



Setting the STANDARD

Rome wasn't built in a day, but Roselind Wilson would give it her best shot. Mark Keble meets the Queen's Park interior designer with a passion to exceed expectations



Residential projects form a crucial part of Roselind Wilson Design's portfolio



Roselind Wilson



The bathroom at a recent project in Palace Court, Notting Hill

Beady eye readers will recognise the name Roselind Wilson as the designer we chatted to last month about a Notting Hill property that really caught our eye. It inspired us to find out more about this Queen's Park local and we were swept away by the scope of projects undertaken by her studio, with a host of utterly beguiling shots on her website pointing to the fact there isn't one set style you can expect from Roselind Wilson Design.

'You are absolutely right,' says the woman behind the studio. 'We are all very different people. We are in the business of creating identity and we believe that the spaces we create are an extension of the people we create them for. To be true to this ethos requires us to approach each brief by getting to know our clients and providing a home that represents them. I'm averse to developing one style and implementing it in all my projects, as part of the journey I find most satisfying is the challenge of interpreting the brief and developing the design to marry the lifestyle of the client with the space.'

Roselind is a wonderful interviewee, full of great insights into design, but also because of how open she is with the information she's willing to part with. Take her upbringing in South Africa, for

example. Despite being a creative child – 'I drew, I knitted, I sewed, I painted, I made things all the time' – a career in design wasn't a given. 'I had a tricky upbringing,' she reflects. 'Coming from a broken family my parents always tried reconciliation by the promise of a new home, a new start. Inevitably these dreams were shattered time and time again, and I came to value the concept of a home, a sanctuary, and I made it my dream to create the perfect sanctuary for people – a place to reflect themselves, a place of happiness and ultimately to be an extension of themselves.'

Eventually coming to London, she always knew that she wanted her own business – 'I really didn't want anyone else to dictate my future' – and within the space of a few short years Roselind Wilson Design has grown at a rate of knots. You can see Roselind's hard working ethic has rubbed off onto her team, meaning the projects have come thick and fast. 'I have very high standards,' she states, 'as I, under no circumstance, accept anything that is less than a perfect end product for all our clients, and my team buys into this ethos. I am so proud of all my designers for how hard they work.'

Such an answer means it's no surprise Roselind can't pick out a favourite project, but I have caught her

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Holland Park is just one of many inspirations for Roselind

LOCAL INSPIRATION

Since you have been based in Queen's Park Roselind, has it been a hub for design?

'I've lived in Queen's Park for seven years now and the transition has been incredible. The area has become a trendy hub as it borders on Notting Hill, so we have seen a young, creative demographic move into the area. With them came a Gail's artisan bakery and some trendy restaurants and bars. The high street is a hive of activity on a daily basis, and Lonsdale Road, which is a private street, is the heart and creative centre of the area. Our studio is located on this road and we are in the esteemed company of Bill Amberg, Rupert Bevan, Claridge Architects and The Interior Design School (below). I love the area and wouldn't choose to live anywhere else.'



What inspires you on a daily basis?

'Given the time of year, the obvious inspiration is the change of the season and the colours around the parks – gold offset by pinks and greens. But inspiration is not only in the things we see, but the use of our senses as well. Every day after 3pm schoolchildren walk along Lonsdale Road on their way home. The sound of the children laughing, running or shouting reminds me of my childhood in South Africa and that brings back feelings of nostalgia. At 6pm we can hear the church bells ringing from a nearby church. This sound on a sunny evening evokes a sense of freedom and joy. I guess what I am trying to say is that the stimulation of the senses inspires my creativity on a daily basis and I am grateful this exists all around me.'

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during what's arguably her biggest undertaking yet – the full refurbishment of a property in South Kensington. 'Roselind Wilson Design has acted as project administrator, interior architect and interior designer, seeing the project through to completion down to every detail including the crockery, cutlery and accessories,' she rounds off a hefty list. 'It is my client's secondary residence and our brief was to create a home away from home with London characteristics, so that the two residences feel somewhat different. With careful thought given to the stunning architectural details of the building, we developed a contemporary, classic scheme with an understated sense of luxury.'

Her aforementioned team bring a host of skills to the table, which ensures that Roselind Wilson Design now offers

five specialist elements: residential interiors, hospitality interiors, specialist interiors, furniture design and interior architecture. 'Although we focus on residential design, each project entails the design of the bedrooms, kitchen and all architectural elements as well as furniture design,' Roselind explains. 'We have an enormous supplier database and have developed some long standing relationships with highly skilled craftsmen. This allows us the flexibility to utilise new and interesting materials to ensure a truly bespoke interior. Having experience of hospitality design and super yacht design, more recently we have started to receive enquiries into these arenas that we can credit to the awards and nominations we have received for our projects.'

The acclaim is justified, but I get the feeling this is just the start of even bigger things to come. 'My mind works in overdrive with ideas on where to take the company,' Roselind says about the future. 'I've been known to be a little impatient and people tell me, "Rome wasn't built in a day", but there are only 24 hours in a day and I have a lot I want to achieve! I love this industry and the possibilities it offers. Every day I thank my lucky stars for steering me along this path – and now that we are well on the road, there is no stopping now.'

Her projects cover all rooms including bathrooms

