



CLAUDETTE ROSEN
Spin Interiors

What led you to choose a career in interior design?

During the introduction course at Greenside Design Centre I became fascinated by the possibility of changing one's perception of space, time and ambiance, by the manipulation of colour, light and spatial interpretation. The fact that interiors make a huge impact on the individual by way of visual impact was a great motivator.

What is your favourite part of the job?

I find that the most rewarding aspect of design is seeing an idea come to fruition. It's more the realisation of a thought, a concept that becomes a reality and the lasting impact the design has on the space, which then takes on a life of its own.

Describe your own personal style.

I endeavour to capture a theme or concept that imbues the idea I want to convey, based on the brief. I then incorporate design elements that for me are essential for a successful interior – such as balance, colour, texture, symmetry and light – with a dash of the avant-garde.

What does your dream house look like?

Timeless, with spacious volumes, huge sheets of glass open to panoramic views of the ocean or mountains, while maintaining a sense of intimacy and homely comfort. I love contradicting elements, such as the warmth of dark teak floors versus the stark honesty of raw concrete.

Whose house would you most like to design and why?

My own house - if I could afford me! Being exposed to outrageous budgets and unlimited imagination when you do not have to live in the space is one thing, but designing to suit your needs and tastes is a completely different challenge.

Give us your décor trends forecast for 2011?

Stylish simplicity (clean lines), honest and integral finishes (no imitation, or using good, eco-friendly imitation) and audacious colours set against backdrops of stark opulence. My visual references are a raw silk curtain of deep aubergine draped over raw concrete shutters and a crystal chandelier; contrasting elements balance each other out, manifesting a breathless synergy.

How do you incorporate eco-friendly design and products?

Fortunately imitation products are becoming more realistic and readily available, helping to reduce one's carbon. LED lights are essential.



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GERALD DANIEL
Daniels Interiors

What's been your favourite project and why?

My own new home. Almost all my existing possessions were revamped to create a completely new look. The challenge was to use my knowledge accumulated over 45 years to transform instead of buying in new. It was a case of re-colouring, re-texturing, re-trimming, re-covering and also change the placement of furniture and accessories in different settings.

What is your favourite design style and why?

Period, traditional or themed. These are what I was brought up with in the industry. While I enthusiastically create modern or minimalist interiors, I enjoy the hunt for all the little bits and pieces that make the other schemes so interesting. However, I do need to prevent myself from cluttering.

What does the coming year hold for you and your company?

This year we will experience the upswing in the domestic purchasing market that has dropped off over the last 18 months or so. People will be far more cost-conscious and we will perhaps need to spend more time on presenting more schemes with different price points for each client.

What are your décor trends for the year ahead?

Tastes are changing. There will be a resurgence in the use of wallpaper and I can even see people using very traditional patterns in very modern settings. Also heavily textured or metallic-look papers. And colour, with the use of bright primary and 'ice cream' colours - if not as a total setting, then, certainly for accents.

Do 'green issues' influence your design and how do you incorporate them?

More and more architects are designing with this in mind – so I often have to work with different types and intensities of light sources. Also, dependant on the building's interior finishes, more emphasis needs to be concentrated on creating cooler or warmer-feeling or looking schemes.

Who has been your biggest design inspiration/mentor?

Interior Architect Lionel Levine. From him I learnt how important attention to detail was. Whether it was in a profile, a bevel, colour accent or an accessory.

What is your design philosophy?

I believe in listening to my clients, learning about their lifestyles and observing their reactions to any of my suggestions. Then, ultimately, creating an environment totally suited but also functional and with an element of 'wow' which they will not tire of for many years.



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OLGA GOLBERT
Country Living

What led you to choose a career in interior design?
Just life.

What is your favourite part of the job?

Traveling and more traveling! Being the one to spot an international trend first-hand. Every day there's a new product to work with - a new material, texture or colour. It's also the ability to walk into a place and say, 'Wow! I know how they achieved this' I think most people underestimate the power interior designers have, as design is all around us. It's about coming up with something crazy, yet being able to convince someone you're right. It's an enormous power – even for the designers with bad taste!

Describe your own personal style.

My preference is mostly towards the contemporary. I can't help but be fascinated by the technology that goes into creating some pieces.

What does your dream house look like?

