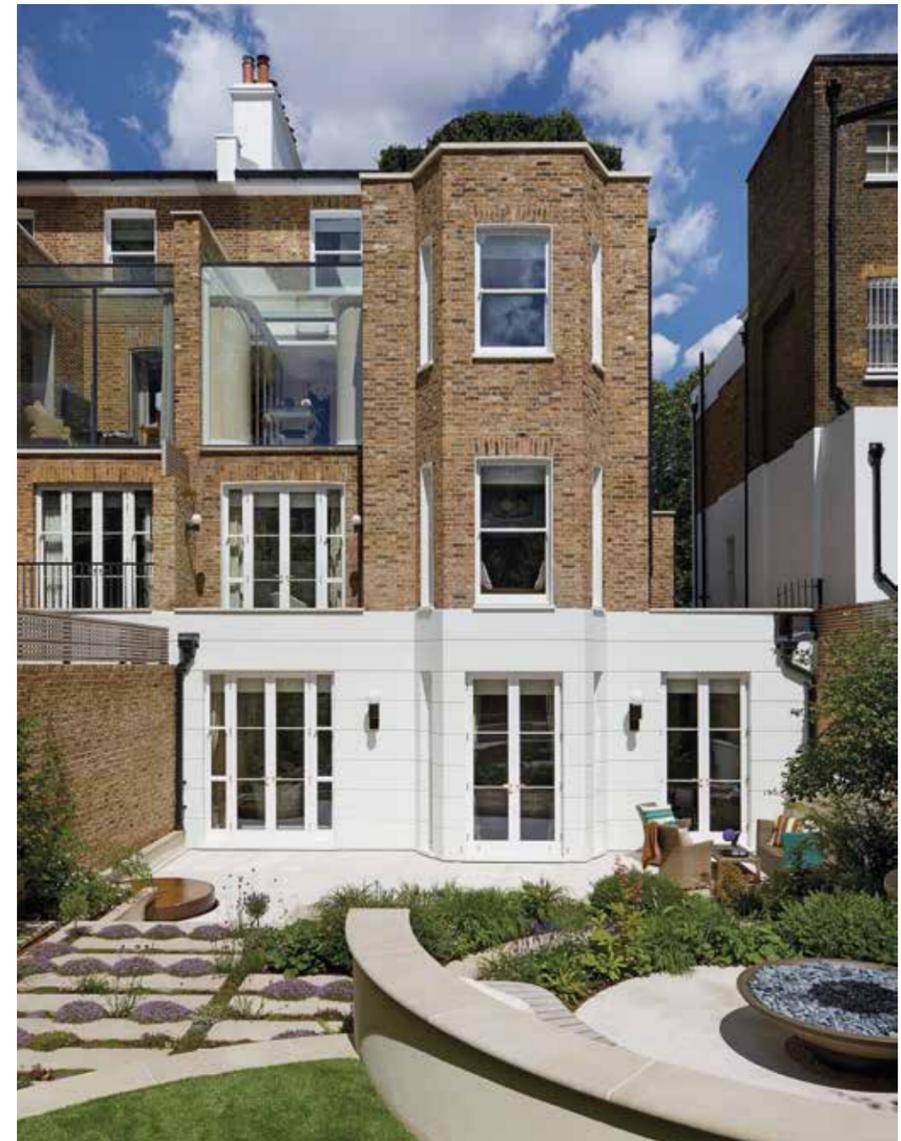




**LEFT TO RIGHT**  
Black trimmings on the walls, doorways and flooring help define the interior of this London home

# ART DECADENCE

INSPIRED BY THEIR LOVE FOR ALL THINGS ART DECO, A COUPLE TASKED STUDIO INDIGO WITH TRANSFORMING A VICTORIAN-STYLE HOME INTO A GLAMOROUS ABODE



BY POLLY SWEET PHOTOGRAPHY JULIAN ABRAMS



**W**ith its imposing Victorian facade, angular lines and its location in one of London's most exclusive addresses, this

home could be deemed a touch intimidating. But while its frontage is demonstrably late 19th century, the interior of the five-storey home is an uplifting mix of contemporary and Art Deco that makes the home feel bright and welcoming.

The owners, a retired couple with three grown children, were very specific about what they wanted: a 17-metre pool to match the one at their country club, a media room with a table tennis and pool table that could be moved to create extra entertaining space when needed, a concealed lift which would allow them to move between all five floors undetected, and a library to house their impressive book collection.

To achieve this remarkable mix, the couple employed the skills of Studio Indigo, a multidisciplinary design practice which is well-versed in the architectural and decorative transformation of London's most luxurious homes. The owners weren't terribly fussed either about the time that it might take to achieve their dream home and thus a three year renovation began.



