

# CITY LIVING

BY COLECCION ALEXANDRA & CO.



COLECCION  
ALEXANDRA

Finest Spanish Handicraft



# AN INTERNATIONAL JOURNEY THROUGH URBAN SPACES.

COLECCION ALEXANDRA CITY LIVING

Milano is a dynamic creative platform for CA, a cool and progressive mix of the classic and contemporary style. It brings together the very best in the furniture design world. We are proud and delighted to exhibit here.

For 2017 we wanted to illustrate the diversity and flexibility of all our ranges; (the classic, the ornate and the contemporary). This year sees the launch of CITY LIVING, a collaboration with 13 international designers who work globally. We want to demonstrate that whatever the Project, we have the expertise to produce inspirational pieces that complement and adapt to a wide range of projects on an international platform. We are extremely keen to develop this concept in years to come which will help us produce an even more eclectic and imaginative furniture library. We value so highly all our clients' and partners' input into establishing the CA brand and we would like to take this opportunity to thank absolutely everybody who works with us.



JOHNNY VENTURA  
GENERAL MANAGER

COLECCION  
**ALEXANDRA**

Finest Spanish Handicraft

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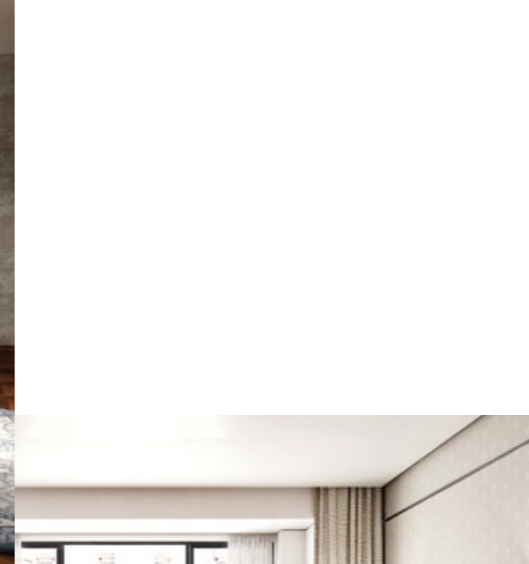


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LONDON, UNITED KINGDOM

# CREATING THE ART OF STYLISH LIVING

This spectacular London penthouse apartment is yet another celebration of beauty and excellence from the studios of *David Long Designs | Luxurious Living*.

TEXT BY DAVID LONG

BESPOKE DINING TABLE WITH STAINLESS STEEL LEGS (Z2164), MASTER DINING CHAIR (A3160/04), BESPOKE COMPASS COUNTER BAR (Z2152), BESPOKE COMPASS BAR CABINET (Z2453), CASABLANCA FOOTSTOOL (S1456/04) AND SPECIAL BOSTON DISPLAY CABINET (Z2160).



THIS PENTHOUSE APARTMENT OVERLOOKS THE RIVER THAMES WITH FAR REACHING VIEWS OF THE PALACE OF WESTMINSTER DOWN TO THE TOWER OF LONDON AND VIEWS OF ST PAULS.

THE BACKLIGHTED ALABASTER  
PANELS BESTOW AN UNDENIABLE  
WARMTH TO THE LIVING-DINING ROOM.



**ABOVE.** MONTES ARMCHAIR (A2450/23), YAIZA COFFEE TABLE (A3360/01), DENVER SIDE TABLE (A2930/03), BESPOKE COMPASS COUNTER BAR (Z2152), BESPOKE COMPASS BAR CABINET (Z2453), CASABLANCA FOOTSTOOL (S1456/04) AND SPECIAL BOSTON DISPLAY CABINET (Z2160).

**RIGHT.** BOWIE L SOFA (A4720/01), TUPE ARMCHAIR (S1030/05), BENET COFFEE TABLE (D4755), BESPOKE GOYA TV CABINET (Z2151), BOSTON SIDEBORD (A4660/03) AND MASTER WALL LIGHT (L3020/97).



This project was for existing international clients who were downsizing from their large period London home and wanted a new fresh look in a contemporary setting. The penthouse apartment overlooks the River Thames with far reaching views of the Palace of Westminster down to the Tower of London and views of St Pauls. This light airy apartment is to be a pied a terre for use on their visits to the UK several times a month. The brief was to create a stunning contemporary interior, but a “real home”, not the typical sterile interiors of the usual ‘hotel suite’ look.



The main reception areas are open plan and the look to be created was to allow the various areas to flow seamlessly. The clients use the apartment for business entertaining and a ‘conversation area’ was created with soft seating near the bar area. The bar, with its detailing of leather panels, echoing the freestanding pieces, was highlighted with the use of exquisite alabaster panels, back lit which created a warm glow in the evenings. The colours of the leather and upholstery fabrics, whilst mainly neutral – grey/oyster & copper shades were set off with shots of colour in the jades and lapis fabrics, selected for their deep rich hues, used as bold punctuations and creating visual excitement, chosen

specifically to complement their wonderful collection of contemporary art and objet. The master bedroom, dressing room and en-suite, continued with the use of stitched leathers and sumptuous fabrics, with lighting effects setting off the details beautifully. The final delight is the cinema room, again using the same pallets and materials, with the cinema seating being centre stage with the jades and lapis velvets and a spectacular full wall of leather paneling and storage/cocktail bar.

The clients fell completely in love with the various pieces selected, “they are real works of art in their own right!”. The result was a triumph! ■

THE FINAL DELIGHT IS THE CINEMA ROOM, AGAIN USING THE SAME PALLETS AND MATERIALS, WITH THE CINEMA SEATING BEING CENTRE STAGE WITH JADES AND LAPIS VELVETS.



**LEFT.** MASTER BESPOKE HEADBOARD (Z2157), MASTER NIGHT STAND (A3115/0507), IRIS BENCH (S1475), SISSI ARMCHAIR (S5968/28), EMINA SIDE TABLE (S1910/03), PIRITA S LAMP BASE (S7295/GBXX) AND LAMPSHADE (P1001).

**ABOVE.** BLUE COSMOPOL UNIT (A4512), GREEN COSMOPOL UNIT (A4513), DENVER SIDE TABLE (A2930/04) AND MASTER WALL LIGHT (L3020/101).

BRAZAVILLE, CONGO

# LUXURIOUS SENSATIONS IN THE HEART OF AFRICA

The masterful use of textures  
and soft colours has resulted in a  
unique, timeless and stylish dwelling  
designed by *Siam Groupe*.

BESPOKE NICOSIA DINING  
TABLE (Z2173), VALENTINA  
DINING CHAIR (S1283/06),  
LAUREN DISPLAY CABINET  
(A3000/OCSX) AND LAUREN  
SIDEBOARD (Z2179).



THE SOFT COLOUR TONES  
OF THE WALLS APPEASE  
THE INTENSIVE LIGHT FROM  
THE OUTSIDE.

