



abda
DESIGN

design guide #2
storytelling, heritage
& adventure

storytelling, heritage & adventure

In an era defined by rapid change and a yearning for authenticity, the hospitality industry has had a lot to adapt to in recent years. With many consumers seeking immersive experiences that connect them to the past and present, the design of your space plays a huge part in storytelling and brand differentiation.

In our latest guide, we're exploring the themes of 'Heritage, Storytelling & Adventure' and delving into the fusion of tradition and innovation. We'll look at how these principles can preserve heritage, craft captivating narratives, celebrate artisan pieces and create timeless interiors.



Safomsi - Colourful Cushions



Kit Kemp Design Studio - Headboard



GP & J Baker - Kit Kemp Collection

craftmanship | authentic | artisan | narrative



Firmdale Hotel - Warren Street



William Morris - Upholstery Tapestry Jacquard Fabric



Charlotte Gaisford - Tiger Blue Fabric

harnessed for hospitality

Exploring heritage and culture can create aesthetically pleasing spaces that spark interest, evoke emotion, and leave a lasting impression on your guests.

Building Brand Identity and Narrative:

A strong narrative can transform your venue from simply a place to eat or sleep, into a memorable experience. By incorporating elements of your brand's history, such as the chef's origins or local cultural influences, you can create spaces that tell a compelling story. Through the strategic use of print, pattern, and art, guests are transported to specific cultures and places, encouraging a sense of wonder and nostalgia.

Timeless Design for Enduring Appeal:

Timeless design is the cornerstone of a successful heritage-inspired interior. By drawing inspiration from classic architectural styles, traditional materials, and enduring colour palettes, you can create spaces that will stand the test of time. These timeless interiors not only enhance the overall ambiance but also contribute to the long-term sustainability of your establishment.

Purposeful Design with Integrity:

A truly successful heritage-inspired interior is one that has purpose and integrity. By carefully selecting materials, paying attention to detail, and prioritising craftsmanship, you'll achieve a space that is both beautiful and functional. These spaces should reflect the values of your brand and the aspirations of your guests to bring about a feeling of authenticity.

heritage icons

To get to the heart of this movement, we're highlighting some iconic examples that really encapsulate 'Heritage, Storytelling & Adventure'. Take a look at these people, places and products for some bold inspiration.

House of Hackney: A brand committed to community and craftsmanship, infusing interiors with the beauty of nature and inspiring a connection to the earth.

Martin Brudnizki Design Studio: A design studio focused on creating immersive experiences through thoughtful design. They use a 'system of ideas' rather than a house style which is applied to all projects – 'focus, context, composition, craft, emotion and experience'. The result is interiors that are experienced through all five senses.

Zuber: A historic French wallpaper manufacturer, founded in 1797, known for its intricate, hand-printed designs, preserving traditional craftsmanship and storytelling through its iconic panoramic scenes.

William Morris: A pioneering designer of the Arts and Crafts movement, advocating for handmade techniques and influencing the design aesthetic of the 19th century.

Franquemont: A brand that reinterprets historic motifs and traditional crafts, honouring heritage and creating artisanal pieces for modern interiors.

Kit Kemp, Firmdale Hotels: A renowned hotelier who combines art, antiques, and bold colours to create imaginative and luxurious hotel interiors.



Zuber - Printing Techniques



MBDS - Broadwick Soho Flue Bar



Firmdale Hotels - Ham Yard Hotel



Franquemont Bell - Artichoke



Safomasi - Pink Belle Mare Woven

trends & influences

The heritage trend is as much about looking forward as it is about looking back and there are a number of influences to take note of.

