

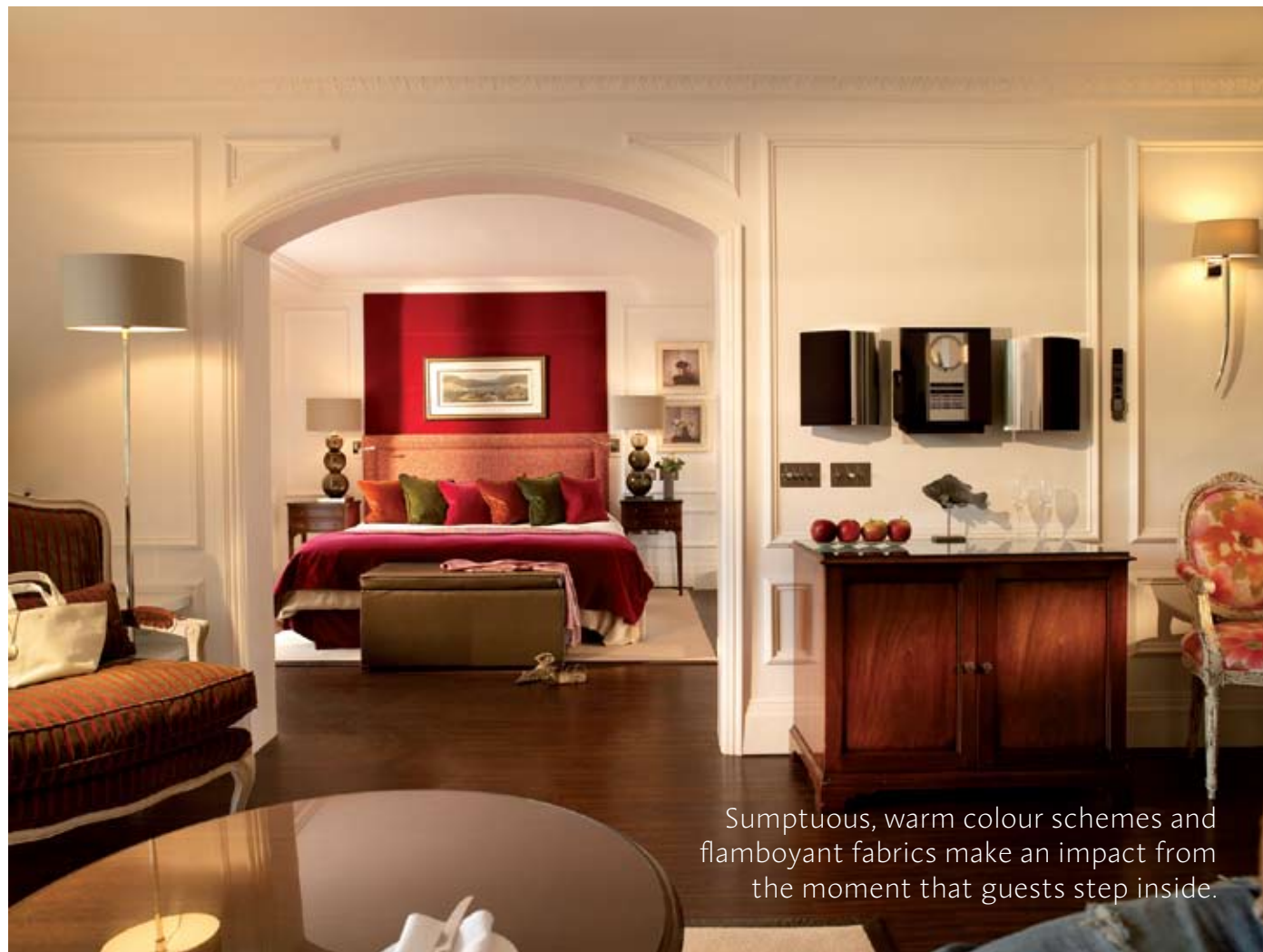


CHANGE BY DESIGN



Clean lines, high impact imagery and sumptuous soft furnishings have transformed Chewton Glen's interior to appeal to the demands and desires of a younger demographic without detracting from the comfort and decadence that existing guests have come to expect. Interior designer **Anita Rosato** reveals her inspirations





Sumptuous, warm colour schemes and flamboyant fabrics make an impact from the moment that guests step inside.

From state of the art technology to cutting edge design, Chewton Glen's interior design is the creative and artistic vision of Anita Rosato.

Anita began her career as set dresser for film and television, creating interiors for productions of all kinds. Her first interior design work was for The Dorchester Hotel in London. There her work was admired by representatives of the Sultan of Brunei and after relocating, she began work on his first residence in Singapore.

"Money was no object," she says, "it was an amazing project to be involved with. When I proposed a plaster relief to run along the length of the swimming pool attached to the Sultan's bedroom suite, I was told that instead, he would prefer it to be carved from marble. The relief was a work of art in its own right." Anita went on to work on interiors for the international Shangri-La group of hotels and now works on interior design for luxury hotels and private residences of all kinds.

Having designed Chewton Glen's interiors for the last eight years, Anita's work has particularly transformed the hotel's public areas where sumptuous, warm colour schemes and flamboyant fabrics make an impact from the moment that guests step inside.

Shying away from the blandness of taupe, beige and the neutral tones that came into favour during the 1990s, Anita's unusual and colourful interpretations add an exciting and individual dimension to each room.

"I wanted the hotel to have a comfortable atmosphere but for it to also have some magical elements too," she says. "When first planning a room my inspiration sparks from a colour or fabric texture that just feels right at the time, and I then use that as a reference point from which to spring from. I am not afraid of chintz, but it is hard not to want to modernise it."

Some of Anita's more visionary colour schemes, such as her 'black' bedrooms, push the boundaries of Chewton Glen's traditional country house feel, but the result is a heady, seductive mix of understated glamour and British eccentricity.

The use of Porta Romana lamps, striking Zoffany and Z&R fabrics and furniture from B&B Italia, Baker Furniture and Andrew Martin further creates an irresistibly alluring clash of restrained English extravagance and international style.

"Guests at Chewton Glen want a dream weekend – the hotel is famed for its elegant, country house feel and expectations are extremely high," Anita says, "so I want to meet them in a refined and unexpected way. The clash of colours and patterns that run throughout the rooms is not only a popular fashion trend, but also a very English style – I love that, and I plan to continue on that theme." ▶▶

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From Anita's styling notebook...



Porta Romana lamps

"Porta Romana lamps combine quirkiness with beautiful form, adding sculptural elements to the rooms in which they are placed."

www.portaromana.co.uk

Zoffany fabrics

"Zoffany specialises in rich weaves, luxurious velvets and opulent wall coverings which make reference to the past whilst using contemporary techniques and treatments."

www.zoffany.com

Andrew Martin

"Andrew Martin has an interesting range of contemporary furniture which sits well next to the rich mahogany pieces at Chewton Glen. In room 21, I used Andrew Martin chrome and glass side tables to lift the room without detracting from the existing antique furniture."

www.andrewmartin.co.uk



Cole & Son

"Cole & Son has a superb range of wall coverings which combine elements of both classical and contemporary design. Many of them have a touch of eccentricity about them which make them talking points as well as being aesthetically pleasing."

www.cole-and-son.com



Brintons

"Brintons makes fine quality woven and tufted carpets and also has a bespoke service. I worked with a Brintons' designer to create the hall carpets in Chewton Glen's entrance hall."

www.brintons.net