An impeccable architecture perfectly fused with a careful selection of Coleccion Alexandra furniture pieces. This sums up the majestic design project of a townhouse located in Brazzaville, the capital of the Congo Republic, handled by Siam Group and managed by Seydou Beye. The choice of materials and soft colours in each zone accentuates the spaciousness and light of the whole dwelling. The amazing white marble floors caress each room. The spectacularly high ceilings highlight the vastness of the living/reception room thanks to their double height. The balance in tones is apparent and affords the space a clean visual ambience. ■



**LEFT.** VICTORIA SOFA (A2002/01),  
BESPOKE MASTER DESK WITH  
MASTER AUXILIARY SIDEBOARD  
(Z2181), EMINA XL LAMP BASE (S7280/  
KEXX) AND LAMPSHADE (P1005/82).  
**ABOVE.** BOSTON BESPOKE BATH  
CABINET (Z2182).



HARBIN, CHINA

# RETURN TO THE NATURE OF SPACE, our physical energy field

Infusing life is not only the privilege of mortals. Some spaces transmit vitality, in the case of this villa designed by *Ben Wu*.

**H**arbin, a city adjacent to Russia, integrating western elegance and the eastern leisure. W. DESIGN mixes both cultures in this villa with contemporary design methods. The retro feeling of current elite and tracing the source of its culture after travelling the world, is presented in every detail of spaces. Not only the regionalism and functionality, but also the private characteristic had been taken into the consideration. You can find the uniqueness from the interior design, decoration display and the selection of furniture. W. DESIGN is devoted to realizing the nature of living space, returning each space to its original moderation and balance. We call such a place HOME, where you can relax and enjoy.

BESPOKE 2 BASES VALENTINA  
DINING TABLE (Z2168), NADIN  
DINING ARMCHAIR (S1845/04) AND  
REGENTA BAR CABINET (S5877/01).



DUNE 280 SOFA (S1600/03),  
DUNE 245 CR CHAISE LONGUE  
(S1650/04) GHOST COFFEE  
TABLE (S1592), OSLO ARMCHAIR  
(S1830/04), TRAVELER TRUNK  
(A0699/28) AND VALENTINA  
SIDE TABLE (S1265/13).



THE CONTRAST IN COLOUR BETWEEN THE WOOD AND THE NEUTRAL TONES CREATES A SOMBER AND BALANCED SPACE.

COMPASS HEADBOARD (A0757/01), COMPASS NIGHT STAND (A0755/01), COMPASS SIDEBOARD (A0742) AND LUCIA BENCH (A2236/04).

SHANGHAI, CHINA

# REVIVING REVOLUTION 1900s

The charm of this historical dwelling in Shanghai has been magnified by the refined decoration implemented by *Catherine Cheung*.

TEXT BY CATHERINE CHEUNG

Buildings in Shanghai have a rich history from the dying era of the Qing Dynasty (1644-1912). Colonial buildings built by the Europeans in the late 1800s, particularly during the controversial period of the French Concession (1849-1943), include structures designed and built by the Russian, British, American, Japanese, Portuguese, Italian and German architects. Surprisingly, most prominent buildings have survived both the Japanese occupation during WWII and the initial chaotic time of the communist regimen. In part this is because, unlike people from other parts of China, the Shanghainese embrace western lifestyle. They appreciate the western structures and work diligently to preserve buildings within the French Concession areas.

From an artistic perspective, this is a great opportunity to undertake an “East meets West” conservative project with a culturally induced element to an elegantly defined interior finished space, reflecting the European character of the subject. This is testament to enact and revitalize the lifestyle and culture of the revolution period of Shanghai during the 1900s.





ITS COLONIAL ARCHITECTURAL  
AND THE SURROUNDING NEIGHBOURHOOD  
SHARE A RICH EUROPEAN FLAVOUR IN THE  
MIDDLE OF SHANGHAI.

**ABOVE.** LORENA SOFA  
(A2373/11), ELITE ARMCHAIR  
(A2334/06), ELIZABETH  
SOFA (S1410/01), MADONA  
UPHOLSTERED COFFEE TABLE  
(A2390/05), MARIA SIDE TABLE  
(S3846/05) AND CLASSICO  
MIRROR (S5940/01).

**RIGHT.** DORIS DINING TABLE  
(S5980/01), ANDREA CHAIR  
(S3800/04) AND LAURA  
SIDEBOARD (S1566).



THE XSS maximizes Coleccion Alexandra Heritage Classical furnishing to bring out the essence and aroma of the interior to transform the site back to the Shanghai-European era. Our main idea is to use the contrast to find a sophisticated and elegant style. We selected gold materials and dark colour fabrics in contrast with the light oriental wallpaper and decorations.

The combination of Coleccion Alexandra furniture and Chinese details brings out the classical European style living in the modern Shanghai. It creates a fusion atmosphere where east meets west. That contrast is the reason why this project is different, it is our Revolution.

The two story building (256 m2) was built by Isaiah Rogers during the late 19th Century in Huangpu District, which was situated inside the Shanghai-European Area, during the dying era of the Manchu (Qing) dynasty. Its colonial architectural and the surrounding neighbourhood share a rich European flavour in the middle of Shanghai. ■

“IT CREATES A FUSION ATMOSPHERE WHERE EAST MEETS WEST. THAT CONTRAST IS THE REASON WHY THIS PROJECT IS DIFFERENT, IT IS OUR REVOLUTION.”



**LEFT.** VERSALLES ARMCHAIR (S1405/02), CARMEN SIDE TABLE (S5819/05) AND VERSALLES BENCH (S1385/01).

**ABOVE.** EMILI ARMCHAIR (S3979/29), EUGENIA SIDE TABLE (S6752/06), VENECIA CONSOLE (S5802) AND ELIZABETH MIRROR (S1510/KBXX).

HANOI, VIETNAM

# HANOI IN OUR HEART

Original and elegant, yet highly functional. *Hoang Minh Tuan* has designed this stylish apartment in the heart of Hanoi.

**H**anoi, the capital of Vietnam, is the centre of culture, politics, economy and trade for the whole country. Unlike the younger Saigon city (another famous city in Vietnam), Hanoi is a city with a very old established history. It is like a living body which is beautiful but whose form is shaped by the variability of the times. Now, the city is encompassed with the flowing and changing rhythms of contemporary life.

One of the most striking things about Vietnam's capital – Hanoi – is its architecture. The developing economy, as well as the process of international integration, along with the introduction of many different architectures have flowed into Hanoi to form a new architectural trend. Along with it, interior design is paid much attention to in Hanoi these days. People tend to invest more in their home to make it a really comfortable place where they feel inspired after working long hours outside.



