

Home!

The stainless steel kitchen, with orange resin dining table



## THE ORANGE REVOLUTION

No ceiling, a bath in the living room, a kitchen based on a kebab shop and a very vivid accent colour – how one couple transformed their London flat into an experimental space

REPORT Emma J Page PHOTOGRAPHS Edmund Dabney



From left: the bathroom, with resin shower screen; the living room, with bath, vintage lighting and raw plasterwork

**T**aps plumbed into window sills, limestone skirting boards, a curved stainless-steel kitchen and a bright orange resin shower screen: it's fair to say this Victorian conversion flat is far from run of the mill. Home to interior architect Alex Holloway and his partner, Elle Parmar Jenkins, who runs a

vintage furniture company, it's a testing ground for one-off prototype furnishings as well as an homage to traditional London architecture, treated to an unconventional twist.

In this modest first-floor apartment, the space has been opened up fully to expose the architecture of the original corner terrace: walls have been removed to produce one large living room, and the ceiling taken down to

reveal a butterfly roof, while additional windows have created a triple-aspect space.

Being a Londoner, Holloway is familiar with this kind of architecture and curious about its possibilities. "Victorian homes are in fact innately flexible," he says. "There are no concrete slabs and they are made of constituent parts – you can easily remove a brick, for example, and replace it with another."

It's a perspective that's given him the confidence to arrange things a little differently. He eschewed the original second bedroom in favour of more open-plan living space, retained raw-plaster walls and chose to put a tub in the living room because he wanted to bathe by the window. "For me, creating a home is about prioritising how you want to move through a room; how you want to feel when you touch

a door handle or a light switch – it's about what it means to really live in a space."

This translates into a home that features flowing contours, colour and clashing motifs. Thinking beyond the restraints of conventional domestic configuration – an approach honed by a background in hospitality design – has resulted in several one-offs. The coffee table, dining table and shower screen are made from

resin once used in an installation for a tap showroom; the bath by the window was inspired by the alfresco bathrooms at London hotel Bermonds Locke, and the handcarved limestone skirting was something Holloway had long wanted to try in a domestic setting. But it's the stainless-steel kitchen, with its circle brush finish, that really acts as a love letter to the city he grew up in. ➔

From top: the open-plan living space and kitchen, with exposed butterfly roof; Elle Parmar Jenkins and Alex Holloway



“It reminds me of the city’s fast food outlets, from local chippies to kebab shops,” he says. “They are part of my experience living in the capital. The kitchen captures that clash of high and low for me. I love how something so utilitarian can also be elevated.”

Simple Douglas fir flooring reminds Holloway of the Saatchi Gallery. That is juxtaposed with a vibrant resin dining table, a pink Seventies sofa, a bright orange prototype chair and retro mint-coloured vintage lighting.

“I don’t see why everything has to be ‘country house revival’ or ‘clean Scandi,’” says Holloway. “I grew up in the Nineties with avant garde interiors and I think it’s legitimate to combine decorative flourishes that don’t hang together from a reference point of view. If something’s beautiful, give it prominence.”

It’s an approach that has resulted in a home that feels both rooted in its setting but also surprisingly original. “It’s just like the building I grew up in, architecturally speaking, yet it’s somehow ‘remixed,’” says Holloway. “To me, it represents the collision of the city’s many different cultures, which is something that ultimately produces soul.” ■

CHARLIE FORGHAM/BAILEY

London Interiors by Emma J Page is published by Lannoo at £50

