

# MAXIMUM *impact*

*Tara Bernerd, the queen of cool, contemporary design, speaks to Abode2 about her current projects and what gives her work a unique identity*

## **Where do you find inspiration?**

I find it in all manner of things, but I've always been drawn to architecture and this often translates into the use of raw materials and exterior finishes that I incorporate within my work. I'm very fortunate to currently be working with Frank Gehry on a new hotel for Equinox in Downtown LA. He has always been a great source of inspiration to me, so it's a real honour to now be working with such a design icon. Many of the interior design elements for our project together draw upon the organic form and energy of the landmark that will house them. Layouts optimise on the impressive architectural landscape surrounding the hotel and bold palettes were curated with the lively Downtown LA locale in mind.

## **What has been your favourite project to date?**

We've been extremely fortunate to work on so many great projects with some of the world's most incredible hotel

brands and each project really is as exciting as the next, so it's impossible to choose. I am currently working with a prestigious hotel group in Japan to create the design DNA for a new hotel brand and the first one will open in Osaka. Japan is somewhere I have always wanted to work, so realising that dream certainly feels like a pivotal moment.

## **How do you keep your designs fresh, whilst maintaining your signature style?**

Our approach is always a layered process. We try to ensure that each project we undertake is indigenous to the surrounding environment, and we consequently find that each one has its own unique identity. Drawing upon the local culture, the history, the climate and the atmosphere of a place, we seek to create a design DNA that completely embraces the character and identity of the place where it's set. That said, there's a unifying thread that runs through our projects on an aesthetic level, such as the bold use of layered materials or the slight industrial edge.

## **What projects are you working on at the moment?**

We're continuing our work on a deluxe villa in Ibiza, a 200-key hotel in Hollywood and 730 square metre penthouse in Hong Kong. In addition, we're delighted to be working again with The Harilela Group on their new hotel development, The Hari, in Hong Kong's lively Wan-Chai district and with Four Seasons in Fort Lauderdale. We will also be working with them once again, this time on the guest rooms at the Four Seasons Park Lane in London. I feel so fortunate to be partnering with such wonderful people on projects that continue to inspire me.

## **What are your top style trends for 2020?**

For me, the most important aspect of design is seeking components that are authentic and that stand true in time. That said, the use of industrial elements such as exposed brickwork or structural ironmongery with softer, warmer tones and textures, is a great way to add attitude and character to a space and something I incorporate within my own work. I think we'll see more of this as people continue to experiment with unusual design finishes.