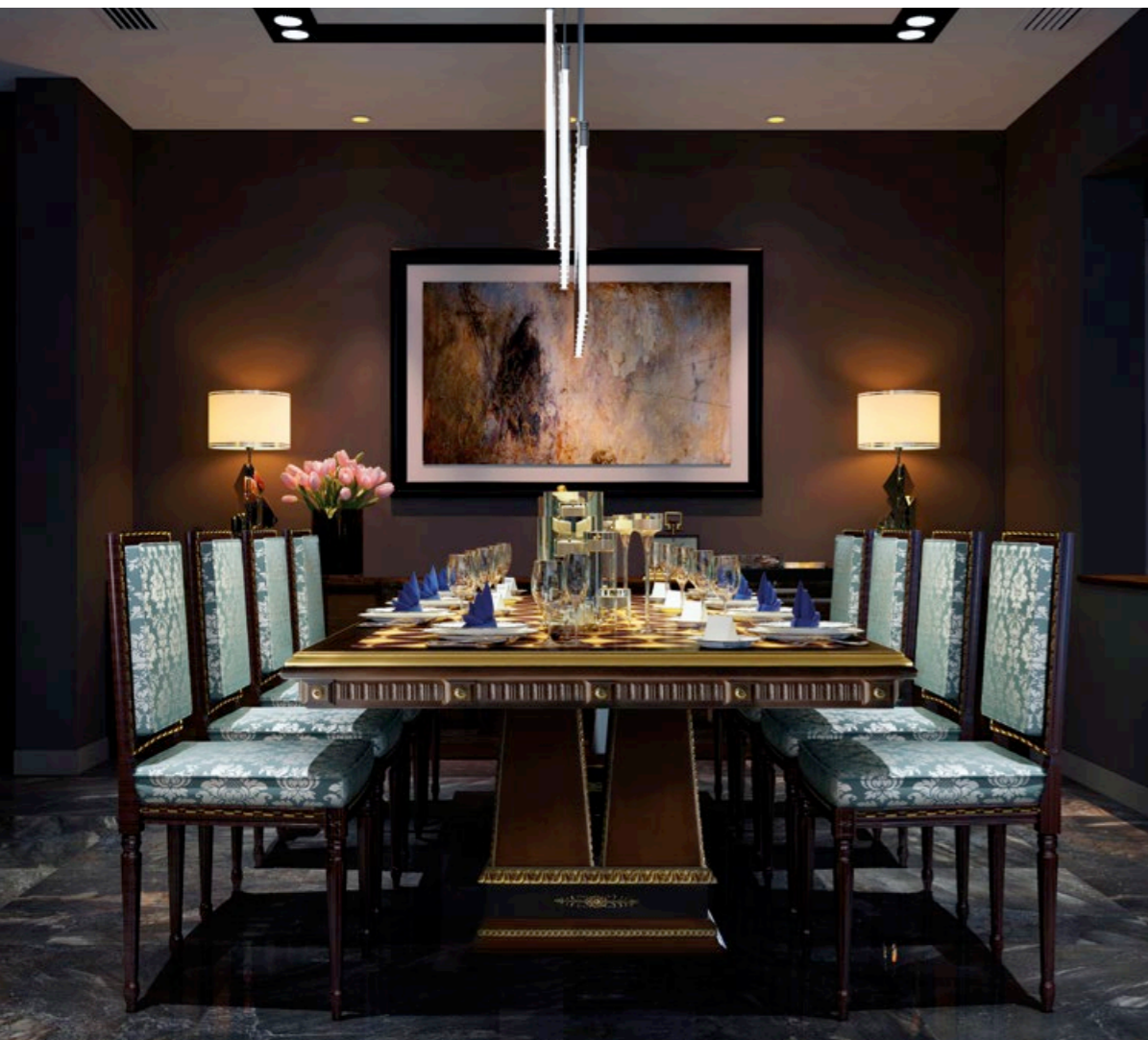
TROYA ARMCHAIR (S1431/16), RINGO COFFEE TABLE (S1805/02), VALENTINA SIDEBOARD (S1230/02), AND L-BONE LAMP BASE (L1028/GXXX).



MIAMI SOFA (A4710/02), TROYA  
ARMCHAIR (S1431/16), RINGO  
COFFEE TABLE, (S1805/02), TROYA  
FOOTSTOOL (S1432/10), VALENTINA  
SIDEBOARD (S1230/02), DETROIT  
BOOKCASE (A3323) AND L-BONE  
LAMP BASE (L1028/GXXX).



THERE IS NO BOUNDARY WALL  
BETWEEN LIVING ROOM AND KITCHEN,  
WITH THIS INTERCONNECTION THE  
APARTMENT OBTAINS A MODERN TREND  
SUITABLE WITH OPEN LIVING SPACE.



**ABOVE.** LAURA DINING TABLE WITH BASES (S1560) AND LAURA DINING CHAIR (S1460).

**RIGHT.** TROYANO HEADBOARD (S1191/02), VALENTINA NIGHT STAND (S1240/01) AND PIRITA LAMP BASE (S7290/SBXX)



Penthouses in high-class corporative housing become a popular choice in the city of Hanoi now. This project is designed for a penthouse. The owner of this apartment is a business man who often travels to Europe on business. He loves the European style and thus he wants to experience a European living space in his own house.

The interior space of this apartment is decorated with neutral colors, strong contours combined with furniture which is selected thoroughly. The floor is granite in a dark colour, creating an interesting contrast. The grass wall in the living room is a highlight, making the space more luxurious. ■

LONDON, UNITED KINGDOM

# LOVING LONDON

Annie Stevens delivers quirky luxe in this prestigious London property - unashamedly colourful and simply dateless.

TEXT BY ANNIE STEVENS

“LONDON IS A POLYGLOT CITY THAT EMBRACES ALL THINGS CREATIVE.”



SARAH SOFA (A4550/00)  
GHOST COFFEE TABLE (S1592),  
OSLO ARMCHAIR (S1830/04),  
TROYA FOOTSTOOL (S1432/10)  
AND GHOST SIDE TABLE (S1596).

What is there not to like about London? The pulsating – everchanging vibe here. It is cool – frenetic but with a laid-back pace that oozes individuality and with an identity that is all its own. Architecturally a historic journey from palaces to cottages, from art deco excess to the simple glass edifices that line the Thames. I am into exquisitely made things that show that people care – when I stumbled (literally) on Coleccion Alexandra – I instinctively knew that this was a company who completely shared my ethos of design and people. Design is about an innate ability to unearth things wherever in the world they come from and tweak collaborate and work together to arrive at something which is perfect.

The “London project” with Coleccion Alexandra is located in Balham a hip district on the northern line. The client a busy creative was super specific about their expectation of the design outcome – “Cool, home and not architecturally “cheffy”. A 170 m2 bungalow – large living space, adequate kitchen, 2.5 bedrooms, shower room and bathroom – surrounded by a courtyard garden it yearned to be developed into something that nodded “yes” to its past and “yes” to the present.

There was no question in my mind that to erase the building to the ground was not an option – it had a visual simplicity which is very conducive to an inventive interior. To dig another basement was explored – mining is not my thing – I deemed it too large an edifice for the plot – so after many sketches and exploration of space – a design evolved... 80 m2 of additional space on one level. A new wave bungalow. So, cool it would be, architecturally “cheffy” – not, and home definitely!

The spatial design is not another open plan crisis – it has been imagined in a series of retreats that are essential to the cocoon of modern living. 4 bedrooms – 3 bathrooms – vast kitchen – cavernous drawing room and a garden that was originally “black gothic” until white roses, formal bay trees softened with lilac, agapanthus, seas of snowdrops and miniature black pansies crept into the planting adding an Englishness to the look.