**LEFT TO RIGHT**  
A lime rug injects a dynamic energy to the elegant sitting area; gilded detailing on wall sconces and other decorative accents draw reference to the home's tribute to the Jazz Age

*“THE NEW STAIRCASE WAS DESIGNED TO BECOME THE UNIFYING HEART OF THE HOME CONNECTING ALL FIVE FLOORS”*



**THIS PAGE**

The feather detailing on the chandelier and decorative accessories hark to the iconic flapper style during the Jazz Age; arched doorways celebrate the geometric patterns from the Art Deco movement

**OPPOSITE PAGE**

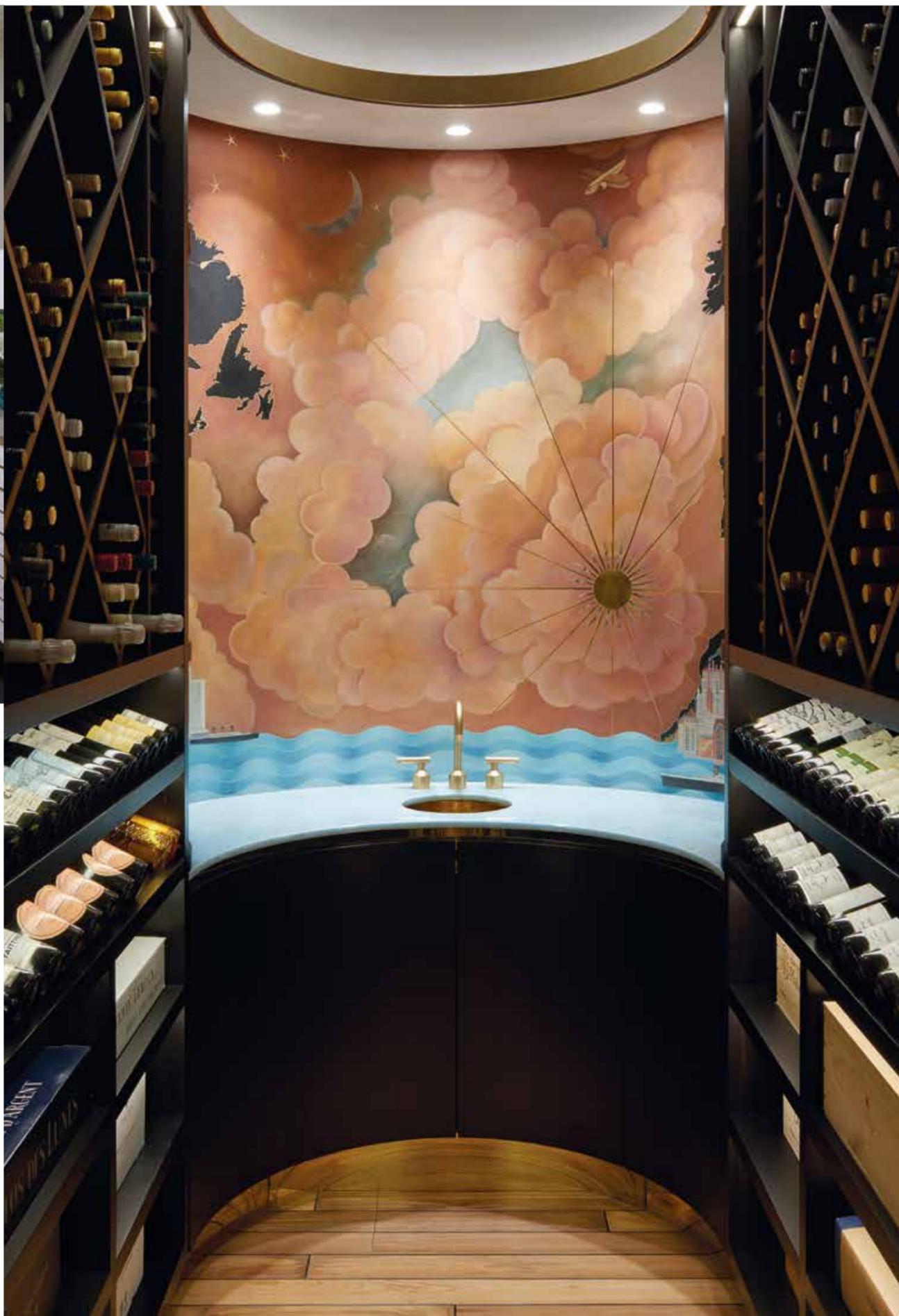
Crescent-shaped seats and round side tables allude to the interior's vintage influence; a floral artwork is the focal point of the lounge area

