

設計DNA

Industrial Chic

脫氧核糖核酸，又名DNA，是生物中的「藍圖」。英國著名設計師 Tara Bernerd 孕育的每個設計項目有著不同DNA，各個項目都展現帥氣 (handsome) 風格，讓其有跡可循，教人一看便知是她的出品。Tara Bernerd 的設計足跡佈滿大半個地球。她一手創辦的 Tara Bernerd & Partners 與不少國際酒店大戶合作，例如 Four Seasons、Fort Capital、Starwood Capital、Thompson Hotels、SIXTY Hotels、Belmond 和 Berkeley Group 等等，足見其非同凡響的設計地位。If you're a seasoned traveller, there's a distinct chance you've set foot in a space designed by Tara Bernerd without even knowing. The award-winning British designer is the mastermind behind some of the most renowned hotel interiors in the world, from the historic Russell Hotel in London to SIXTY SOHO in New York, and will soon introduce her unique blend of style to Hong Kong when The Hari hotel opens its doors in Wan Chai next year. *Today's Living* spoke the design icon to learn more about her distinct approach.

Text by Kate Li & Melinda Earsdon



Tara Bernerd — The Founder of Tara Bernerd & Partners



Albion Riverside (Photo by Philip Vile)

七年設計之旅始於一次參與 YOO 知名法國設計師 Philippe Starck 的項目，觸發她設立 Tara Bernerd & Partners，時至今日，她仍十分感激過去的種種機遇。於她而言，室內設計應蘊含真實 (authentic) 和長青的元素，這便是 Tara 不願隨波逐流的原因，其筆下空間滲透剛強氣息，同時展示永恆的優雅魅力，締造出帥氣 (handsome) 的感覺，別樹一格的原始建築材料注入奢華感覺。

獨特典範

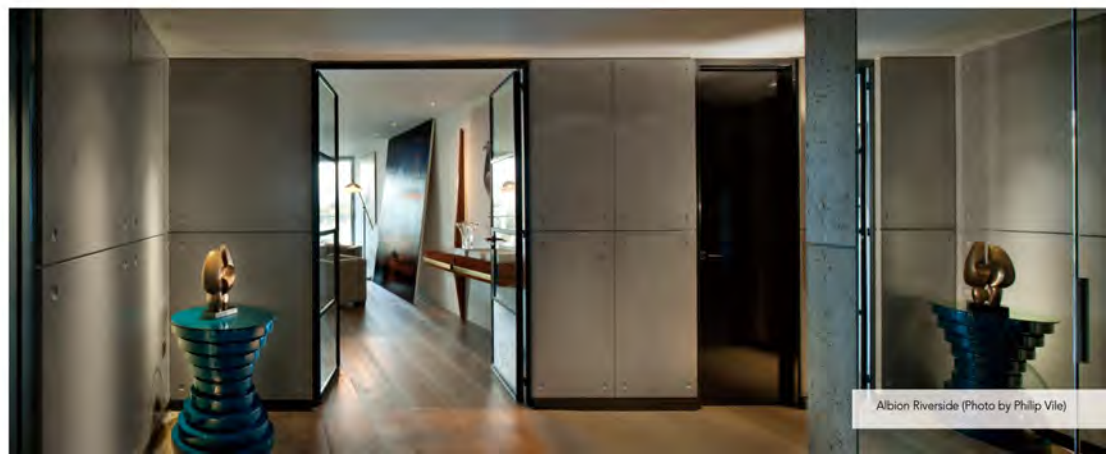
尚家生活地產有限公司以法國時裝界殿堂級概念 Haute Couture (高級訂造時裝) 為概念藍本。發展商誠邀英國、法國、日本及香港國際級設計團隊強勢加盟，展現出世界級傑作的氣度。這讓 Tara 再次到香港，用她的風格為「DUKES PLACE 皇第」打造英倫帥氣風格。「DUKES PLACE 皇第」的結構和得天獨厚的地理位置成為空間規劃的兩大主軸，例如，微彎的建築外圍創造無縫的內部空間流動。Tara 特意選用意大利大理石等最奢華的材料和最高品質的意大利傢具來營造其皇者氣派。木材和光澤漆面為輔以營造舒適的生活氛圍，再加上豐富的大膽色彩去點亮整個奢華生活空間。此外，她十分喜歡工業元素，如外露磚牆紋理或結構等，柔和而溫暖的色調亦是她增加空間感的好方法。