The interior has retained some of its original features! The over scale sash windows, cornice mouldings, ceiling roses and deep skirting boards. The modern twist is the inclusion of huge 2.4 m. flat panelled doors, contemporary door furniture, a super sleek kitchen, baked and oiled oak floors and polished concrete.

The kitchen/dining room is sleek and ageless, matt white units, work tops in white Caesar stone contrasted with dark wood. The two islands were designed to veer away from the normal butcher block slab style affairs that grace so many contemporary kitchens. The wooden bridge allows a transparency of view making the space seem even larger and less utilitarian. The splash back and walls were constructed in Kolumba bricks hand made in Denmark by Peterson to add texture to the scheme. The floor is grey polished concrete installed by the innovative company – Topcrete.



VALENTINA DINING TABLE (S1285/12), YELLOW NADIN DINING ARMCHAIR (S1845/04) AND DARK AUBERGINE NADIN DINING ARMCHAIR (S1845/04).

THE ULTIMATE FUNNY LONDON HOME THAT REFLECTS A COOL CONSIDERED INTERIOR THAT IS VERY VERY REAL.

The Valentina dining table was commissioned to a custom size with a special baked oak top and the Nadine dining chairs chosen because of their elegant simplicity – hyped up with upholstery in canary and aubergine leather. The huge mezza Luna lights sourced from in-es design in Milan cast coloured moons of light around the room. The large limited edition lipstick photograph by Paul Krokos adds an amusing take to what is generally considered to be the workhorse part of a house.

The drawing room is divided from the kitchen by four sliding bookcases a versatile solution to allow seclusion or inclusion. A 1,5 m. ortal fireplace was shipped in from Israel to warm the focus flanked by duplicate seating areas to add symmetry and cohesion. The tailored design of the Sarah sofas and the Oslo chairs add a modern take on formal – “rooms cannot be all slouch and couch”. The client had already purchased two stunning artworks from Bruges by the insanely talented artist Attisit pokpong



BESPOKE COMPASS NIGHT  
STAND (Z1237), SPOCK  
ARMCHAIR (S1025/08),  
BESPOKE LAUREN DESK  
(Z1238), VALNETINA CHAIR  
(S1284/04), BOSTON TV  
MIRROR (S1896) AND WIKA  
POUFF (B6281/00).

THE BEDROOM IS A DRIPPING  
NOD TO GLAMOROUS,  
LUXURIOUS, BOUDOIR.

which led the directive here and interestingly drove the entire house design. Metres of oak floor softened by “ravage” rugs by Tai Ping define the conversation areas and the mirrored ghost coffee tables used to complete the glamorous look. The lighting simple – floor and table lamps from CTO and a quirky chandelier from The Interiors House. The bedroom is a dripping nod to boudoir – gold on grey encrusted wallpaper from The Interiors house in London, A huge glistening seed cloud chandelier from Ochre. The bespoke black lacquered bed and compass bedside cabinets from Coleccion Alexandra create luxury at its max. The regal Spock armchair was covered in Madam visage velvet by Santorus and with the Lauren desk lacquered in black gloss to finish off this up- beat space. Of course, it is always the little touches that define a fabulous project – we spend an in ordinate amount of time seeking out those special details we fell in love with these jaw-dropping beautiful handbags from Hamish Menzies whose company Rocio in Glasgow makes them. The ultimate funny London home that reflects a cool considered interior that is very very real. ■



SHENZHEN, CHINA

# HOME OF GREAT FORTUNE

*Jiang Haoqian*, with her unique personality endows this  
Shenzen apartment with heart and soul.

RINGO LEFT UNIT SOFA (S1802/02), RINGO RIGHT UNIT SOFA (S1801/02), RINGO COFFEE TABLE (S1805/03), MONTES ARMCHAIR (A2450/24), OMAN POUFF (A3325/05), MEDINA  
SIDE TABLE (A3305/02), DIMON LAMP BASE (L1017/99), LAMPSHADE (P1013/01), NICOSIA SIDE TABLE (S1480/01), ANFORA LAMP BASE (L1021/70) AND DUNES RUG (F8303).



Located in Nanshan District, Shenzhen, China Resources Shenzhen Bay features outstanding geological and landscape advantages. Abutting the 15km-long coastal long aisle and home to the front coastal scene, it also presents a place for people to relish in the vibrancy and exuberance of mother nature, in the mangrove ecological park encircled by shades. Therefore, the concept of ‘city garden’ is set up at the very outset when designing the sample project in the hope that it can cut off city noise and fatigue. The essence of spatial designing is to bestow senses, respectively sense of respect, sense of nobility, sense of security, sense of comfort and sense of joy. Rather than being stacked up with luxurious materials, it keeps an eye on the transcendence of the five senses on the physical level. It attempts to demonstrate ‘nobility’ with respect to people and a natural life style.

So in space molding, it chooses the most natural wood and stone as the major materials. The space as a whole also adopts ground color series with a large area of white for ceiling and wall prevailing.

The hallway at the entrance skillfully separates the drawing room and restaurant into independent partitions. The space ‘separated but uninterrupted’ adopted for the whole room demonstrates the essence of taste, spirits and life. The hallway, guestroom and dining room can be converted to a place for parties to receive friends and relatives to share delicacies. It is a place for communication with people that does not focus on styles. Internal glamour for dwelling of great wealth is of paramount importance. We should resemble butterflies in living a graceful life and handle all particularities with an aesthetic mindset. ‘Wealth’ comes out of cultural deposits.



The interesting partition in the hallway at the entrance adds more vibrancy and natural sentiments to life. Rather than choosing highly-decorative furniture, the living room opts for graceful lines and stresses texture and sense of touch of cloth so that the overall space is tranquil and noble. Furniture in the restaurant takes black as the keynote, the black glass droplight demonstrates more mystery and magnificence with its smooth texture contrasting its stone material while luxury or aggressiveness is shunned. Demonstrating a natural and elegant style. ■

**ABOVE.** TROYANO HEADBOARD (S1191/03), BEDCOVER AND 2 PILLOWS (A6536/02), NICOSIA ROUND SIDE TABLE (S1487/UXXX), BENET LAMP BASE (S7315/05), LAMP SHADE (P1055/90), ALMENARA BENCH (A3308/02) AND BESPOKE NICOSIA SIDE TABLE (Z2161).

**LEFT.** NICOSIA DINING TABLE (S1486/XXX), CASABLANCA DINING CHAIR (S1455/13), IRIS SIDEBORD (S1525) AND RING CEILING LAMP (S8610/05).



BARCELONA, SPAIN

# SHADES OF MEANING

The global project carried out by *Toni Lanza*, has converted this Barcelona dwelling into a warm and functional home, where the different zones are unified harmoniously.

**I**nedit, the design studio headed by Toni Lanza, has managed in charge of the interior design of this stunning high level apartment located in the exclusive Pedralbes neighbourhood in Barcelona. The property boasts 230 square metres all on one floor consisting of two clearly defined areas: the day zone on the left hand side is a spacious dining/living room with direct access to a spectacular terrace with 20 square metres. Passing through the threshold to a reception area one can enjoy a panoramic view of the whole interior through a large glass partition, mainly the living/dining room.



