



# INTERIOR DESIGN YEARBOOK 2020

## Introduction: Tara Bernerd

Founder, Tara Bernerd & Partners

For me, the most important aspect of design is seeking components that are authentic and will stand true in time.

I strive to create spaces that are indigenous to their surroundings and possess a timeless quality. This philosophy has remained unchanged in the 17 years since I set up Tara Bernerd & Partners, but the industry has evolved a great deal and good design, be it for homes, hotels, restaurants or yachts, is more accessible than ever. Perhaps thanks to this accessibility there has been somewhat of a cultural shift and we increasingly seek spaces with a strong presence, so it is therefore essential that as designers we establish and enhance this in each space we create by defining a unique DNA. We look to achieve layered, considered designs with strong attention to detail, allowing for an authentic connection to a place, environment or atmosphere. This shift is certainly present within the hospitality industry and brands such as Four

Seasons, Equinox and Rosewood are testament to this. With a more diverse range of accommodation options coming to the market, it is key that hotels remain competitive with their offering. They must understand people's needs and inject a sense of emotion into what they're doing, and this so often starts with design. Beyond hotels, I have always found travel and design to be intrinsically linked. Working on a global scale means I spend much of my time abroad and without question this plays an enormous part in my design ethos. I draw upon the sensations, feelings and attitudes wherever I am and incorporate these elements within our work. Constant travel has kept us informed as design benchmarks continue to soar, but for me authenticity and timelessness still hold the most value. Similarly, I have always found inspiration in modern architecture and I have followed the likes of Richard Rogers, Tado Andao and the late Zaha Hadid throughout their careers. I am

incredibly fortunate to be working with the iconic Frank Gehry in Downtown LA and many of the interior design elements for our project together draw upon the organic form and energy of the landmark that will house them, as well as the location and inevitably the guests who will make it their home from homes.

Working with such talented individuals from the design and development of a project, through to the management and launch, is endlessly fulfilling. Design is a powerful commodity; it can alter the way we feel, think and live and its influence is infinite. As a designer you have the freedom to create, but also the responsibility to encapsulate a lifestyle and deliver the dream and for me, people are at the heart of it all. Be it sharing ideas as a team, collaborating with clients or exploring different perspectives, people are ultimately what keep design fresh and relevant.

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