設計旅程

Tara Bernerd 深得不少國際酒店集團的信任，為數百萬的旅客打造休憩的地方。她認為住宅和酒店的设计智慧是不可分割的。例如酒店讓旅客在外地仍如住家般舒適，不少住宅客戶又想像有酒店的奢華氣派。Tara 以分層方式應對不同方案，先規劃間隔再構思美感裝潢的部分。酒店的空间管理不單要考虑住客的娛樂空間，更要預留足夠的營運位置，照顧各方需要。她又分享酒店和住宅設計的美感成敗都在於物料的運用，建材需要既能應付實際需要又可塑造氛圍，選定建材後亦不可大意，Tara 提醒千萬不要少看色調的重要性，色調可以令整個空間變得更生動，材質與紋理則令空間的 DNA 更鮮明立體。每個作品和每段和客戶度過的時光編成她的設計旅程，不少客戶更成為她的朋友。因緣際會之下，Tara 和 Aron Harilela 曾一起合作發展倫敦夏利酒店 (The Hari London)，八個年頭後再度合作將夏利酒店 (The Hari) 帶來灣仔。現時，她手上有好幾項目，例如美國數個酒店項目、墨西哥度假村項目，西班牙伊比薩豪華別墅，為新酒店品牌設計其 DNA 和建立該品牌在大阪的第一家酒店，讓她磨擦擦掌期待未來的挑戰和可能性。



Chalet Miramonti (Photo by Philip Vile)



Albion Riverside (Photo by Philip Vile)

One of the UK's leading interior designers, Tara Bernerd is the founder of renowned interior architectural and design practice, Tara Bernerd & Partners, which was first established back in 2002. Working from London's upscale Belgravia neighbourhood, the firm has earned a reputation for an intelligent approach to interior space-planning and design over the years, and has completed projects all over the world – from New York to Miami, LA, London, Hong Kong and beyond.

Bernerd began her career under the close tutelage of celebrity designer Philippe Starck, working for his award-winning YOO design studio in the 1990s, however since then she has grown into one of the world's foremost interior architectural designers in her own right. Renowned for her handsome signature style and keen focus on interior space planning, she aims to create spaces that are worthy of today and will be embraced by tomorrow. Drawing upon contemporary architecture as one of her key sources of inspiration, her designs often favour industrial elements and finishes, however possess a masculine elegance that is both warm and seductive.

Over the years, Bernerd has strived to create a feeling of authenticity in each project she undertakes by establishing a distinct design DNA that is true to both the location and the people who will make it their home. Whether she's working on a hotel lobby, restaurant or private residence, she aims to create meaning and connection through a distinct sense of place.

Bernerd explains, "For me, the most important aspect of design is seeking components that are authentic and will stand true in time. I don't tend to follow trends and strive to create spaces that are indigenous to their surroundings. However, there is a definite thread that runs through our work that links them all on an aesthetic level. Perhaps it's a slightly more handsome feel, or the fact that we tend to incorporate raw, more architectural materials within our work."



Chalet Miramonti (Photo by Philip Vile)



Chalet Miramonti (Photo by Philip Vile)



Il Pampero (Photo by Philip Vile)

This was certainly true of one of Bernerd's more recent projects. Completed last year, the recently unveiled Dukes Place luxury development sits in the prestigious area of Jardine's Lookout and was Designed by British architectural firm PDP London. Representing a contemporary take on architecture, the building's innovative design introduces an understated sense of elegance and subtle hint of modernity to the neighbourhood.