**ABOVE.** POITIERS SOFA (A4035/02), DURBAN COFFEE TABLE (S1505), ECLIPSE ARMCHAIR (S1450/03) AND DOÑA MARIA RUG (F8123)

**LEFT.** DURBAN SEMI-CIRCULAR SIDEBORD (S1501/02) AND STAR MIRROR (S1255).

THE DAY ZONE IS COMPLETELY OPEN  
AND COMBINES THE LIVING ROOM,  
DINING ROOM AND HALLWAY.



VALENTINA DINING TABLE  
(S1290/01), NARBONA DINING  
CHAIR (A4910/01), VALENTINA  
SIDEBOARD (S1230), EMINA  
LAMP BASE (S7280/KWMC)  
AND LAMPSHADE (P1075/14).



The night zone is on the right hand side with a hallway connecting to 3 rooms, one of which is a large study. The hallway leads to the master bedroom suite with a walk-in closet and spacious bathroom.

The coldest materials like marble and the light colour tones on the walls are complemented by the furniture pieces and decoration. The goal was to incorporate warm touches to make each room more inviting, without losing that sombre and elegant ambience which dominates the whole project. This apartment is a classic example of how a successful layout can infuse life and light into each room. ■



BALANCE, HARMONY  
AND PROPORTION  
REBOUND EVERYWHERE  
IN THIS DWELLING.

MASTER NIGHT STAND  
(A3115/0291), CUBE LAMP  
BASE (S7305/05), LAMPSHADE  
(P1050/057), TRAVELER TRUNK  
(A0699/01), TUPE ARMCHAIR  
(S1030/01), RING FLOOR LAMP  
(S7365/05), AND DENVER SIDE  
TABLE (S2940/02).



TEL AVIV, ISRAEL

# TEL AVIV, MY ECLECTIC CITY FUSION

This stunning apartment is a work of art from start to finish and has all the hallmarks of a *Gershon Tsur* project.

TEXT BY GERSHON TSUR

Tel Aviv, known as “*The City That Never Sleeps*” was built on the white Mediterranean Coast sand just over a 110 years ago & has since developed and grown into becoming Israel’s leading financial, technological and cultural center. The city that boasts a large & cohesive representation of the 1930 Bauhaus Architecture has also been proclaimed as a world cultural heritage site by UNESCO, attracting visitors from all around the world appreciating the city’s unique mixture of East & West.

Tel Aviv is my city, of which I continuously explore & enjoy, gathering inspiration for a lot of my projects & dreams. In this Project, a luxury apartment located in one of Tel Aviv’s most exclusive towers, overlooking both the city and the sea shore, I have been requested by the savvy clients to capture a very personal essence of the bustling city and the peacefulness of the Mediterranean Sea.

BOWIE STRIPED SOFA (A4725/04), TUPE ARMCHAIR (S1030/04) MEDINA COFFEE TABLE (A3300/02), MEDINA SIDE TABLE (A3305/03), BESPOKE KARMA CABINET (Z2139), BESPOKE NICOSIA DINING TABLE (Z2142), PARIS DINING CHAIR (S5856/09) AND BESPOKE HELENA RUGS.



BESPOKE NICOSIA DINING  
TABLE (Z2142), PARIS DINING  
CHAIR (S5856/09) AND  
BESPOKE HELENA RUG.

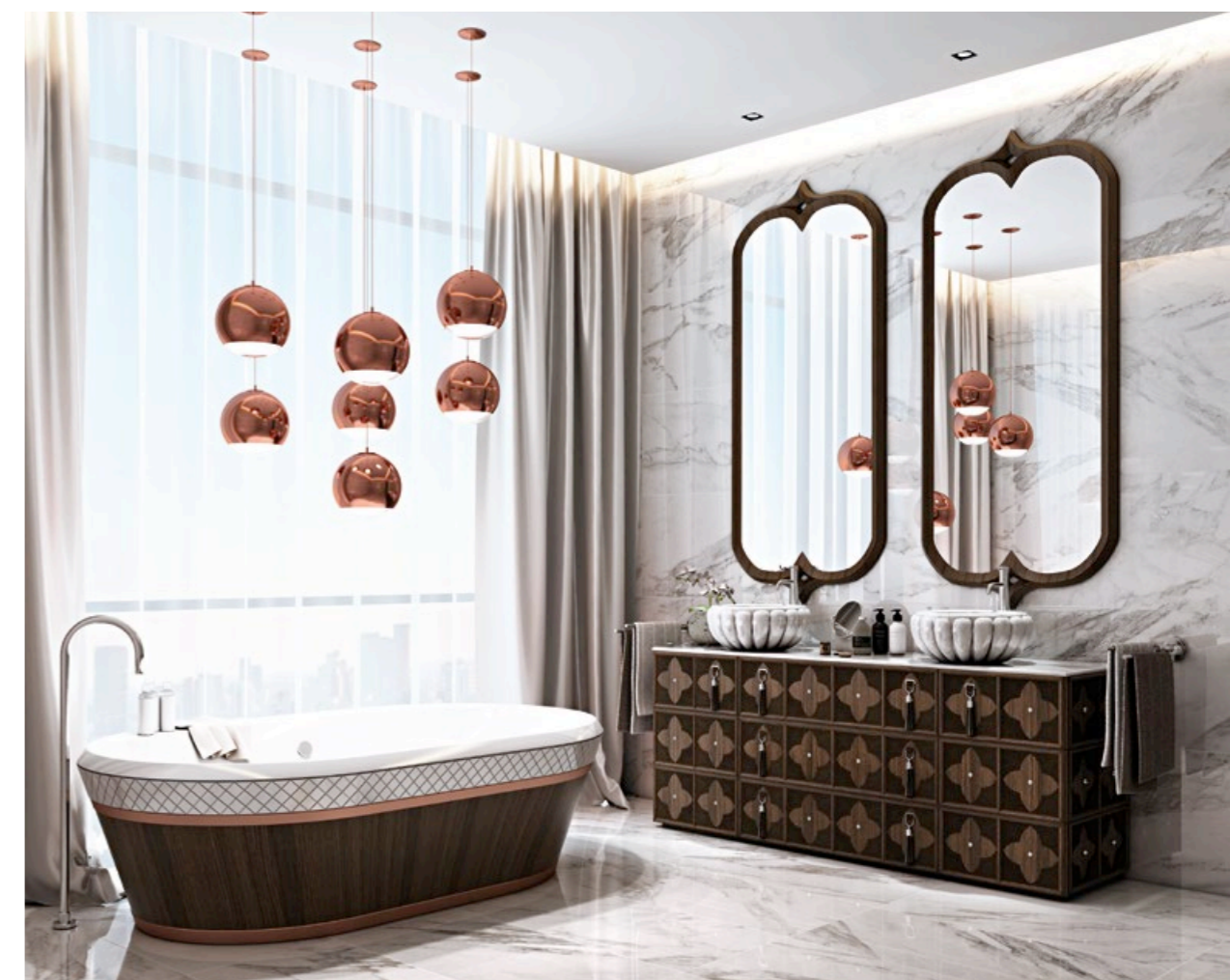


The design aesthetics I envisioned and created was to realize a unique fusion of an exceptional elegant European style, from where the clients come from, with some architectural splendor features of the Middle East, depicting the vibrant energy of Tel Aviv. By selecting Coleccion Alexandra Furniture with a subdued & monochromatic color Palette, elegant range of materials & detailed textile patterns & embellishments, I managed to successfully fulfill my clients' dreams enhancing motives of both the everyday Modern life with some highlights of a more traditional & oriented Middle Eastern style. ■

**ABOVE.** BOWIE STRIPED SOFA (A4725/04), TUPE ARMCHAIR (S1030/04) MEDINA COFFEE TABLE (A3300/02), MEDINA SIDE TABLE (A3305/03), COMPASS COUNTER BAR, CASABLANCA FOOTSTOOL (S1456/03) AND BESPOKE COMPASS BAR CABINET (Z2140).