Brand Archives: A Treasure Trove of Inspiration

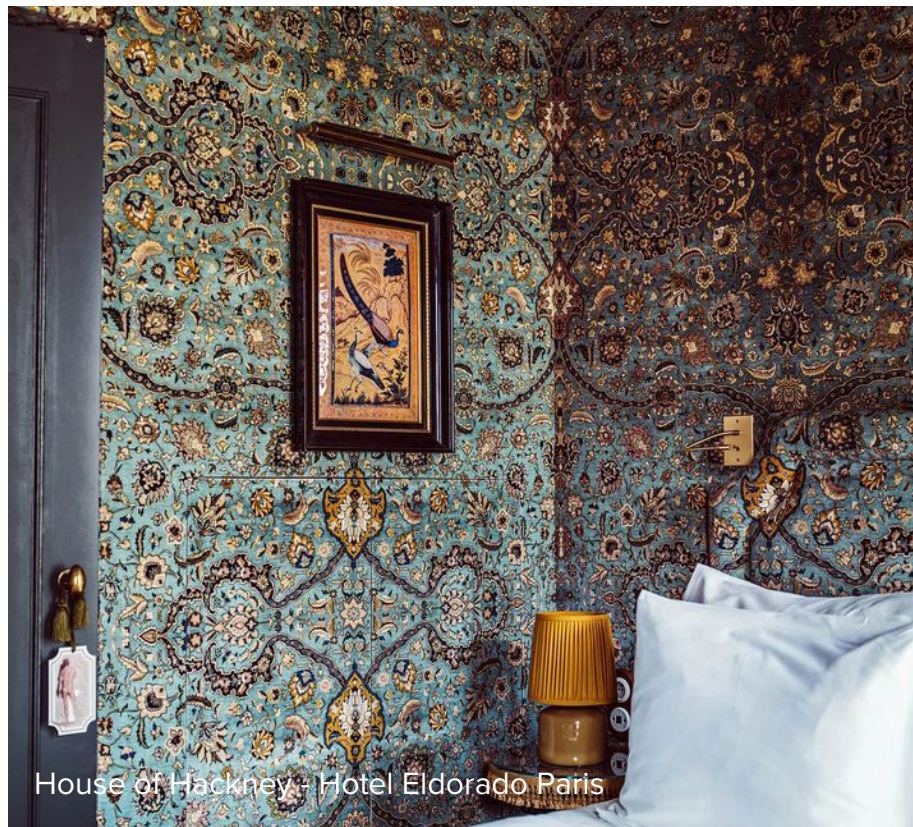
Many brands are turning to their archives to rediscover forgotten designs and reinterpret them for contemporary audiences. By revisiting historical patterns, colour palettes, and materials - timeless interiors that pay homage to a brand's heritage can be created.

Global Influences: A Fusion of Cultures

As the world becomes increasingly interconnected, this is reflected in interior design. By blending elements from different cultures, you can create unique and eclectic spaces. For example, a Japanese-inspired minimalist aesthetic could be combined with Moroccan-inspired textiles.

Artisanal Techniques: A Celebration of Craftsmanship

As consumers become more discerning, there is a growing appreciation for handcrafted items and traditional techniques. Incorporating artisanal elements into your interior design helps tell more of a story, allowing venues to elevate their spaces and create a sense of luxury.



House of Hackney - Hotel Eldorado Paris



Zuber Studio - Image by Dorothee Deney



what's hot in heritage interiors?

If you're thinking about incorporating heritage-inspired interiors into your venue, now is the perfect time to explore some of the most popular trends making waves in this design style. Here's a closer look at key elements to focus on as you bring a timeless, classic feel to your space

Chintz is Back:

A classic textile, chintz is making a bold comeback. Known for its intricate patterns and vibrant colours, chintz can add a touch of vintage charm to any space. Consider pairing chintz with modern furniture or accessories to create a striking contrast.

Storytelling Through Design:

By incorporating historical narratives into interior design, designers can add depth and meaning to their spaces. Whether it's a nod to local history, the origins of your venue or a global cultural influence, storytelling adds substance and can deliver a unique experience for guests.

Archival Inspiration - A Timeless Trend:

As we've covered, many brands are delving into their archives to rediscover forgotten designs and reinterpret them for contemporary audiences. Why not consider how this could work for your brand?

Textured Surfaces - A Multi-sensory Experience:

Three-dimensional surfaces, particularly in rugs, upholstery, and drapery, can elevate a space by adding texture and interest. Textured elements not only enhance the aesthetic appeal but also create a tactile experience, inviting guests to touch and feel.

A Play on Scale - Creating Visual Interest:

Mixing small-scale patterns with larger-scale patterns is a clever way to create visual interest and depth in a space. This technique can be used to create a dynamic and engaging atmosphere.

Traditional Craftsmanship, Modern Appeal:

Handcrafted techniques, such as block printing and weaving, are experiencing a resurgence. These time-honoured methods add a unique touch to interiors, creating a sense of authenticity and luxury. Opt for natural colour palettes to highlight the intricate details of these handcrafted pieces for guests.

our advice

Embracing the prints, patterns and textures of the heritage trend can feel a little daunting – here's our guide to getting started.

