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Winter 2007 £7.50 €12 \$15

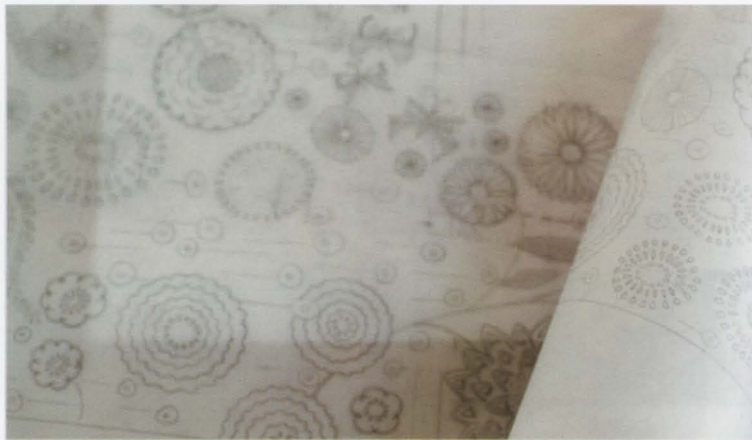


Photo: Simon Warren



Photo: James Mortimer

a labour of love: "It wasn't just a job"

As Jasper explains: "The whole process was far more involved than our regular projects." The complexity was in the logistics, the constant tweaking. Christine painted an entire floor plan, from which Jasper created computer renderings for templates. These were then redrawn, and redrawn again before being taken to Nepal and turned into carpets. The carpet was painstakingly designed around the architecture, each flower perfectly placed, with tulips and bluebells trailing down the hallway, no motif cut in half, and then subtle colour scheme changes in each room.

And the results are impressive. After

meeting Mark Birley, who loved the carpet samples, Christine was truly upset that he never got to see the carpet in situ. Mark died in August 2007 just after it was installed.

Despite this, the project was a great success. The vibrancy and perfection of the resulting carpet reflect not only the chic style of the club itself, full of amazing artwork by artists like Paul Collin, but also the dedication that was so obviously poured into it. As if to reaffirm Christine's sentiments Jasper concludes: "The end result was Christine's creative vision, she put no limits on it. It's the most excited I have ever seen Mum."

www.vanderhurstudio.com

Facing page: The main room of Annabel's club with the Vanderhurnd carpet

This page:

Top left: Drawings of the carpet designs

Top right: Christine working with niece Elvira on the design paintings

Below left: The Yellow Bar at Annabel's, with oranges and yellows in the carpet designs

Above: Detail of the carpet in the Buddha Bar



Photo: James Mortimer

A LABOUR OF LOVE

It is rare for a designer to work on their ideal commission. Christine and Jasper Van Der Hurd found such a project at Annabel's Club, London

Annabel's is a exclusive members-only club in Mayfair, London, opened in 1963 by Mark Birley and sold out of the Birley family in June 2007. However, prior to the sale, under the control of Mark's daughter India Jane, a redesign of the interior began. The revamp required a new carpet: enter Vanderhurd.

The collaboration is intriguing and a story intertwined with joy, drama and ultimate success: all beginning with a wonderful floral watercolour painted by India Jane, who was introduced to Christine Van der Hurd by the project's commissioning designer Adam Bray. The watercolour inspired Christine and

gave her ideas for the new rug design, harking back to illustrations she had made many years before, old work her son Jasper had begun archiving. He notes: "It's amazing, if you look through this huge archive of illustrations and paintings so many elements have been taken out and dropped into this rug."

A trained print designer who had worked with companies like Liberty's and Osborne & Little, Christine Van der Hurd began designing rugs almost 30 years ago whilst living in New York. Working hard under her own name, she soon found recognition within the design world. The company has now re-branded as Vanderhurd and, while Christine

works from London, her son Jasper has successfully taken over the helm of the office in New York. It is a name synonymous with high quality bespoke rug designs.

For Christine the Annabel's carpet was a special project from the start, when describing it her eyes light up: "Nobody had ever, in 30 years, given me the license to be able to just go and create and just enjoy it! It was a very personal thing, I felt I was very privileged, in a way, to be part of this place." Not only did it allow her to revisit past work and an interior she knew from her youth, but she was also given a free reign. The only real restriction was to keep the aubergine colour. It became