“TEL AVIV IS MY CITY, OF WHICH I CONTINUOUSLY EXPLORE & ENJOY, GATHERING INSPIRATION FOR A LOT OF MY PROJECTS & DREAMS.”



**LEFT.** LAUREN HEADBOARD (A3050/03), BESPOKE VALENTINA NIGHT STAND (Z2150), EMINA LAMP BASE (S7285/SXXX), FELIPE BENCH (S1131/14), MONTES ARMCHAIR (A2450/22), OCTOBAR CONSOLE (S1490/01) AND PAULA MIRROR (S5952/10). **ABOVE.** BESPOKE VALENTINA BATH CABINET (Z2192) AND VALENTINA MIRROR (S1245/03).

BESPOKE LIFT DINING  
TABLE (Z2585), MASTER  
DINING CHAIR (A3160/05)  
AND CLASSICO TV MIRROR  
(B5861/02).



RIYADH, SAUDI ARABIA

## CONTEMPORARY LOFT IN RIYADH

The project for this private residence in Riyadh was entirely conceived and developed by *Carrillo Proyectos*, under the supervision of *Laura Carrillo*.

The client was keen on creating a divergent space far from the traditional style in terms of aesthetics and also living conditions. A more avant-garde style was asked for while also maintaining a level of comfort and convenience. The key was to create a versatile and harmonious ambience, blending both concepts inspired by large industrial spaces. Following these guidelines, the dwelling was designed as two separate areas although interconnected but with no visual barriers, totally open plan, to create a multifunctional space. The iron spiral staircase, connecting the two levels is highlighted as a decorative sculptural element.



THE CLEVER CHOICE OF COLOUR  
INFUSES A CHEERFUL AIR ACHIEVING A  
CREATIVE AMBIENCE CHARACTERISTIC OF  
INDUSTRIAL AREAS.



Each detail of the project has been the object of careful study. Lighting has played an important part becoming a key element to achieve the desired atmosphere and ambience of a loft (skylights and playing with different levels); as well as the choice of rudimentary materials, like exposed brick in the living room and master bedroom; iron for the pillars and the staircase handrail; steel for the kitchen and the exposed ventilation ducts. These industrial elements have been combined with other softer materials such as wood for the flooring and a careful selection of exclusive furniture pieces by Coleccion Alexandra as well as elegant fabrics and wall coverings. ■

ORSON SOFA (S1670/02),  
TRAVELER XL COFFEE TABLE  
(K0706/99), EMILI ARMCHAIR  
(S3979/30) AND LANCASTER  
ARMCHAIR (S1965/05).



IN THE BEDROOM AND DRESSING ROOM, THE CLASSICAL, SOPHISTICATED AND INFORMAL STYLE CO-EXISTS HARMONIOUSLY WITH CONTEMPORARY PIECES.



**LEFT.** SILVIA BED (S5836/15) AND COMPASS NIGHT STAND (A0755/01).

**ABOVE.** CARMEN DESK (S5821/01), LAUREL POUFF (S1441/18) AND ANDREA CHAIR (S3800/05).

DUBAI, UAE

# WORLD-CLASS DESIGN WITH A HINT OF TRADITION, Energize the Well-being

TEXT BY HATEM ATTIYA

The unique fusion of luxury, indulgence & tradition is the signature of *Hatem Attiya* that makes this exquisite penthouse a masterpiece.

**T**he project is the Penthouse of the unique development Anantara, on the famous Palm Island in Dubai - UAE. I love Dubai city for its diversity and energy. It inspires an eclectic scheme that I like to put together in my own design vocabulary and create poetic interiors for our client. While there is a saying “You can not improve on perfection”, we believe that “There is always room for improvement”.

The penthouse was one level with high ceilings and three bedrooms. A mezzanine level was added to create a large master suite, plus two bedrooms while keeping an additional guest bedroom on the lower level.



BOWIE STRIPED SOFA  
(A4725/05), TUPE ARMCHAIR  
(S1030/01) YAIZA COFFEE  
TABLE (A3360/01), BOSTON  
SIDE TABLE (A4655/02),  
TRAVELER FLOOR LAMP  
(L3011/10), LAMPSHADE  
(P1035/056) AND CUBICS  
RUG (F8308).

The result is a vast luxurious open space on the lower level that is zoned into a main reception zone, a family area and a dining with an open kitchen space. All visually connected, and yet, each is individual with the careful selections of furniture pieces that reflect unique identity.

The general theme is contemporary, with a hint of Egyptian tradition translated in the use of traditional designed lighting fixtures. The approach is to create a serene, modern space that is rich and comfortable, while leaving center stage to the amazing views of the sea and city skyline. ■



“THE GENERAL THEME IS CONTEMPORARY, WITH A HINT OF EGYPTIAN TRADITION TRANSLATED IN THE USE OF TRADITIONAL DESIGNED LIGHTING FIXTURES.”



**LEFT.** BOWIE STRIPED SOFA (A4725/05), TUPE ARMCHAIR (S1030/01) YAIZA COFFEE TABLE (A3360/01), WIKA SIDE TABLE (A1955/01), AND CUBICS RUG (F8308).

**ABOVE.** LIFT DINING TABLE (A4750/OCXX), NADIN DINING ARMCHAIR (S1845/05), DETROIT BOOKCASE (A3323) AND ALEX FOOTSTOOL (A2444/06).

MASTER SOFA (A3250/03), YAIZA COFFEE  
TABLE (A3360/01), DENVER COFFEE  
TABLE (S2925/01), DENVER SIDE TABLE  
(S2910/03), ALEX LAMP BASE (L3006/01),  
MASTER DINING TABLE (A3155/0507),  
VALENTINA DINING CHAIR (S1283/05) AND  
VALENTINA DINING BENCH (S1286/07).

MADRID, SPAIN

# SCALE IN MADRID

*Gm Proyecto Living* has resorted to a selection of high quality materials to stamp this Madrid property with a serene and elegant look.



WOOD, STEEL, LEATHER... A BLEND OF HIGH LEVEL MATERIALS FOR A HARMONIOUS AND BALANCED LOOK.



