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— Tara Bernerd —



PATEK PHILIPPE

“My Patek Philippe 5168G Aquanaut, with the navy blue face and rubber strap, remains an iconic and timeless piece. It was something I bought myself prior to the pandemic to celebrate a very personal moment. I find the shape and elegance combined with an informal flavour makes it effortlessly chic.”



BUSY BY DESIGN

If you have visited The Hari Hong Kong you have experienced the interior design of Tara Bernerd. Since opening her London-based design company in 2002, her clients have included Rosewood Munich; Four Seasons’ London, New York and Fort Lauderdale hotels; Zentist Osaka; as well as residential projects in New York, London and Hong Kong. Her latest finished project is the boutique hotel Thompson Hollywood, which opened a few months ago.

“Following on from the hugely successful launch of The Hari Hong Kong in Wan Chai at the end of last year, which was a project very close to my heart and that has been so warmly embraced by the city, in August this year we opened Thompson Hollywood in Los Angeles, our latest project for Thompson Hotels,” says Bernerd. “The next six months ahead are very exciting, as we complete the model rooms phase with Belmond, for a resort in Mexico. In December our Four Seasons Hotel Fort Lauderdale launches in Florida.” Then early next year, Conrad Grand Avenue Hotel will open in the heart of the Grand Avenue Arts District in Los Angeles, opposite Disney Concert Hall. “We worked closely with architect Frank Gehry on this remarkable destination project, that is set to transform the area,” she continues.

With such a busy life, Bernerd attributes having a good team as helping her attain a balanced lifestyle.

“I count myself extremely fortunate in that I love what I do,” says Bernerd, who worked alongside Philippe Starck at Yoo before she opened her own design company. “I am heavily involved in every project we design so my schedule tends to be extremely

busy. However, I have great partners and a team that I work closely with; the synergy in the studio means that we have strong communication, which is key. They are exceptionally talented and dedicated and this allows balance.”

She says she thrives off a routine, with weekdays starting at 8 to 9am and working up until 7pm. “These times shift depending on calls when we have to take in different time zones between Asia and the US, as I am based in Europe. However time off and time with family is of huge importance and unless I am travelling to a project, I will usually always honour the weekend.”

Downtime is invariably a time to see friends, says Bernerd. “Sometimes I like to travel to places I have not yet discovered, visit the antiques stores and explore.”

Growing up, sources of inspiration were never far away. “My earliest memories were a fascination with not only art and design but also architecture,” she says. “Pierre Chareau and his work in the 20s on Maison de Vere was then, and remains still, a timeless achievement. Today my influences come from architecture, film and indeed sometimes fashion – the early palettes of Yves St Laurent, the Bauhaus movement and mid-century furniture design are all constant sources of inspiration, as is an intrigue in design emanating from Scandinavia and Brazil.

“Essentially, everything we do is about timing and every stage of every project depends on this,” says Bernerd. “Therefore this also reflects in every moment of every day and depends hugely on not missing a beat.” TF