



DESIGNED BY WOULFE CREDENTIALS

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## ABOUT THE STUDIO

Designed by Woulfe is a multi award-winning luxury interior design studio. Since 2009 we have created bespoke interiors for private residential properties, show homes and commercial developments. The services we offer are comprehensive, spanning property search, development, project management and interior design for an international, eclectic and discerning clientele.

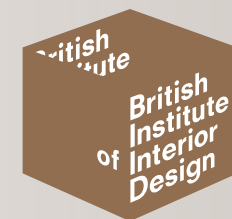
Our studio is made up of talented designers, architects and project managers, each with their own passions and areas of expertise. We take a fresh approach to every project, assigning a cherry-picked team of individuals who possess the perfect skills and experience to match the brief.

## ABOUT BRIAN

Our studio is led by Irish born, London-based Managing & Creative Director Brian Woulfe, who founded Designed by Woulfe in 2009.

Brian's passion lies in designing luxurious, liveable interiors with a sense of playfulness. He's a perfectionist with a razor sharp eye for detail and a hands-on approach. You'll often find him on site, hard hat on, with his two dogs in tow. A lover of the arts, Brian champions and supports young designers and craftspeople in the UK and beyond, often enlisting local talents when working on international projects.

Brian is a BIID (British Institute of Interior Design) Registered Interior Designer and sat on the Professional Practice Committee. He is also a founding signatory of the environmental petition movement 'Interior Design Declares' and plays an active role in mentoring through the BIID and KLC School of Design. Clients value Brian's innate creative instincts as well as his responsive, optimistic and inspiringly zealous attitude. Brian is also an SBID Accredited Designer and proud member of The Institute of Designers in Ireland.



INTERNATIONAL MULTI-AWARD-WINNING STUDIO

“  
The team’s knowledge and access to the best suppliers and craftspeople, coupled with their ability to source unique pieces of furniture, art and lighting is impressive. Brian’s attention to detail and ability to move a project to completion quickly is what sets him apart.  
”

Dublin, Ireland

“  
On time, on budget, on spec! The design studio was extremely attentive, and the whole experience was truly enjoyable. Brian and his team differ from other design studios with regards to attention to detail, and the ability to combine different styles. Brian goes the extra mile to bring his clients’ homes to life.  
”

London, UK

“  
Brian’s enthusiasm for the task was so invigorating, he turned the entire experience into a very enjoyable one.  
”

Mallorca, Spain

“  
Brian has great ideas and worked hard to find new materials and cost-effective solutions to upgrade our fit-out. In addition, he was comfortable working in a number of different styles, but at the same time he was able quickly to hone in on our preferred look and feel, and to come up with a thematic idea for our redecoration.  
”

Hong Kong

“  
Brian was given very short notice to design a consistent and functional layout to meet the move-in deadline. Brian was able to develop innovative solutions to the challenges in order to achieve an exceptional look and feel for my New York home.  
”

NYC, USA

“  
Brian has demonstrated creativity in concept and a clear understanding of who we are as a family and what we are looking for in a family residence. The end result in terms of aesthetics is beyond our expectation and happily within our agreed budget!  
”

Singapore

“  
Words can not express how happy we are with the finished result. Our somewhat tired looking home has been given a new lease of life and is now a home office in the day, haven in the evenings and entertainment hub on the weekends.  
”

Sydney, Australia



## OUR SERVICES

We deliver eye-catching interiors for private residential properties, show homes and commercial developments. The services we offer are comprehensive, covering property procurement, design consultancy, planning and detailed drawings, project management, FF&E specification, installation and those all important finishing touches.

With an intrinsic understanding of the international property market and a global network of consultants, we seamlessly accommodate projects around the world, ensuring we always have someone on the ground to update our clients at every milestone. We are a collaborative studio and understand the value in enlisting the best experts in lighting, audio-visual, landscape architecture, art, crafts, product and furniture design in order to realise the full potential of each property.

## PROPERTY PROCUREMENT

Having worked with a vast and varying network of private clients and developers across Europe, the US and Asia-Pacific, Designed by Woulfe has specialist knowledge of UK and international property markets. Whether it's a primary residence, second home, rental opportunity or overseas investment, we will dedicate the time, attention and expertise needed to find a property that ticks every box.

