

Blenheim Design Ltd Best Hospitality Interior Design Firm - UK

Blenheim Design focus is to provide beautiful and functional interiors for a range of clients across the hospitality market. Seeking to showcase the firm's dedication to excellence, we invited Design Director Maja Myall to tell us more.

With an intuitive eye for visual harmony and timeless design, accredited from decades in the industry and global travel, Blenheim Design creates memorable and comfortable hospitality interiors to a variety of budgets. The firm provides a variety of services including interior architecture and interior design as well as bespoke furniture and lighting design.

Shoryu Ramen, Saudi Brothers, Andalucía Restaurante, Mele e Pere and Tonkotsu are recent Blenheim Design clients now enjoying their successfully launched restaurants.

Maja and her team are currently working on several restaurant and bar projects in the UK and have recently landed designing a luxury European Hotel and a new Japanese Bakery concept due to launch in the Middle East.

The firm approaches each project with consideration to the customers and guests overall experience as this is key to a winning design concept. As Design Director of award-winning interior design practice Blenheim Design, Maja has led the design and delivery of numerous world class hospitality projects for clients since 2008, and is keen to share her expertise and she discusses her firm's design ethos.

"Here at Blenheim Design, we align with client's requirements from the initial briefing and through the concept stage, to translate ideas to engaging food and drink experiences. We deliver tailor made hospitality projects and make them unique. Our restaurant projects will always reflect the food on offer and have the end user in mind.

Having specialized in Hospitality Interior Design for over 20 years, Maja appreciates the importance of a restaurant's location, the



building's history and its surroundings are as important as demographic and cultural considerations of the area.

As such, she understands the fact that Blenheim Design's success rests in its considered approach to every project, ultimate respect for a client's brief, the distinctive charm of the location and functionality so the finished product sits well within its environment yet also meets operational expectations of the client. These considerations are now key principles which are the backbone of each restaurant, hotel and bar project.

Working in such a fashion based market, Maja and her team work hard to adapt around the latest developments in the interior design space, as she highlights.

"The rise of social media has made trends come and go faster. Although the hospitality market is becoming more globalized, clients are expressing a desire to create local context through regionally relevant artwork. Each client is unique, regardless of geography. Developing economies are growing and as a result, international hospitality interiors have to reflect cultural pride and identity, and we are able to successfully promote this through the interior design. An example of this is the increase for 'Instagramable' backdrops during the initial briefing from the client. Quality and standard of the finishes is rising and we are seeing blurred lines between interior standards of casual and high-end restaurant interiors."

With the rise of cookery shows we have noticed an increase in chef's creating seasonal tasting menus with food and wine pairing more than ever. Consumers are behaving differently to 10 years ago too; they are more food aware and as such

they value the provenance of food, they have sustainability concerns and their interest in food preparation is increasing. Restaurateurs are listening and to be successful as designers we need to respond by promoting the client's values. The best way to achieve this is through education, like providing a chef's table or designing an open kitchen which also provides theatre to a restaurant setting.

Captivating interior designs now emerging among the world of hospitality are giving way for Blenheim Design to creatively design not only for commercial success and customer satisfaction, but with photography and social media in mind. Designing a winning interior in 2018 requires attention to textures, lighting and layering of materials whilst balancing reflective and matt surfaces.

Ultimately, by building and maintaining strong supplier relationships and the company's wealth of experience, Blenheim Design remain at the forefront of the latest developments and trends within the interior design industry and able to offer clients a truly unique solution that will meet their needs and exceed their expectations.

Company: Blenheim Design Ltd
Contact: Maja Myall
Address: 9 Pavilion Parade,
Brighton, BN2 1RA, UK
Phone: +44 (0) 1273 622438
Website: www.blenheimdesign.com

BLENHEIM DESIGN

HOSPITALITY AND RETAIL