Determined to create a world-class masterpiece, the developers formed an authoritative team comprised of designers from the UK, France, Japan and Hong Kong to jointly inject various fine design elements into the project. As such, Bernerd was brought on board to design the show flat.

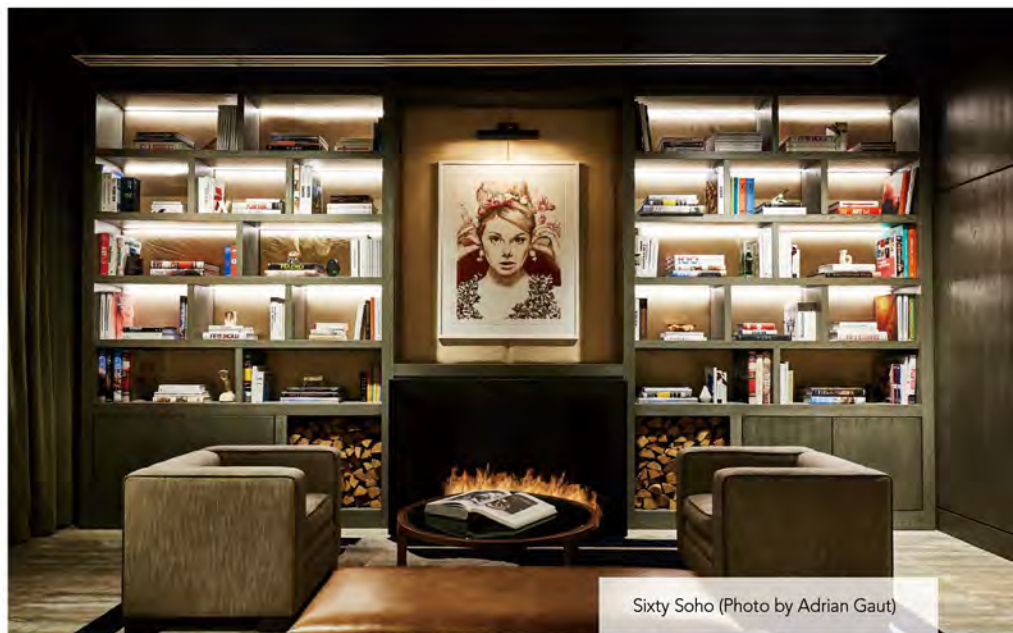
Clearly proud of the work, the designer enthuses, "Initially we were inspired by both the architecture of the building itself and the exclusive location in which it is set, so we wanted to bring both of these elements into the design. The curved language of the building was integrated into the space planning and interior architecture to create a seamless internal flow of spaces."



Il Pampero (Photo by Philip Vile)



Dukes Place (Photo courtesy of Couture Homes Properties Limited)



Sixty Soho (Photo by Adrian Gaut)



Sixty Soho (Photo by Adrian Gaut)

"We then selected a rich palette of bold colours and layered the most luxurious materials, such as light stones and Italian marbles, with more relaxed timbers and glossy lacquers. The highest quality Italian furniture was selected to complete and enhance the space to deliver both a functional home and a stand-out example of luxury living," continues Bernerd.

The finished project stands a shining example of the designer's unique style, which can be found in private residences, super yachts, restaurants and hotels all over the world. In order to achieve this style, Bernerd follows a layered process that begins by considering the layout of the property before moving onto the fixed finishes that define the aesthetic thread of the property. And finally, she selects the palette for each separate area, creating a distinct identity by layering in different textures and fabric to create a strong DNA that runs throughout.

"Drawing upon the local culture, the history, the climate, and the purpose of a space, we seek to create a design DNA that's indigenous to its environment and thus completely embraces the character and identity of the space in which it is set." 