We give objective, trustworthy and impartial guidance. Brian's comprehensive knowledge of the economical, sustainable and financial aspects of real estate enable him to critically evaluate property investment options. His extensive network of industry contacts means access to priority information and off-market properties for our clients. Our team will liaise with solicitors, valuers, surveyors, architects and contractors so that the process of expanding your portfolio is stress-free and seamless, with maximum return.

## INTERNATIONAL & LUXURY PROPERTY FINDERS

At Designed by Woulfe, we take a tailored approach to property procurement that aims to empower our clients with guidance, advice and inspiration.

The process begins with carrying out in-depth research into their unique requirements. However specific or niche these may be, we'll focus on sourcing, negotiating and securing the right property to achieve clearly defined lifestyle and investment goals. We consider everything - from practical factors such as location, size, timescale and budget - to personal preferences in architecture, design features and internal configurations.

Parallel to this, our team will be carrying out a deep-dive into the current market offering. This is where our market knowledge, insight, experience and contacts come into play. We know that buying a property can be a stressful process, especially if it's a second home in a location where you do not reside or are not familiar with. Whether it's a coastal hideaway or a picture-perfect countryside home, we apply the time and attention it takes to find your ideal home in the ultimate location. When the search is over, we negotiate the best possible terms for our clients before overseeing the transaction and conveyancing until all that is left to do is hand over the keys.

As well as acting as a search agent we offer consultation services on properties from extensive renovation projects to new builds. This means if a client is already considering a property but is in need of a trusted, expert second opinion, we are able to help.







“

Designed by Woulfe consulted with us over a twelve-month period to identify our family home, analysing the potential reconfigurations, renovation budgets and stumbling blocks associated with each property. Brian's advice meant we knew exactly how to pitch the offer when purchasing our home.

”

## RESIDENTIAL DESIGN

For over 15 years, our studio has crafted bespoke, memorable interiors for some of the most desirable homes in London and beyond. We have expertise in elevating modern new-build homes for smart living as well as revitalising period properties while sensitively preserving, restoring and celebrating their architectural DNA.

For those who are short on time or prefer to remain private, Designed by Woulfe can provide turnkey solutions from concept through to completion. Impeccable project management is at the heart of our business, so our team will manage a full home renovation or architectural and interior design project with precision and care in order to deliver a client's dream home on time, within budget and to an exceptional standard.

## BESPOKE RESIDENTIAL INTERIORS

A Designed by Woulfe interior is always centered on the client. Rather than simply creating an aesthetic environment, we are guided by two key factors: their current lifestyle needs and future aspirations.

We know that comfort and usability are at the forefront of residential interior design; the spaces we design are functional and structural in nature. However, we believe it's also about creating an environment that tells a story about the homeowner's life and enables them to thrive in an inspiring, uplifting space that feels authentic to them. This is why our guiding principle is to always take a bespoke approach, one that is unbound by a house style and uninfluenced by trends.

The right home environment is one that is effectively optimised to best support our lifestyles, lift our spirits, encourage us to fulfil our passions and provide comfort with feelings of belonging and relaxation. Designed by Woulfe will work with you to define your needs and work creatively in order to fulfil them through design. We can discuss any potential sustainability goals of yours and aim to make your home a healthy and environmentally friendly space, emphasising energy-efficiency wherever possible.



## SHOW HOME DESIGN

Our studio delivers eye-catching, memorable and targeted show home interiors for high-end property developers around the world.

We capture the aspirational lifestyle outlined to us by the client and translate it into a design vision that is synergistic with their brand and speaks to their audience. A Designed by Woulfe show home or marketing suite is always luxuriously styled, so that potential purchasers can instantly envision life within the development.

## DRIVING SALES WITHIN LUXURY RESIDENTIAL DEVELOPMENTS

Your flagship unit needs to stand out amongst an ever-growing property market. Our team is devoted to creating supreme show homes that make a lasting impression and ultimately help luxury property developers secure maximum sales.

We put the utmost effort into understanding each developer's target demographic as well as the buyers' lifestyle aspirations so that the show homes we design tell a story and intrigue potential home buyers through innovative and considered design.

Our focused team hones in on the details of each project, working in relation to the brief and budget while considering factors such as the target market, location and the developer's brand positioning.





## THOUGHTFULLY-CRAFTED SPACES

The show homes we design are classic, characterful and enticing enough to compete not only with other new builds, but also with the second-hand property market.