Pattern Play and The Power of Repetition:

- Embrace variety by mixing different patterns, from florals and geometric shapes to stripes and damask. Layering patterns and textures adds depth and dimension to your space, creating visual interest. Stick to a consistent colour palette to bring everything together and maintain balance.
- Choose a colour theme and apply it throughout the space, from upholstery and wall coverings to rugs and accessories like lampshades. Using colour consistently will unify the different elements and create a harmonious design

Layering for Luxury and Adding Those Finishing Touches:

- Enjoy textural pleasures by combining different textures like velvet, linen, and wool to bring depth and warmth to your space. Create inviting corners by layering throws, cushions, and rugs to make the space feel cosy
- Bring in a touch of luxury by adding details like edging, borders, fringes, and tassels to enhance your design. Personalise your space by using these elements to reflect your brand's unique identity.

our recommendations

Podcast

- Haptics & Hue, Tales of Textiles, Jo Andrews
- The Grand Tourist with Dan Rubinstein

Books

- Patterns in Design, Art and Architecture: Schmidt, Tietenberg & Wollheim

Instagram

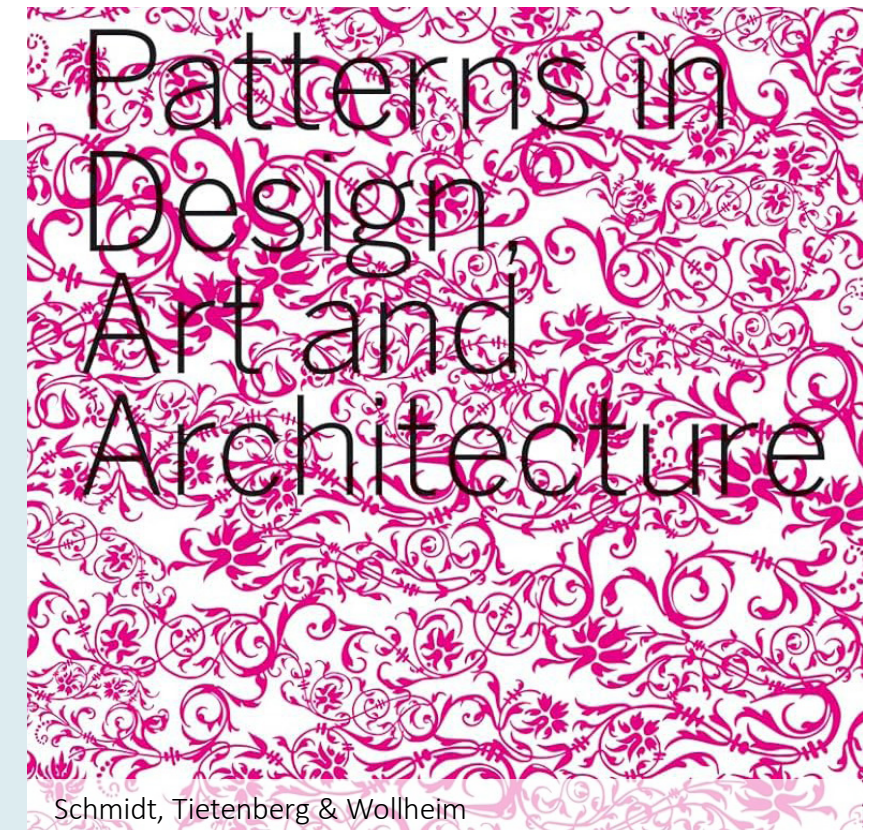
- House of Hackney - @houseofhackney
- Franquemont Hotels - @franquemont.london
- Birdie Fortescue - @birdiefortescue

Design movements to inspire your use of print and pattern:

- Eclecticism
- Arts and Crafts
- Art Deco

Be bold and Have a Hero Piece:

- Create a statement by selecting a standout piece, like a vintage chandelier or a unique artwork or piece of furniture, to anchor your space. Use lighting to draw attention to your key piece and establish a focal point.
- Bold combinations: Embrace bold colour pairings and dramatic patterns without hesitation. Leave a lasting impression by creating a striking interior that will be memorable for your guests.



“every great design begins with an
even better story”

Lorinda Mamo, Creative & Maker



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