



BLENHEIM
DESIGN

HOSPITALITY AND RETAIL

Harnessing Unconventional Design to Create Inspirational Spaces

Blenheim Design has always celebrated a peerless reputation in the hospitality design sector, renowned for creating novel, interesting dining experiences through their dedication to the client vision. Early this year, Blenheim was recognised as 2019's Leaders in Hospitality Interior Design in LUXlife Magazine's ongoing Leaders in Luxury programme. We spoke with Maja Myall, Managing Director of Blenheim Design, to find out more about her firm's innovative approach to architectural and interior design.

For Blenheim Design, there's no such thing as 'by the book' design. No cookie cutter solution, no easy route. Each project is wholly unique, and bespoke- without equal. Blenheim takes inspiration directly from the client's brand creating spaces that are truly evocative of the company behind them. As such, their portfolio is incredibly varied, moving from traditional Japanese minimalism to warm, homely Andalusian interiors. This is even more impressive considering the notoriously high standards of the luxury hospitality industry, where success depends on an ability to be innovative and different.

However, as Maja explains, the challenge of the sector yields its own rewards. "We absolutely love designing Restaurants and Hotels. Hospitality is the most challenging niche of Interior Architecture, yet it is the most satisfying. Clients approach Blenheim Design because of our excellent reputation for creating unique spaces. What we do well is create spaces that may seem simple at first sight, yet in reality the result has been finely constructed; so the more time you spend in the venue, the more you realise how diligently it pieces together and how eclectic it really is. Blenheim Design ensures that all the elements of the restaurant design work together to create an attractive atmosphere that is unique to the brand."

On the back of their established history, many of Blenheim's clients offer the team a blank canvas on which to create their art. "By working closely with the client throughout the entire process we fully understand their unique brand and bring it to life. This close relationship also avoids big surprises and we deliver exactly what the client was after, within their budget and- of course - on brand." This approach is clear to see in any one of Blenheim Design's completed interiors, showcasing a remarkable

chameleonic ability to adapt where necessary. Indeed, regardless of the client, brand demographic and style, Blenheim excels – a singularly impressive feat.

Further, team synergy remains an important asset when it comes to creating a seamless, unified process. In this, Maja has endeavoured to nurture a collaborative, open environment in Blenheim's office. "We believe a happy healthy workforce is one where the staff want to be involved, and as such we encourage all of our staff to support each other on a variety of projects at any one time. Sharing ideas and reviewing project development internally between the design team on a weekly basis ensures that we are maintaining our high standards and focusing client expectations to deliver for our clients."

Yet, as Maja moves on to discuss, creative flair doesn't always come easy. This digital world has turned the innovative into the unoriginal, frequently copied and shared on social media platforms. "As such, everyone is encouraged to look at parallel industries for a creative flash. We turn to fashion, product design, culture and travel for inspiration." This move towards more creative spaces has been embraced by restaurateurs. "The most significant trend we are seeing in densely populated areas, like London for example, is a rejection of sterile and minimalist interiors that were popular a decade ago. Our clients now fully embrace the unconventional and strive to be different and more attractive to their target customer base."

In her closing comments, Maja discusses Blenheim Design's future in this ever-changing industry, as technology continues to influence fundamental design choices. "The hospitality sector is seeing a large shift as social media plays a more important role in promotion and interior space and the food on offer. One of our newer clients in the Middle East is pushing the importance of social media in that they have specifically requested that we design an elaborate scheme, with the anticipation of millennials using the Instagram platform to share their dining experiences with the world." Whatever the future holds, Blenheim are sure to continue to create spaces that push the boundaries of hospitality design and help push the industry ever forwards.

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