We do not take a cookie-cutter approach; every design aspect is well thought-out to showcase the individual capabilities of each space. From warm yet functional designs catered to growing families to dynamic, thought-provoking interiors that speak to high-net-worth individuals, we'll work closely with the developer's sales and marketing team to find out exactly what their buyer's lifestyle requirements are and what would appeal to their tastes.

Our show home interiors communicate to potential buyers what living in a particular development would look and feel like, while retaining an essence of malleability that will appeal to those who are eager to put their own stamp on their new home.



“ We reached out to Designed by Woulfe to create a timeless yet modern residence to showcase the penthouse collection for one of our newest developments in New York. Brian’s ability to create an iconic home that still felt fresh and dynamic enabled us to sell out in record breaking time. When creating a model residence for our penthouse collection we reached out only to Designed by Woulfe. Their aesthetic is the perfect balance of modern and iconic. ”

**Michael Mignosi**  
Director of Marketing  
Moinian Group

## COMMERCIAL DESIGN

Designed by Wolffe sees commercial interiors as marketing through design.

We are passionate about designing modern, luxurious commercial interiors that are expertly crafted and ultimately captivate our client's target clientele. As we expand our commercial interiors team and portfolio, we would be delighted to hear from boutique hoteliers, experience-driven restaurateurs and property developers.



STYLISH, SAFE & FUNCTIONAL DESIGN

The commercial spaces we design artfully combine elements such as furniture, artwork, signage and outdoor landscaping for a well-rounded visual and sensory experience.

