



# HOUSE & GARDEN

— A collection of London's finest interior companies —

IMAGE: GUILLAUME ALAN

# POETIC LUXURY

**G**uillaume Alan was born and raised in the world of architecture and interior design, gravitating to his career was natural for Alan. At just 22, he opened his first design studio in Saint-Germain-des-Prés in Paris and in 2011 a second studio is launched in Mayfair, London that has recently moved to Hyde Park, working on projects based in the UK and abroad.

Perched in a magnificent 19th century edifice, with views of the Seine and the Eiffel tower, this residence was the perfect setting for Guillaume Alan to achieve a striking interior. The designer achieved with this home a masterclass in aesthetic restraint. By apprehending projects as a whole, architecture, interior design and furniture have been thought, conceived and drawn by the same hand.

"This project expresses a minimalist poetry of space, an elaborate and highly precise process, giving birth to universe of serenity, calmness and emotion" says Alan. The project is pure, flawless and harmonious. The way how the space is defined is very clean, characterized by pure and strong lines, breathtaking precision and impeccable proportions.

Taking the sophistication and luxury to new heights, Alan achieved a new level of beauty. Combining minimalism with classicism, with historical references, the shape of the large window was inspired by an old door Alan saw in Oxford. The lighting are inspired by Georgian design.

In this spacious home, all the rooms are linked by materials and palette. His scheme are tactile and luxurious using fine woods, such as oak or ash, natural marble, brass, raw linen, soft leather,



wool, silk, bronze and always focused on a bespoke palette. Custom-made and drawn out, his furniture pieces reflect the quest of Alan for arts and crafts, his great attachment for an exceptional and genuine know-how.

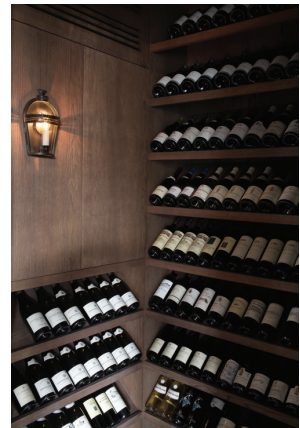
Although this apartment isn't shy of space, by using the same bespoke 'chalk' tone across the home, it not only creates the illusion of more space, but also allows more depth, texture and warmth to be added to each room without a need to commit to a color or an unneeded feature.

This project definitely echoes with the words of Romanian sculptor Constantin Brâncuși who stated that 'simplicity is complexity resolved'.

Alan whose work is acclaimed and published in the major publications all over the globe, attributes his success to building precious relationships with his clients, while working for their homes, and imagining their way of life. "In this recent private Residence, we had a very lovely relationship with the homeowners from the start of the project until its completion", he says. "It has been a relationship based on trust ; they've always been very supportive, embracing our elaborate plans. The idea of being able to create and to open the doors of imagination was extraordinary". ■

**Guillaume Alan, Hyde Park Design Studio,  
+44(0)2074080778. [www.guillaume-alan.com](http://www.guillaume-alan.com)**

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