

SIMPLICITY IS COMPLEX

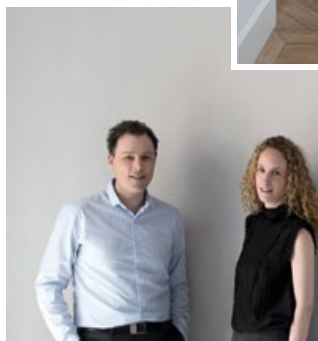
Guillaume Alan knows that the structure of a space is as important as the design

French interior designer Guillaume Alan has a strong approach to his work, not unlike the fortified foundations of the homes in which he invests his process. By investing in the structure and architecture of a space, he allows natural detail to sing, creating maximum impact through minimalist beauty. Alan thrives off his clients, who, by embracing his plans, are entering a world of imagination and creativity.

Guillaume Alan grew up in a family of architects and interior designers. He launched his own design studio in Saint Germain-des-Prés, Paris, aged only 24. Despite his youthful start, Alan was immediately lauded by the press, gaining access to high-demanding clients who entrusted him to the architecture and interior design of homes both in France and abroad.

In 2011, Guillaume opened a second design studio, which recently moved from Mayfair to a confidential location in Hyde Park.

Alan begins a project with the integrity of the home at the forefront of his mind. He treats the space as a whole, crafting and finessing the architecture, interior design and furniture pieces to all fit together like a puzzle. With a recognisable palette of neutral shades, Alan

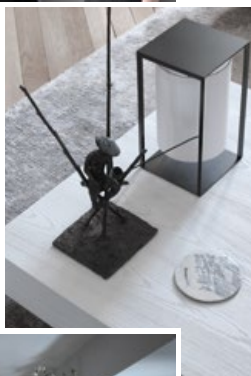


also has a taste for noble and authentic materials such as oak or ash wood, marble, bronze, brass, natural linen, wool, silks and soft leather.

There is a palpable purity and effortlessness to his projects - they express a space's poetry. Thanks to his careful consideration of a space's elements and, accordingly, his perfect linkage of such, the light, the taut lines, the structured architecture and the bespoke furniture pieces all reveal an emotion to interiors that would otherwise have remained hidden.

An undeniable parallel exists between Alan's work and the words of Romanian sculptor Constantin Brâncuși, who stated that 'simplicity is complexity resolved'. Indeed, Alan rewrites the luxury of a home by giving each detail his wholehearted attention. The effect? An aesthetic restraint that creates calm and quiet beauty.

Alan is currently working on private projects throughout the UK, France, and internationally, soon to be added to a portfolio of his deft designs alive in Paris' Victor Hugo, Invalides and Place Saint-Sulpice, as well as in Hampstead and Mayfair, plus Verbier, Switzerland. These projects include cutting-edge designs for a restaurant and hotel that have yet to be revealed but, like all of Alan's work, will undoubtedly cause time to stop for just a moment.



FROM TOP: Private residence, Guillaume Alan signed the architecture, interior design and furniture pieces and the sourcing pieces of art. Portrait of Alan with his design partner Emilie Le Corre who leads the London design studio. Recognizable palette, degraded 'chalk' ('craie') colour

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