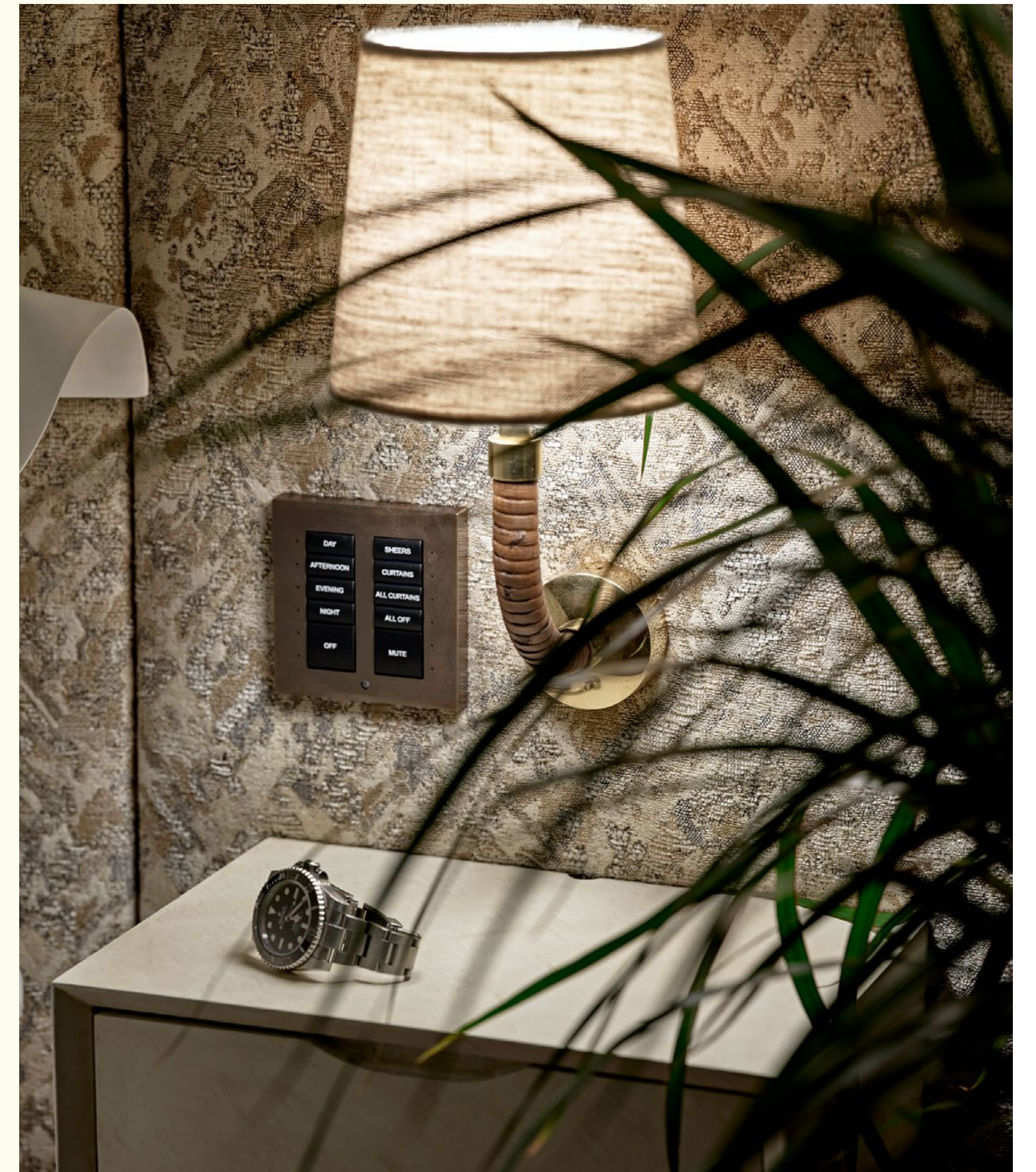




“  
Brian’s refreshing and innovative approach to modern tropical design promises to create some of Phuket’s more interesting properties over the next few years. Working with Brian on Malaiwana was a unique experience that allowed me to fully appreciate the extent of his enormous talent.

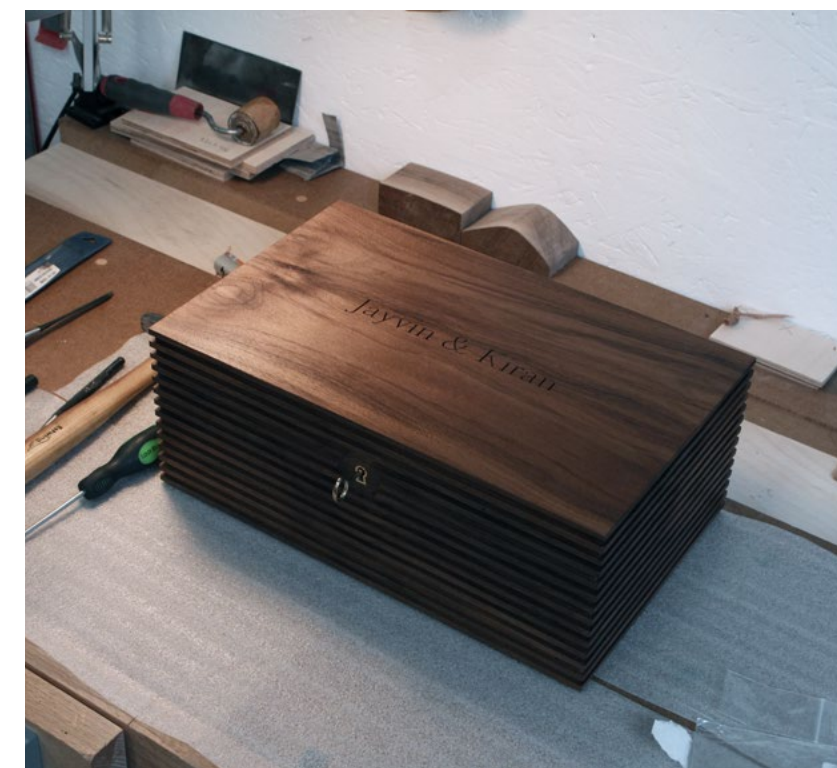
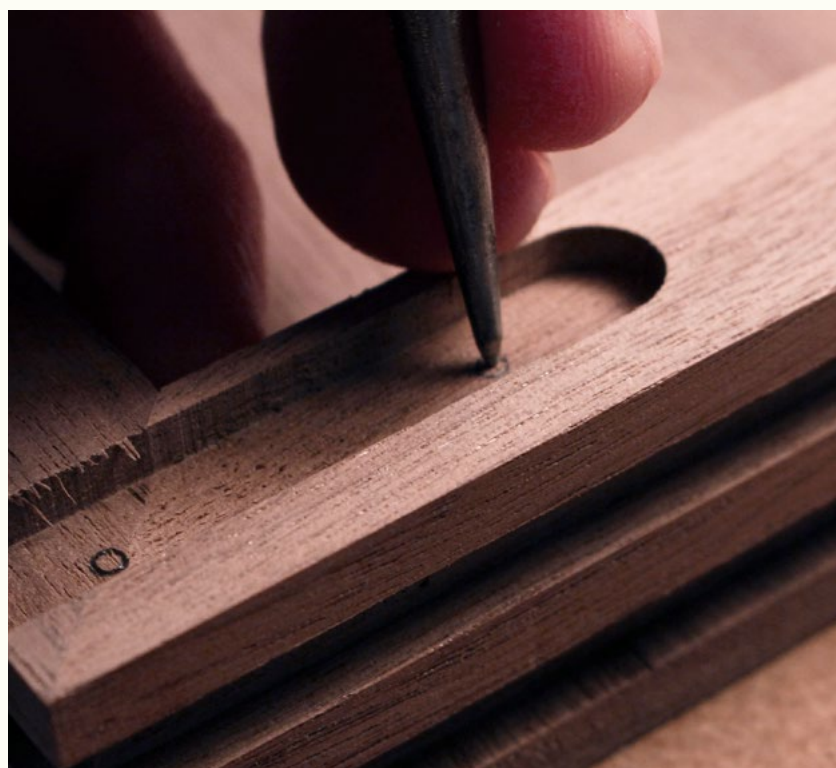
”  
**Stephen Paine**  
Developer  
Thailand