This renovation and interior design project of an apartment in the Salamanca neighbourhood in Madrid was totally conceived and developed by GM PROYECTO LIVING, under the management of David Jimenez Garcia and Sergio Sanchez Pardo. “We aimed for a cosy ambience, with colour harmony and chose pieces by Coleccion Alexandra to add a definite touch of personality and elegance. The original apartment offered spaciousness, spectacular views and light”.

The use of light tones on the walls and floors in the living/dining room amplifies the space and intensifies the light. The lighting by DelightFull helps to create an eclectic mood. The use of wood in the master bedroom for the floor and the wall behind the bed, adds an undeniable warmth offset by the steel details in the wood itself. ■

**LEFT.** MASTER SOFA (A3250/03), YAIZA COFFEE TABLE (A3360/01), DENVER COFFEE TABLE (S2925/01), MASTER DINING TABLE (A3155/0507), VALENTINA DINING CHAIR (S1283/05) VALENTINA DINING BENCH (S1286/07) AND BOSTON DISPLAY CABINET (A4670/01).

**ABOVE.** JACKS LEATHER BED (A2426/93), CROS SIDE TABLE (A0690/93), LOOP 60 LAMP (S7405/02), IRIS BENCH (S1475/05), AND STAR MIRROR (S1255).

BARCELONA, SPAIN

# THE SWEET COSMOPOLITAN LIFE

This luminous interior design by *Michele Mantovani* is a labor of conscious composition; a celebration of forms and materials.

TEXT BY MICHELE MANTOVANI



Nowadays, lifestyles and relationships have increased in complexity compared to the past. That is why we understand home as a new space, it becomes now the delicate habitat where both the personality and social life of its owner takes place. In our contemporary age, a time of interaction and constant rhythm, we choose the open space because it expands the heart of the house and allows flexibility of use to its inhabitants. Home is no longer the closed and sacred space it used to be. For a social man, his home reflects his inner self. The possibilities of the continuous space are multiple. It offers flexibility, synonymous with change and transformation.

A flexible and dynamic space is desirable for a prosperous social life. But man is also spiritual and meditative. A well rested spirit is the main fuel for a successful life. That is why we complement this open space with a selection of iconic furniture pieces, all in high quality materials and finishes. The correct pieces, thoughtful material selection and delicate arrangement are essential to bring stability and order to the space. It creates the personal touch that defines the owner, and makes this habitat unmistakably his own. ■

**ABOVE.** BOWIE STRIPED SOFA (A4725/06), GHOST COFFEE TABLE (S1593), DETROIT COFFEE TABLE (A3310/KWXX), ALEXANDRA BAR CABINET (S5876/19) AND COSMOPOL CHAISE LONGUE (A4519/01).

**RIGHT.** WIND DINING TABLE (A4800/01), MASTER DINING CHAIR (A3160/01) AND RING CEILING LAMP (S8610/05).



**LEFT.** TRAVELER BATH  
CABINET (B0986/01).  
**ABOVE.** REBECCA BED  
(S4905/01), DENVER SIDE  
TABLE (S2940/01) AND LOOP  
40 LAMP (S7400/02).

“HIGH QUALITY MATERIALS ALONG WITH CLEAR AND CONCISE FURNITURE  
DESIGN ALLOW US TO SETTLE IN, ENJOY OUR TIME AND HELP THE TASKS  
AND CELEBRATIONS OF OUR EVERYDAY LIFE BECOME COMFORTABLE.”

# AN INTERNATIONAL JOURNEY THROUGH THE EYES OF 13 TOP DESIGNERS

SEYDOU BEYE

## Luxurious Sensations in the Heart of Africa

Seydou Beye, a civil engineer, trained in France with solid international experience, founded SIAM GROUPE in 2016. With headquarters in Dakar, Senegal the company plays a major role in buildings and infrastructures in Africa. The name “Groupe” symbolises the team of professionals SIAM is composed of; all experts in their field.

The company also boasts a design department with designers from all horizons with the sole ambition “to offer each client a unique experience on every project from conception to realization”. SIAM GROUPE distinguishes itself from the competition by proposing a complete offer that goes beyond the concept of price alone. For Seydou, building, designing and decorating must rhyme with Pleasure. Thanks to their creativity, SIAM provides its customers with solutions adapted to their most complex needs and constraints.

Seydou believes that one of the best experiences of SIAM GROUPE is the partnership with Coleccion Alexandra going hand in hand passionately on tailor-made projects.

**SIAM GROUPE**

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DAVID LONG

## Creating the Art of Stylish Living

David Long is creative director of David Long Designs | Luxurious Living based in the UK, with a lifetime spent at the forefront of interior projects locally and overseas. David's passion for line and form and use of colour is echoed throughout his projects and finding beautifully designed pieces to use in his schemes thrills his clients. From a background of designing and creating his own furniture collections in his London workshops for celebrity and high profile clients, led to commissions for bespoke whole house interiors. His loyal following of clients return time and again for new looks for their various homes around the world.

Not restricted to residential projects, Luxurious Living has recently completed the redesign of the VIP & Royal Suites at Heathrow Airport using the wonderful Traveler Collection blended with classic pieces and highlighted with the Alexandra Cabinet – the results were stunning!

**DAVID LONG DESIGNS | LUXURIOUS LIVING**

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BEN WU

## Return to the Nature of Space, our Physical Energy Field

Ben Wu is the Chief Designer of W. DESIGN and founder of W+s Design Group. Integrating interior design, interior furnishing and furniture, his team blend resources and technology to undertake the operation of complete projects, including market orientation, overall planning and management on the spot. Ben Wu's solid foundation in traditional art and innate extraordinary talent has made him not only famous for interior design in luxury real estate and hotel, but also well received in the overall design of interior furnishings with an exclusive and unique customer target. He has won many domestic and international design awards. In addition to high-end interior design, he specializes in furniture design in ART DECO, neo-classical, and new-Chinese styles. Many of his works have been collected by Beijing International Design Week and Times Art Museum. Ben Wu is also a guest Professor of Tsinghua University and the first Chinese committee member of the Rodi International Trend Council.

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## CATHERINE CHEUNG Reviving Revolution 1900s

Founded in 2002 by Catherine Cheung, **THE XSS** is an innovative design house in Hong Kong to undertake architectural, interior designing and outdoor landscaping projects in Greater China and supported by a branch office in Thailand for projects across Asia-Pacific.

XSS stands for “extra small and small”. The name reflects its flair and attitudes for transforming a well thought-out plan into a highly successful reality from examining every single nook and cranny down to the very fine details.

Catherine’s passion for design enables THE XSS to overcome challenges and set her projects far apart from the rest. She is very innovative in combining classical furniture pieces from Europe to charm the interior designs of her projects with an endearing and elegant effect to warm the hearts of her customers.

### THE XSS

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## ANNIE STEVENS Loving London

With a degree in English and several years working for Nina Campbell – Annie established Annie Stevens designs in 1984. She has appeared on television and been featured widely in the international press. She has gained widespread recognition for her style, sophisticated project delivery and attentive “client ear”. She believes in a client focused inclusive approach to create exemplary, innovative and practical designs that fully reflect the individual and the buildings historical context.

