

A Quest For Quirkiness

Bespoke, luxurious, quirky, contemporary and British. Five words that come to mind when exploring the seven designs appointed to the fifty-five rooms that Suna Interior Design, the award winning boutique interior design consultancy, created for Flemings Mayfair, the four star boutique hotel in London!

Suna Interior Design began working with Flemings Mayfair in the summer of 2012 when the designers were requested to tender a single design that would be trialled over five rooms. The intriguing design that was submitted was the Book Room which features Young & Battaglia's White Bookshelf Wallpaper. Once this design had been installed Suna Interior Design was asked to create six further designs that would be rolled out over a further fifty rooms. It was a rapidly moving project that began in the summer of 2012 and was launched in May 2013.

The brief was to create contemporary designs with an individual touch in each room. The designs were to utilise strong colour and to keep the feel very British, to maintain the personality of the hotel while creating a contemporary atmosphere. There was no specific budget, but guidelines were given to the level of luxury that Flemings Mayfair wanted to achieve: a sumptuous, boutique, four star hotel.

Additionally it was requested in the brief that the Flemings Mayfair brand be subtly enhanced through the design. ▼



Line drawing frontage of Flemings Mayfair and a bespoke label




FLEMINGS
MAYFAIR



The Stamp Room with bespoke wallpaper (Penny Post from Andrew Martin) and cushions

▲ Suna Interior Design achieved this by commissioning a line drawing of the frontage of the hotel, which was then transferred onto the cushions. Together with branded labels the cushions form a feature focal point in the rooms.

“We always work very closely with our clients in order to achieve the best result. Sensitivity of design is always important and in the case of Flemings Mayfair, we walked through each individual room and a decision was made as to what design would work best in each room. Smaller rooms were given lighter, slightly muted designs,” notes Rebecca Tucker, one of Suna Interior Design’s Directors and lead designer on the project.

Suna Interior Design created a contemporary design by combining traditional British elements then taking design features and reinventing the context in which they are used. The room refurbishment at Flemings Mayfair would not involve any structural changes, focussing rather on soft furnishings, wall papers, artwork and accessories, so Suna Interior Design supplied a selection of quirky items and pieces of interest such as the Dog Artwork, Antler Chandelier, bespoke headboards, line-drawn Flemings Mayfair frontage cushions, ornate framed mirrors, bespoke artwork and of course unique wall and ceiling papers highlighting famous London locations, such as Andrew Martin’s Penny Post wallpaper and Vivienne



Westwood’s tartan paper that would result in the creation of bespoke, luxury design – ultimately embracing a modern take on British quirkiness. ▼



The Book Room features Young & Battaglia's White Bookshelf Wallpaper

▲ Suna Interior Design is aware that it is always important to employ a practicality of choice, keeping in mind that the rooms will be in constant use, so it is necessary to choose furniture, fixtures and fittings that will withstand wear and tear, without compromising the design as a whole. A fine tuned balance between style and practicality. Always ensuring attention to detail, Suna Interior Design is sensitive to the functionality of design and understands the need to employ a practicality of choice. To this extent delicate wallpapers have been placed behind the beds, while fabric textured vinyl wallpapers were used where

there would be heavier traffic. In a hotel room environment that will see numerous guests enjoy the hotel experience, it is important to pay attention to durability of design. Hotel design is moving forward – innovating. The high quality design at Flemings Mayfair pays attention to minute detail: it is on a par with the exceptionally high standard of service all guests receive.

Our favourite features throughout the designs include the cushions – they are bespoke, quirky and create a talking point in each design. And the tree wallpaper, as it creates such a striking effect and makes

such a wonderful and memorable impact, and the dog artwork, it is quirky and playful – entertainment for the eye. The high punch buttoned headboards in several of the designs give the room an instant opulent and luxurious feel. And that each room has its own individual feel – there are seven designs and each room was considered before being designated its particular design.

“The main inspiration behind the designs in each room was the wall paper, once that was chosen the rest of the design began to take shape,” said Rebecca. “It was important to make the designs relevant to the” ▼

▲ location." The Tree Room wallpaper was inspired by nearby Green Park. The full wall photographic image of the tree in the Tree Room was sourced and works in context, to expand the room, while punches of colour add opulence.

The Luggage Room features Andrew Martin's Luggage Wallpaper. In this room an oversized leather punch-button headboard creates a handsome, luxurious setting, exuding comfort. The Flemings Mayfair line drawn cushions are found on the bed, reflective of the colour palette used in the room design. "Flemings Mayfair wanted different designs in their rooms, but they also wanted a continuation, a thread that would run through all of the designs, linking them together," said Rebecca. "The bespoke cushions with the effective but subtle Flemings Mayfair branding were the ideal solution."

In another of the Luggage Rooms an antler chandelier hangs from the ceiling that is covered in renown British designer, Dame Vivienne Westwood's tartan paper, working to create a unique, contemporary British feel.

The Stripe Room features bespoke wallpaper designed by Suna Interior Design and produced by Tektura. The bright colour palette in the room reflects the colours in the paper on the ceiling, working on the clients brief to utilise bold colours. The purple chandelier reflects the deep purple bedside lights and the oversized turquoise headboard with purple punch buttons adds opulence and luxury. The bed also features a bespoke Flemings Mayfair line-drawn frontage cushion, branded with a Flemings Mayfair label. ▼



The Luggage Room features Andrew Martin's Luggage Wallpaper on the wall with Vivienne Westwood's tartan on the ceiling



The Stripe Room's bespoke wallpaper; designed by Suna Interior Design, produced by Tektura

▲ The Shutters Room has a more subtle use of colour. The brief was to create a selection of designs that would cater for all tastes. “This design is more classical while still incorporating the use of colour, and of course the Flemings Mayfair line drawn, branded cushions,” notes Rebecca.

The elegant design in the Stamp Room features Penny Post wallpaper from Andrew Martin alongside bespoke made and Flemings Mayfair branded cushions.

The Words Room features wallpaper from Linwood that boasts famous London locations and covers both the ceiling and the wall, creating an inviting experience that

welcomes you into a haven within the buzz of London.

Suna Interior Design has created seven different designs that have the attraction of looking slightly different and unique in each room because of the difference in the shapes of the rooms. “We want people to feel the fun, luxury, warmth and quirkiness – we want to create a memorable moment every time anyone walks into a room,” said Rebecca. “When someone walks into a room that we have designed, we want them to want to kick their shoes off and relax, as they would at home, ultimately the room should feel like it’s a haven for the occupier. Repeat visitors will either want

the same rooms or they will want to try something different. There is something quite special for everyone. Each of the bespoke features, such as the labels, creates a thread that runs through all of the rooms – further establishing the Flemings Mayfair brand.”

This successful project has been praised by clients, press and guests alike. It is bespoke, contemporary British design for a boutique hotel. The result? A truly, British hotel that caters for the individual with something for everyone. Contemporary British design at its bespoke, boutique finest where comfort and luxury are of the utmost importance, and each design and room is reflective of this.



The full wall photographic image in the Tree Room expands the room