With our discerning eye and attention to detail, we will design a commercial space that’s tailored to suit the needs of your customers as well as your business. We focus on style and functionality whilst prioritising safety. Our goal is to build a space where your clientele can enjoy positive and unforgettable experiences which will inspire them to return.



## IT'S THE LITTLE THINGS

Interiors have the power to influence how we feel, how we act and how we live. At Designed by Woulfe, we believe that the objects we keep in our homes coexist alongside us, conjuring memories and in time, gathering stories of their own. One of our favourite parts of the job is honing in on the little details we learn about our clients and translating this information into finishing touches that surprise, delight and make each project truly personal.



## A SPECIAL BOX

Our studio often collaborates with British and international suppliers and artisans to commission one-of-a-kind interior components such as bespoke joinery, made-to-measure soft furnishings and heirloom pieces.

For a recent private residential project, we enlisted Charles Byron and Maria Gomez of bespoke furniture brand Byron & Gomez to create a special wooden box for our clients' two sons. This sentimental accessory was designed with the intention of storing the postcards which their father writes from their holidays together. The stunning handcrafted box adds a memorable and deeply personal touch to the interior design scheme of the family home.



## OUR PROCESS

Our design studio takes pride in fulfilling clients' wishes with enthusiasm, integrity, care and precision.

Whether developing the interior design scheme for private homes, residential developments, or in the commercial and hospitality sectors, we take on a tailored approach that is infused with our creative expertise and meticulous attention to detail.

We will take the lead if required and work tirelessly across time zones when necessary. Our dedicated site presence throughout ensures that deadlines are met and any challenges which may arise are dealt with efficiently. At every stage of the process, our team will always maintain a back and forth discourse to keep the client aware of key milestones.



This initial step provides the foundations for a successful interior design project.

- Working closely with our clients, repeat or new, we take a detailed design brief to understand their personality and needs and ascertain their precise wishes, both aesthetic and practical. We determine exactly what the client wants from their home, and how they see the space being used
- Our team considers every aspect outlined in the design brief in meticulous detail
- It's about your style, not ours. We discover our client's tastes and interests and use our design knowledge and discerning eye to develop a joint vision into a cohesive concept. This is conceptualised through initial layouts plans, concepts boards and other visual aids
- We not only listen but also provide inspiration based upon our years of experience in crafting luxury interiors
- This would also include details like timescale, potential constraints like listed building consent and required planning permissions.



Watertight interior design documentation is integral to the successful execution of a design project.

- Once the Design Brief and Concept Design has been approved by the client we delve into the design details to create a cohesive interior scheme which will bring the client's vision to life
- If working on aspirational show homes and other commercial properties for developers, we consider the demographic and lifestyle needs of the target clientele as well as the requirements of the key stakeholders
- When required, detailed renderings can be commissioned to sit alongside our detailed technical drawings pack. The technical drawings encompass floor plans and elevations, lighting, electrical and AV plans as well as detailed drawings for bespoke furniture and joinery
- At this stage other consultants' inputs are incorporated in the design development drawings
- A comprehensive list of the finishes, materials and FF&E (Furniture, Fixtures and Equipment) will be put together.



