



TARA BERNERD

Given that she lives in a concrete-heavy open-plan apartment in a Norman Foster-designed tower overlooking the Thames, it's hardly surprising that Tara Bernerd's designs are unashamedly urban. Her trademark are handsome, warm industrial interiors, splashed with statement contemporary art, that can be seen in some of the coolest London hotels (The Hari, just-opened [The Principal](#)), as well as New York (SIXTY SoHO), LA (Thompson) and Hong Kong. Bernerd originally wanted to work in film, but after leaving school at 16 she shifted her attention to interiors, training with the likes of Philippe Starck before setting up her own practice in 2002. 'Trends are something I have avoided,' she said in her monograph, *Tara Bernerd: Place*, released last year, but across the globe, her cleverly crafted spaces have set the tone for what urban hotel design is now. *By Fiona Kerr*