Her work is underpinned by a pragmatic, restrained, contemporary design approach. Working in the design-led commercial and residential sectors, placing equally high importance on budget and programme control, ‘value add’, and effective project management.

Her diverse projects include – an 18th century manor house, a large modernist flat, a town house, a contemporary house in Bermuda, a large faux Victorian new build and Cornwall retreat. All unique, adventurous creative journeys fulfilled with exacting – unique professionalism. Creating sumptuous, inspiring interiors for the most discerning of clients – quirky – wow and drop dead gorgeous.

### ANNIE STEVENS DESIGNS

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## HOANG MINH TUAN Hanoi in my Heart

Caoza is the brand of Valenciano Joint Stock Company which was founded by Mr. Hoang Minh Tuan – Chairman of Bach Tuong Phat Corporation based in Hanoi. Mr. Tuan, with his love for art and interiors, passion for creating difference, as well as his interest in making majestic environments with mix of elegance and refinement, combined with luxury furniture and high end decorative items, has made Caoza a well-known and prestigious brand in Vietnam.

Caoza distributes high-quality handmade furniture of the most famous interior and design companies in the world and offers interior design and consultancy services which combine the best of artistic tradition with cutting-edge trends in interior design and decoration, creating unique and exclusive environments for our customers.

From the beginning of its establishment, Caoza has set up a wide network of customers and partners. The people who come to Caoza are business men, successful women, experienced architects and high-income couples who prefer the professional way in which Caoza serves them, the creativity and quality of their drawing, as well as the high-value products they offer.

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## JIANG HAOQIAN Home of Great Fortune

**Z-WORK DESIGN STUDIO** is located in Dawn Community, Taizhong City, Taiwan, a previous local award-winning place featuring mutual collision of sustainable historic and humanistic development and short-interest operations. It is a hospitable humanistic community stripped away from throng, restlessness, worry and other natures seen in modern metropolis cities. With fitting sizes of layout interspersed with varying heights of alleys, people dwell in an environment surrounded by chirping birds and fragrant flowers, demonstrating an image of felicity with balanced humanity and ecology.

Busily occupied in and outside the office while coming across black-backed shepherd bitterns, squirrels, insects, butterflies and varying famous or unknown animals, we approach our creative work with a simple yet affectionate attitude.

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TONI LANZA  
Shades of Meaning

INEDIT is an interior design firm based in Barcelona founded by the designer Toni Lanza. His team is made up of leading professionals in Design, Architecture and Interior Design offering a first rate service with their unique style and competitive rates. Solutions for the distribution of each space are resolved in harmony with the clients' tastes. Projects are followed up at each step from the planning phase up to the implementation stage. Guidance is offered in the choice of materials to decorate each space and create a harmonious and charming ambience, be it a dwelling or a working space. This professional team also specializes in renovations and the interior design of commercial premises, office spaces, temporary architecture, landscaping and luxury yachts. All kinds of design projects are tackled.

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LAURA CARRILLO  
A Contemporary Loft in Riyadh

Laura Carrillo is the Manager of the International Department of Carrillo Proyectos, based in the central studio she shares with her sisters in Madrid. The most dynamic and cosmopolitan division of the family run business is gaining a solid prestigious reputation for its professionalism. With her impressive personality, Laura Carrillo is direct, fast and decisive with a capacity for supervising each and every detail: "Each project is different and it is a mistake to fall into a creative rut. Success depends on constant follow-up, in demanding the best step by step... and of course the team; I am nothing without my team". This unwavering philosophy is shared by her sisters, their name speaks for itself; tradition, experience and creativity throughout various generations. Being a lover of elegant contemporary style with her personal touch, she leaves her unique stamp on each project: "Trends are useful but fleeting, personality is an essential and permanent mark". Amongst her most recent projects are private residences, restaurants and other contract spaces; a diverse and varied client base handled with her exquisite professionalism and experience.

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GERSHON TSUR  
Tel Aviv, My Eclectic City Fusion

Gershon Tsur is a leading Israeli professional Interior Designer, founder and owner of Gershon Tsur Studio. The studio specializes in designing unique Modern & high end residential properties in Israel & Europe: Luxury apartments, sky-high penthouses and spacious villas.

The studio personally accompanies each client, fulfilling their wishes and dreams, in order to create unique interiors, thus accomplishing customer's satisfaction while making the design process a memorable experience. Each project is custom made and tailored to the smallest details & specifications, expertly ensuring that all clients feel like home and leisurely enjoy their beautifully designed surrounding. Gershon Tsur Studio strongly believes in a great attention to details by presenting his customers with various world class boutique artisan manufacturers specializing in bespoke elite wooden carpentry & traditional design craftsmanship.

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HATEM ATTIYA  
World-class design with a hint of tradition, Energize the Well-being

Hatem Attiya is an award winning Egyptian professional Architect / Designer. He is the founder and owner of Darwasa Designs, an architectural and interior design studio, based in Riyadh Saudi Arabia, and since its founding in 2000, he aspired to providing unique Design solutions that are creative and inspiring to his clients. With the strong belief that our environments directly influence the quality of our well-being, Hatem and his team are driven by the quest for quality. The design studio specializes in designing high-end and unique architecture and interiors for diverse types of projects. His portfolio includes Luxury villas and palaces, Landmark towers and leisure projects and unique retail & hospitality interiors. Hatem's passion, talent and attention to detail have won him international awards for both architecture and interior design. His creative approach to each design concept is evident in each project, that is tailor made for his clients.

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## GM PROJECTS LIVING Scale in Madrid

Gm Projects Living is a reliable Spanish family firm linked to the Galería Comercial del Mueble SA Group, a company founded in 1969 operating successfully in the Spanish and African market of decoration and design. As a contract company it specializes in hotels and restoration, as well as luxury residential turn-key projects and efficient office facilities.

Gm Projects Living boasts a department responsible for the complete and integral design of the space which includes not only furniture, but also the interior design and installations with the most innovative technological equipment. Each customer proposal is carefully studied to provide the best offer according to their needs and budget, and followed up from the development to the implementation stage to meet all commitments and achieve the highest level of satisfaction. Gm Projects Living has a showroom in Madrid (Spain) with more than 3.500 square-metres.

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### MICHELE MANTOVANI

## The Sweet Cosmopolitan Life

Michele Mantovani is an Italian architect and designer already known for his work in Italy as well as for other international projects. Since 2013 he is the Chief Architect of the MICHELE MANTOVANI A&D studio based in Spain.

The philosophy of the studio is to develop each proposal conferring each a personal touch, according to the needs and requirements of the customer. This involves finding the meeting point between the individual personality and the creativity of design. The customer is guided in the different phases of architectural design from the global view to the finer details. Creativity and innovation are always the basis of every new architecture or interior project. Customers represent the starting point of each project; good feelings and participation are the basis for a good job.

The studio works with corporate as well as private clients in different countries undertaking interior design and furniture design projects, design consulting and contract projects.

### MICHELE MANTOVANI A&D

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