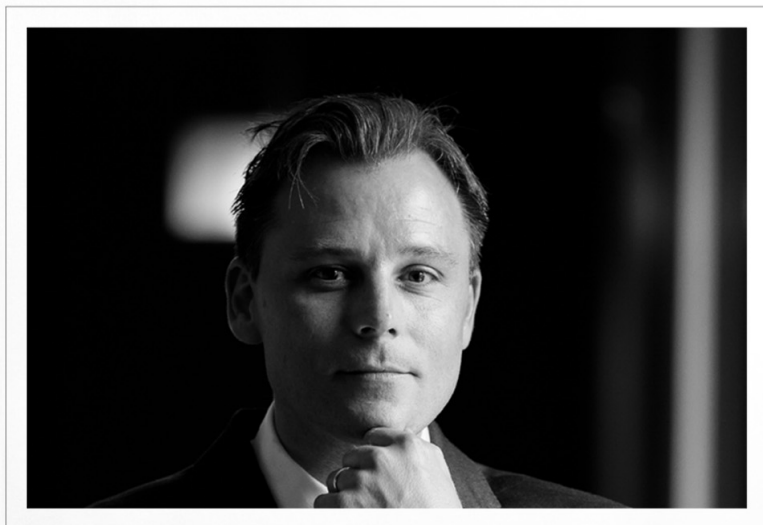


GENERATION NEXT

ARCHITECTS & INTERIOR DESIGNERS DEFINING TOMORROW



BETA-PLUS



Guillaume Alan

Guillaume Alan was born and raised in the world of architecture and design – his father was an architect, mother an interior designer and grandmother an antique dealer – gravitating to his career was natural for Alan. He launched his own studio when he was 22, in Saint-Germain-des-Prés in Paris, and opened another studio in Mayfair, London, in 2011, led by his design partner Emilie Le Corre.

Among Alan's earliest design memories are the ordered magnificence of the Louvre's square courtyard, the Cour Carrée, and the tranquil simplicity of Mies van der Rohe's Barcelona Pavilion in Spain. That love of classical purity shines through in his work today, be it architecture, interior design or furniture design.

The leitmotif of Alan's work is the passion for craftsmanship and detail. Obsessed with precision, every element and texture is celebrated. His schemes are tactile and luxurious – using fine woods, such as oak or ash, in brushed finishes, natural marble, brass, natural linen, soft leather, wool, silk and bronze – and always focused on a bespoke palette.

Alan whose work is acclaimed and published in the major publications all over the globe, attributes his success to building precious relationships with clients, while working for their homes, and imagining their way of life. "In the recent Kennedy apartment, Paris, France, we had a very lovely relationship with the homeowners from the start of the project until its completion, he says. "It has been a relationship based on trust; they've always been very supportive, embracing our elaborate plans. The idea of being able to create and to open the doors of imagination was extraordinary."



Mayfair, London / Victor Hugo, Paris

The love of light is key to Guillaume Alan's aesthetic and interiors.

As he likes to say: "The architecture is discovered while walking. Light makes architecture, it's thanks to the light that walls, space, shadows can exist».

In this elegant townhouse located in Hyde Park, London, England, the designer took it back to a raw canvas on which he focused on the incredible natural light flooding into it from all sides and could express his love of natural materials and rich textures.

This home is almost monastic, without ostentation.

Through all his projects and instead of the obvious wealth of previous decades, today with Guillaume Alan, luxury occurs in the minimisation of elements, the stripping back to create calm and serenity.

Combining it with classicism, the designer brings minimalism to new heights, exploring sophistication by way of calm and restraint.

These projects also reflect the quest of Alan for arts and crafts, his great attachment for an exceptional and genuine know-how, a level of quality beyond reproach, a richness of exchanges shared with the most refined craftsmen.

It's all about restraint in architecture and elements but opulent in spirit.

Photography: Matthew Donaldson, Alice Fisher











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