

## Minimalism



**TO LET:** New Hereford House, £2,300 per week.

Manors (020 7486 5655) [manors.co.uk](http://manors.co.uk)

Spacious, recently refurbished three bedroom apartment.



**TO LET:** The Heron, £720 per week.

Knight Frank, Wapping (020 7480 6848) [knightfrank.co.uk](http://knightfrank.co.uk)

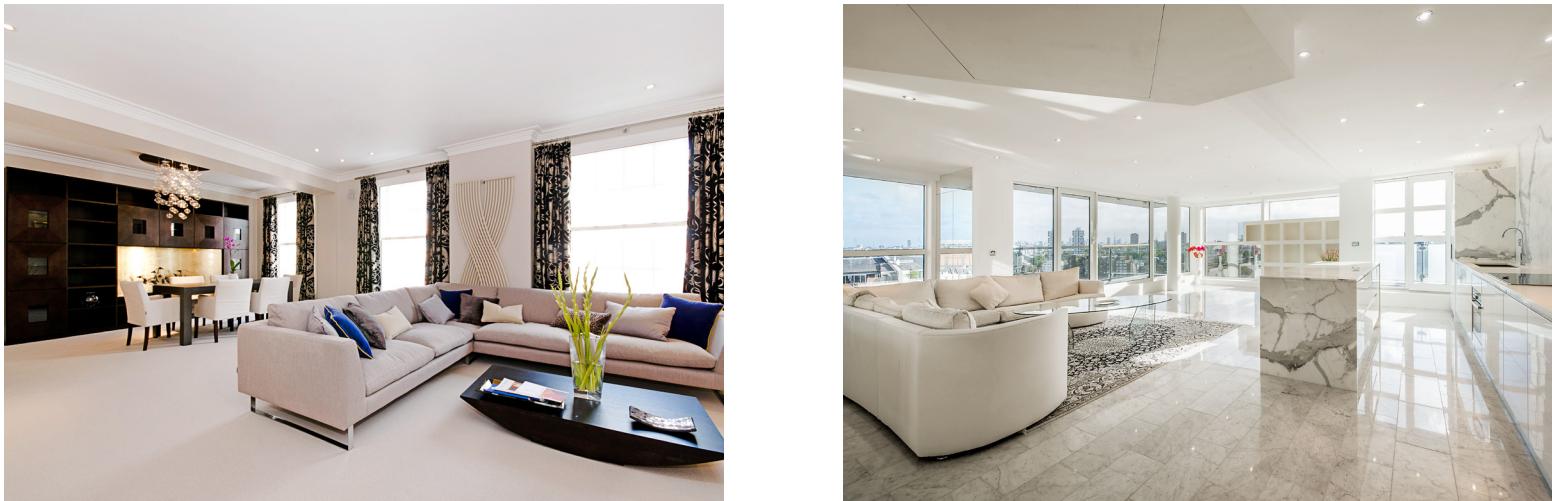
Brand new one bedroom apartment in the City.



**TO LET:** Hyde Park Square, £925 per week.

Lurot Brand (020 7479 1999) [lurotbrand.co.uk](http://lurotbrand.co.uk)

Interior designed and contemporary fourth floor apartment.



**FOR SALE:** Thames Point, Imperial Wharf, £2,350,000

Harrods Estates (020 7225 6700) [harrodsestates.com](http://harrodsestates.com)

Impressive tenth floor, three bedroom apartment.