From a glass house overlooking the ocean (embraced by white sandy beaches) to a French chateau. Something like Versailles. Not too much, huh? I want it all!

Whose house would you most like to design and why?

Gandhi: in a world where everybody strives for more and more, he represents the ultimate in minimalism.

Give us your décor trends forecast for 2011?

One of The latest décor trends would definitely be the industrial revolution. Recently taking over Europe, this industrial chic is a must! Ranges from heavy bookcases to small and funky furniture pieces. We all know the lockers in the American schools from the movies. Imagine owning one? We all want something different, and it fits in any home - whether contemporary or classic. Country living in Athol square is one of the few shops to stock most of the range.

How do you incorporate eco-friendly design and products?

Country living always meant comfortable, homey and warm. And our products are just that. Wood, pure linen, and now, most up-to-date, recycled steel. It's all about coming back to basics, returning to nature. From our natural wood tables, sea grass floor coverings to the smallest items- such as the soy candles. As an up and coming designer, and as part of country living-I take environmental conservation very seriously, as well reducing the more and more increasing impact on the environment.



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SANDY DE BRUIN
Country Living

What led you to choose a career in interior design?

My mother always had an inimitable sense of style and an appreciation for beautiful interiors. From an early age she instilled in me a sense of form and balance and an appreciation for beautiful antiques and objets d'art.

What is your favourite part of the job?

The chemistry that happens when a look is pulled together with a certain nonchalance... and the creation of a space that exudes comfort, style and a lived-in feel.

Describe your own personal style.

My personal style is one that evokes emotion in atmosphere, through all the senses. I enjoy mixing the formal and the informal to allow modern objects and antiques to live side by side, with a generosity towards effortless entertaining.

What does your dream house look like?

My dream house would have a spectacularly welcoming entrance, with a view from the front door right through to the gard and dogs to greet you. It would be uncluttered but filled with polished silver, crystal, white cotton linen and raw-linen comfy sofas with an abundance of white crockery in every shape and size. A theatrical kitchen would set the stage for entertaining friends and family.

Whose house would you most like to design and why?

My own, to allow it to evolve over time, hunt for the right piece or antique and enjoy the patina of the wood on the dining table.

Give us your décor trends forecast for 2011?

Trends are constantly changing and overlapping. People are spending more time cocooning in their homes for security and warmth. Clients are changing their values and having the perfect 'show house' no longer matters. Being safe, comfortable and grounded in reality is what counts. There's a strong African-Colonial trend with a contemporary twist coming through in design today.

How do you incorporate eco-friendly design and products?

Luxury once meant gold fixtures and wall-to-wall marble, but such opulence has been erased by a desire for simplicity and purity. We are shaped by a new 'green' conscience in design, using natural materials such as stone, wood and linen. 'Natural' does not necessarily mean rustic - it can translate into chic urban interiors offering style, comfort and inspirational interiors.



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GREGOR BREMER
Soda Designs

What led you to choose a career in interior design?

As a child I grew up with a keen interest in architecture and design. A passion for design in all its forms soon took hold and I'm still unable to shake it.

What is your favourite part of the job?

I'm involved in the design, manufacture and installation of projects and I love being faced with new challenges all day, every day. Seeing the designs turn to reality in a short space of time is very satisfying and keeps me motivated.

Describe your own personal style.

My personal style is very eclectic and relaxed, but with a sexy twist. When it comes to my everyday designs I try to inject a sense of style into all the briefs I receive, but I don't prescribe to any particular genre.

What does your dream house look like?

Very much like our weekend getaway in Koringberg in the Swartland. Looking onto the Cedarberg, the house was built in 1903 using layklip (dry-packed stone) and is situated amidst rolling hills filled with wheat and canola.

Whose house would you most like to design and why?

I would love to design housing for my factory staff, as what's on offer for them is hopelessly inadequate. It seems like no thought has gone into any type of lifestyle for the people occupying these homes.

Give us your décor trends forecast for 2010?

Evermore eclectic and lots of raw woods mixed with wonderful fabrics. As far as trends go I think it's up in the air at the moment as there doesn't seem to be a specific direction, other than the buzzword GREEN. No-one really understands as yet what that truly entails because, no matter how careful we try to be, everything we do has a knock-on effect in nature. The Toyota Prius being a good example of going green, but not so much...



