

# TARA BERNERD & PARTNERS

## TARA BERNERD, FOUNDER

Tara Bernerd dazzles with her ability to create both cutting-edge spaces and the warmest of atmospheres in any project she tackles. Can Faik find out how she manages it...

**B**ritish designer Tara Bernerd is founder of the established interior architectural practice, Tara Bernerd & Partners. Working with an executive team of highly experienced architects and designers based out of the London headquarters in Belgravia the focus for Bernerd is on the relevance of creative direction and interior design. Bernerd's business interests continue to grow, working increasingly on a global platform with projects in New York, LA, Miami, London, Hong Kong and Switzerland. Key clients include Four Seasons, Fort Capital, Starwood Capital, Thompson Hotels, SIXTY Hotels, Belmond and Berkeley Group.

### **Tell me about your role at Tara Bernerd & Partners?**

I founded the company 15 years ago, with a view of establishing a design business that would specialise in hospitality interiors. Today we work globally and focus primarily on the hotel industries. My day to day role can vary enormously, however always keeps me incredibly busy, whether I am travelling to our various properties, and therefore on-site; pitching new work; designing in the studios; writing and researching; and perhaps most relevant guiding, encouraging and leading my super team.

### **How and why did you get into the design industry? Where did you study, for instance?**

I think interior design got into me before I was aware of it, before I got into interior design. As a teenager, my focus was without doubt in the arts and I was fortunate enough to be

blessed with an unconventional CV, which was predominantly based around an essential amount of work experience and apprenticeships. A pivotal point for me was certainly at twenty years old, when I embarked upon organising and building my first loft space on my own, which was without doubt a catalyst for what I am doing today. This led me into a period of working in both property and design and then ultimately with Philippe Starck.

### **What do you love about being a designer?**

I think it is a mixture between the freedom to create and the responsibility to deliver.

### **Where do you draw your inspiration from?**

I tend to find inspiration in all manner of things, but I've always been drawn to architecture and this translates in the use of raw materials and traditionally exterior finishes that I often incorporate within our projects. Richard Rogers, Luis Barragan, Zaha Hadid, Tadao Ando...the list goes on, but their work always continues to inspire.

### **Have you noticed any particular trends in hotel design?**

Successful hotel design is not just a numbers game; it's about understanding the demands of the modern guest and moving with the times. The continuing success of boutique hotels means that some of the larger brands have to, and indeed want to, evolve. Brands like Rosewood and Four Seasons have flourished because they understand that a brand name is not enough; instead it is about the DNA of that >