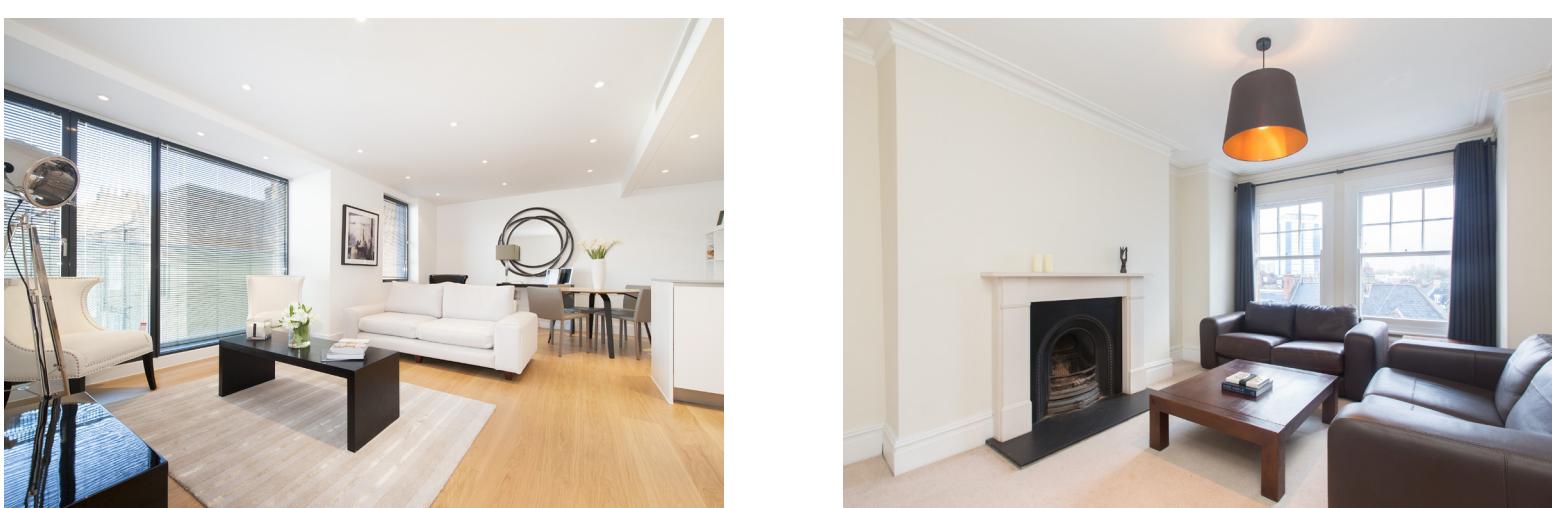
**FOR SALE:**

Samara Residences,  
Netherhall Gardens,  
Hampstead  
from £2,150,000.

Goldschmidt & Howland

(020 7435 4404) [g-h.co.uk](http://g-h.co.uk)

Highly individual and  
cutting edge luxury  
apartments.



**TO LET:** Cambridge Road, £500 per week

James Pendleton (020 3137 8833) [jamespendleton.co.uk](http://jamespendleton.co.uk)

Spacious flat with generous living accommodation.



Natasha Higgins goes in search of clean designs, finishes and furnishings, plus showcases six London properties to whet your appetite for all things minimalist.

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away,” according to Antoine de Saint-Exupéry, best known for his novel *The Little Prince*. On a similar note, renaissance artist Leonardo Da Vinci proffered: “Simplicity is the ultimate sophistication,” while architect Ludwig Mies van der Rohe summed it up in three words: “Less is more”.

More than just the way you design your home, a clutter-free and minimalist environment is a way of life. It’s reflected in simplicity, clarity and ease in the way one thinks, communicates and lives. According to Manuel Costa, Managing Director of construction company MH Costa, some of the most time consuming and intricate projects he’s worked on have been minimalist properties whereby precision and clean lines are everything.

In the spirit of a fresh start to 2014, *London Property Magazine* has gone in search of clean designs, finishes and furnishings. Interior Designer Arianne Kemyab, who has worked on high-end residential homes in London gives her take on achieving that ‘oh so serene’ look.

“Achieving a minimalist look whilst avoiding a bland and sterile feel is a challenge. I’ve always felt that creating a space that isn’t decoratively abundant yet emanates warmth and character is an art. When I enter a room, there are three things I look at – space, surface and volume,” explains Arianne.

She continues: “My first objective is to maximize space and volume. You need to consider the space in plan and look at the axes of the room in relation to walls, doors and windows. Furniture can then be placed according to these planes. Make sure to create enough space to be led freely around the room without any restrictions.

“Once you have achieved a clean layout and set the tone with your large objects, you are ready to accessorize. Edit your possessions in order to avoid clutter. ‘Less is more’ is not necessarily about the number of objects but the simplicity with which you choose to display them.

“My favourite tool for storing and displaying books or ornaments is to cut a niche in the wall. This limits the amount of loose furniture required in your space whilst creating



Interiors by Arianne

# Minimal impact

silhouettes and a more architectural feel. It also gives you the opportunity to play with your lighting scheme and add pockets of light in the walls.

“For surfaces, I like to choose materials with texture and depth such as velvet, leather and plush felt in neutral colours. I then add a sharp accent of colour with cushions, a light feature and often flowers. I prefer to choose a colour that complements the neutral palette; for example, if the scheme is a monochrome grey then I would opt for a tint or shade with a blue hue whilst a beige scheme would nurture a tint or a shade with a yellow hue. A rich natural material such as wood or a rare stone are often my choices for floors or feature walls. Depending on the room, perhaps it is a hallway or even a bathroom, I like to pick one elevation and use wood, stone or metal to let it stand out and command the eye upon entrance.

“Be mindful that in a minimalist scheme there’s not much room for prints or intricate patterns. Your arrangement of furniture, accents and accessories should itself lend a collective pattern with serenity and simplicity”.