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TONI-ANNE VAN DER MEULEN
Hot Cherry Signature Spaces

What led you to choose a career in interior design?

I became an interior designer completely by accident about 10 years ago when I was asked for my opinion on a home's décor. The ensuing collaboration led me to discover that, while I was a qualified graphic designer, I was actually born to design interiors. I am addicted to the colours and textures of fabrics, the smells and sawdust in a manufacturer's workshop, and the thrill of creating beautiful spaces for clients and friends alike.

What is your favourite part of the job?

Every stage of a project is thoroughly exciting for me, but my absolute best moment is the placement of the very last piece of the puzzle, whether it be adjusting a chair into the perfect position, or placing that last objet d'art.

Describe your own personal style

My personal style would best be described as eclectic modern chic - with a twist. I like bold, contemporary pieces that are perfectly juxtaposed with quirky items of sentimental value and wildly opulent cushions and soft furnishings.

What does your dream house look like?

Huge windows with both ocean and mountain views, high ceilings with oversized open trusses, stylish and sumptuous spaces that are simultaneously cosy and comfortable, muted neutral textures and tones with vivid splashes of colour. It's a place where guests kick off their shoes, put their feet up and feel completely at home.

Whose house would you most like to design, and why?

It would have to be Barack Obama's home. The challenge to create an ultra-stylish Afro-classic interior within conservative boundaries would be completely irresistible.

Give us your décor trends forecast for 2010/11?

I think it's all about the rediscovery of glamour and comfortable elegance in bold, richly coloured schemes with an equally strong tendency towards using natural-based fabrics and furnishings. Thinking out of the box and the multi-functionality, flexibility and eco-friendliness of natural materials such as bamboo will play an even greater role.



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CORI QUINTON INTERIORS

Proudly associated with Arthur Quinton Darryl Croome Architects, Cori Quinton Interiors undertakes independent and collaborative projects, offering a complete service for the residential and commercial markets, both locally and abroad.

INTERIOR DESIGN

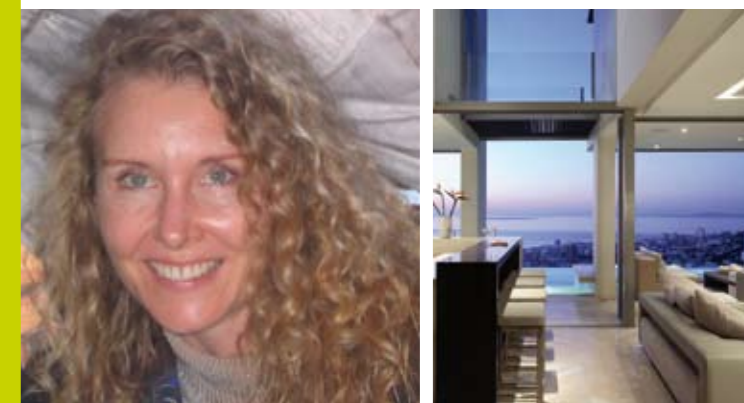
Strongly collaborative, intelligent solutions are sought to enliven the senses through the creative use of lighting, careful selection of finishes, meticulously detailed features and fine carpentry. Staffed with perfectionists who seek to create lasting beauty by combining the unexpected with the unique, and by employing a refined, edgy sophistication without compromising functionality.

INTERIOR DECORATING

All furniture, fabrics, accessories, artworks, rugs and ornaments we design or source are crafted by the best hands. Every detail is meticulously considered. The design process fully involves our clients from the get-go in order to capture the essence of their lifestyle, as we strive to establish an emotional connection which will continue to exist long after their project is completed.



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KUBIK

With 25 years of experience working with themed architecture and entertainment in the retail and marketing sectors, Kubik are heartily au fait with creating visually appealing spaces that perform a specific function. They weave designer's dreams into multisensory spaces by balancing the functional, the high-tech and their patented aluminium construction systems with contemporary as well as old world panels in earthy African colours, textures and materials. Natural vegetation, wood and rocks, and flowing water, are what inspire Kubik to produce duoglass, illuminated floors, walls, ceilings and minimalist furniture.

Kubik works hand in hand with South African designers while discovering and implementing new technology in a naturally sophisticated manner. With living spaces becoming smaller, customisable modular construction is the answer; most importantly these modular units need to be simple to disassemble and reuse, the ultimate green attribute.

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