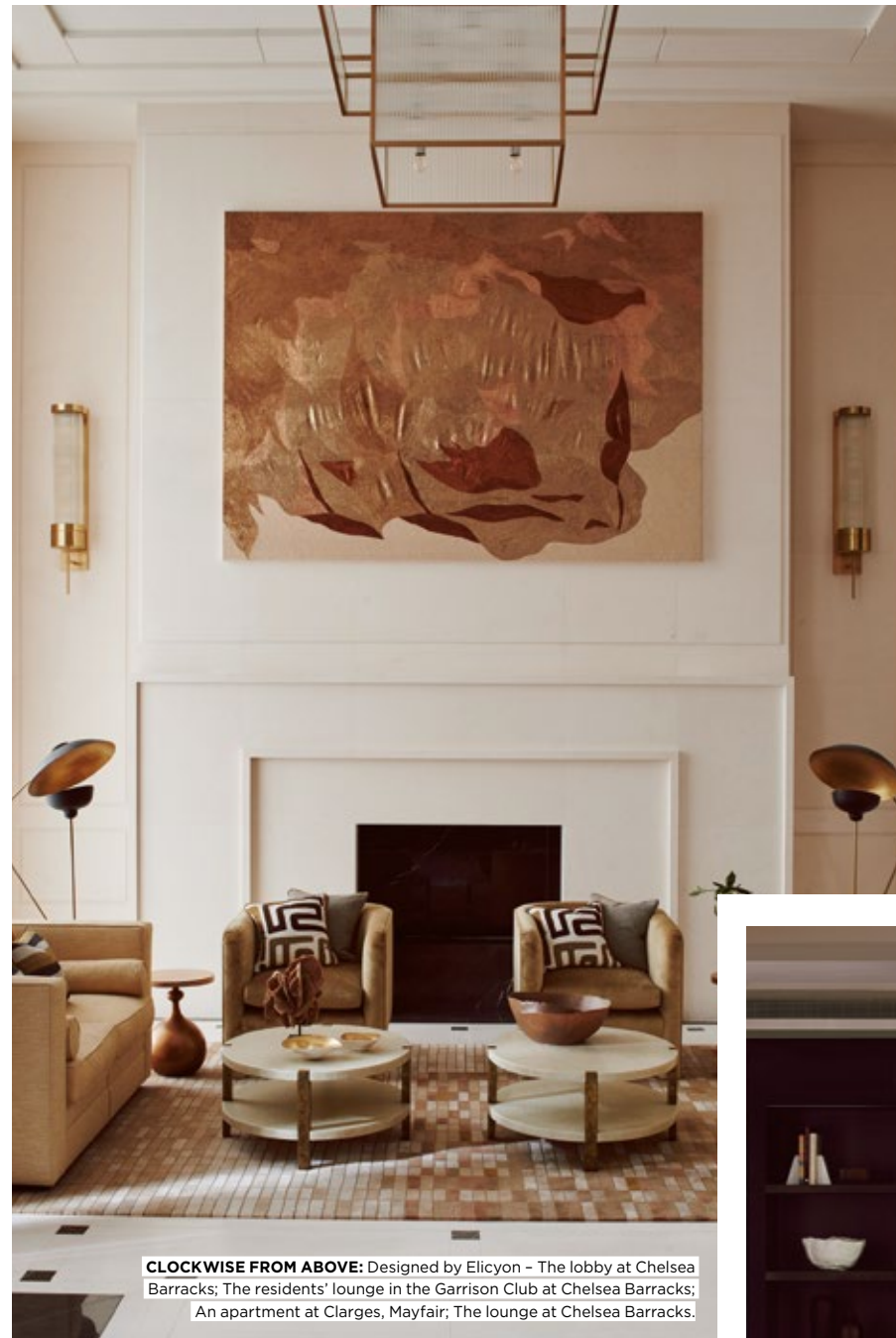


ELICYON

Celebrating five years of delivering great British interior design



CLOCKWISE FROM ABOVE: Designed by Elicyon - The lobby at Chelsea Barracks; The residents' lounge in the Garrison Club at Chelsea Barracks; An apartment at Clarges, Mayfair; The lounge at Chelsea Barracks.

The last year has been an exciting one for Elicyon. Charu Gandhi, Founder and Director, moved with her team into a new, larger studio in Kensington Village, celebrating their fifth anniversary with a panel event to discuss 'craft as the new art', alongside Elicyon's suppliers.

Throughout 2019, Elicyon continued to grow its portfolio of landmark London projects, including Chelsea Barracks and private apartments in Clarges Mayfair, and expanded further internationally with projects in India, Dubai, Sri Lanka and China. In the pipeline are some impressive projects for 2020, and Elicyon is moving into the hospitality space for the first time. 'I love the way we're designing spaces at home and around the world as a British brand,' says Charu. 'While we are always influenced by the location, history and heritage of the space we are working in, British craftsmanship shines through every Elicyon project.'

Global political and economic upheaval have of course impacted the property and interior design industries across the past year, but Elicyon's approach is to meet uncertainty with optimism and openness.



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Elicyon prides itself on its storytelling ability and the way it takes its clients on a creative journey

'Our clients still have a strong belief in British design and craftsmanship,' says Charu, 'and there's a definite drive to ensure that Britain retains its status as a powerhouse of design and creativity. Design students from around the world are still choosing to train and work in Britain and the breadth and variety of talent in Elicyon's team allows us to create the most beautiful work. Now, more than ever, we must adapt to new trading agreements and work proactively to ensure that new, emerging design talent continues coming to Britain.'

Another evolving approach in Elicyon's work in 2019 has been educating clients – who are increasingly conscious of their impact on the environment – on how luxury can be achieved ethically and sustainably with minimum waste. Whenever possible, Elicyon salvages and restores older pieces rather than discarding them, seeking permission if they don't work in a scheme to donate or auction parts so they are recycled and reused. 'I've never had a client say "no" to this when asked,' says Charu. 'When we build, we build to last; longevity is a key part of our design process.'

Elicyon prides itself on its storytelling ability and the way it takes its clients on a creative journey. 'We want to know how our clients live and interact as a family, how they'd like to feel in a room and what emotions they want their environment to evoke,' says Charu. 'These are big questions, but it's always hugely rewarding when we unveil the final product and the client sees an interior that has been conjured specifically for that person in that place and time. Clients return to us because we've fully understood the nuances of their journey and brought it to life, and the next project with them becomes an evolution of that relationship, with a surprisingly different outcome.'

In this shifting political landscape, it's important that the whole design industry never becomes complacent and remains – like Elicyon – outward-looking, inquisitive, confident and optimistic.'

Elicyon
First Floor
Avon House
Avonmore Road
London W14 8TS
+44 (0)20 3772 0011
elicyon.com