**CREATIVE STEPS**

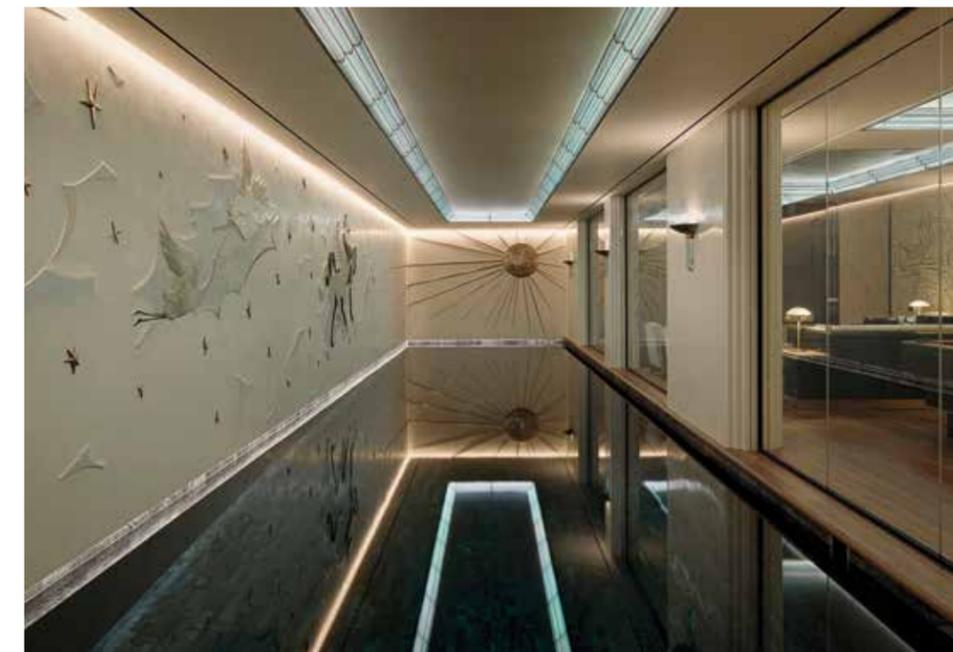
Mike Fisher, founder and creative director of Studio Indigo, took on the considerable task of reconfiguring the house's existing layout to optimise the space and accommodate all of the owners' needs. One of the first major alterations that he made to the property was to rip out the narrow Victorian staircase that crept up the perimeter of the building to install a new stone cantilevered staircase that swept upwards from a central foyer.

“The new staircase was designed to become the unifying heart of the home connecting all five floors,” explains Fisher. “It also enables natural light to flood down through the house from the roof skylight, which is concealed behind an internal bespoke laylight.” It was then decided that a basement would be needed in order to accommodate most of the couple's requirements, so the subterranean floor was created to house the pool, media room as well as a wine cellar. Finally, a glass extension was added to the rear facade on the first floor; it serves as a dressing room that overlooks magnificent views over their garden and the city's skyline. Even on gloomy days, it is a haven of natural light.





*“WE WERE KEEN TO AVOID THE CLICHÉD ‘OLD CINEMA LOOK’, SO WE CONJURED ART DECO-INSPIRED ELEGANCE FROM A CONTEMPORARY PERSPECTIVE”*



**CONTEMPORARY EDGE**

While the original decorative plan had been to convey the home’s origins and create an interior sympathetic to its 19th century exterior, that was soon discarded when Gemma McCloskey, architect and interior designer at Studio Indigo, discovered the owners’ love of Art Deco. She immediately sought to lend the home a distinctively 1930s feel without transforming it into a pastiche. Rather than a heavy-handed approach, she integrated more subtle elements of the era into the decor. “We were keen to avoid the clichéd ‘old cinema look’, so we conjured Art Deco-inspired elegance from a contemporary perspective,” explains McCloskey.

The design firm integrated the geometric curves of the time in the cornicing and skirting, as well as on the doors, fireplaces and even in the garden. Chinoiserie elements,

**LEFT TO RIGHT**

The tropical mix of artworks and De Gournay wallpapers create a fresh twist on the home’s historical influence; the wine cellar features a cove ceiling and a dreamy wallpaper; the glamorous basement pool features a celestial-inspired wall mural



which was popular at that time, are picked up through the magnificent De Gournay wall panels that can be found in the master bedroom, guest bedroom and two powder rooms. “The wallpaper was an amazing collaboration between Studio Indigo and the team at De Gournay,” recalls McCloskey. “They helped us curate each individual wallpaper perfectly to suit each bedroom and narrate a story within the space.”

Each floor of the house celebrates a different element of the owners’ favourite period, with every level obtaining its own unique identity. To lend a sense of cohesiveness, a distinctive black border that runs from the top floor to the basement, ensuring that the home works as a whole. “This project was a fantastic collaboration between Studio Indigo and the owners,” concludes McCloskey. “They allowed us to push our creative boundaries, resulting in a unique and unexpected home full of character and style.”

**LEFT TO RIGHT**  
The light-filled wardrobe looks out to the main street; colourful geometric elements liven up this bedroom; blush and champagne tones elevate the bathroom and powder room; the well-manicured garden features circular motifs that embrace the Art Deco theme; floral wallpaper from De Gournay adds a feminine touch to the bedroom

**LOCATION**  
London, UK

**TYPE OF PROPERTY**  
Semi-detached house

**PROPERTY SIZE**  
6,750sqft

**INTERIOR DESIGN**  
Studio Indigo

**TIME TAKEN**  
3 years