### STEP 3

#### PROJECT MANAGEMENT & REALISATION

This is when we see your property's true potential come to life.

- Our studio believes in the power of collaboration. Working closely with all key stakeholders, our priority is to keep each project running on time and within the agreed budgets
- We work closely with the appointed architects, project managers, contractors and suppliers to ensure that clear quality checks are being considered and the interior vision is brought to fruition by the best in the business
- We are highly skilled at dealing with all sorts of challenges. If there is a bump in the road, our team will enthusiastically find the best solution to overcome it, keeping time and budget in mind throughout the problem solving process.



### STEP 4

#### SNAGGING & FINAL FLOURISHES

In these last stages of an interior design project we bring furniture, ornaments and other final flourishes together artfully.

- From contemporary artworks to distinctive accessories and rare antiques, our exceptional finds will turn the house into a home
- Sourcing those final signature pieces will serve to complement and elevate the overall interior design of a property. We believe that every element of an interior design concept has the potential to resonate with the client and speak volumes about who they are, which is why we place great importance on the accessorising and embellishing stages
- Our team has spent years building and nurturing personal relationships with an impressive network of specialist suppliers, which gives us unique access to remarkable treasures from around the world
- After a thorough snagging process we make sure the property handed over is fully operational, finished and styled to the expected standard. All manuals, maintenance schedules and necessary paperwork is compiled and handed over to the client.

# CASE STUDIES



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CASE STUDIES

LITTLE VENICE, LONDON

Period Property Renovation // Elegant & Luxurious Design





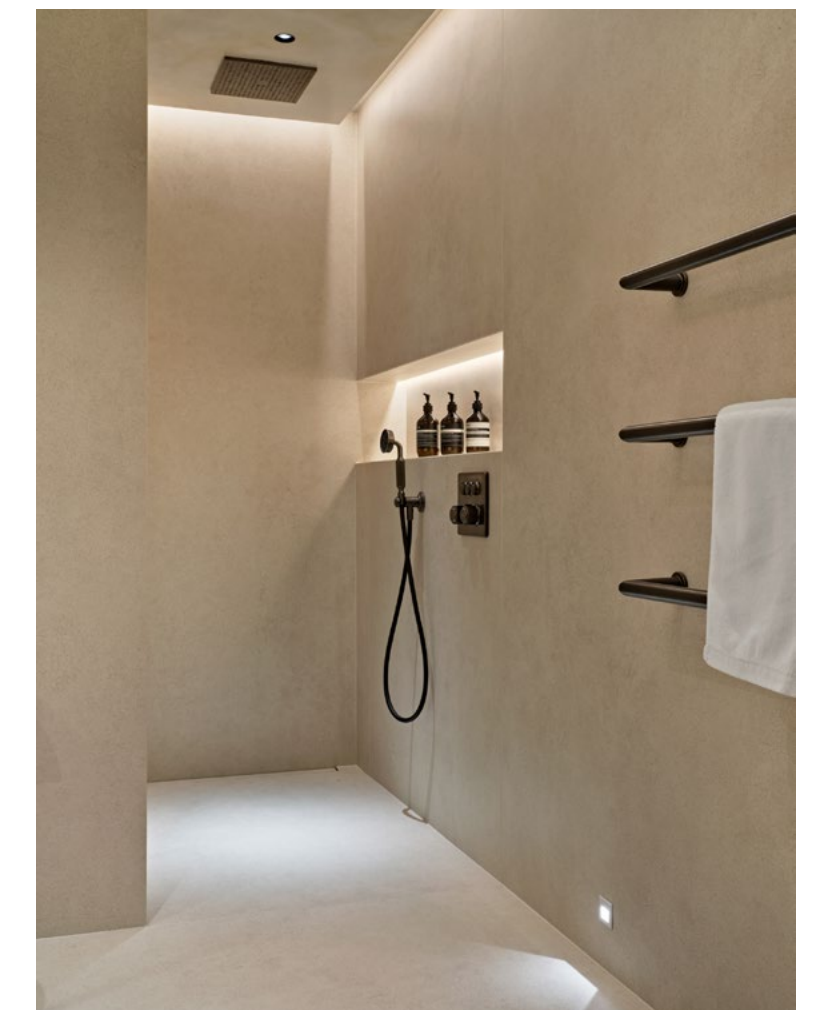
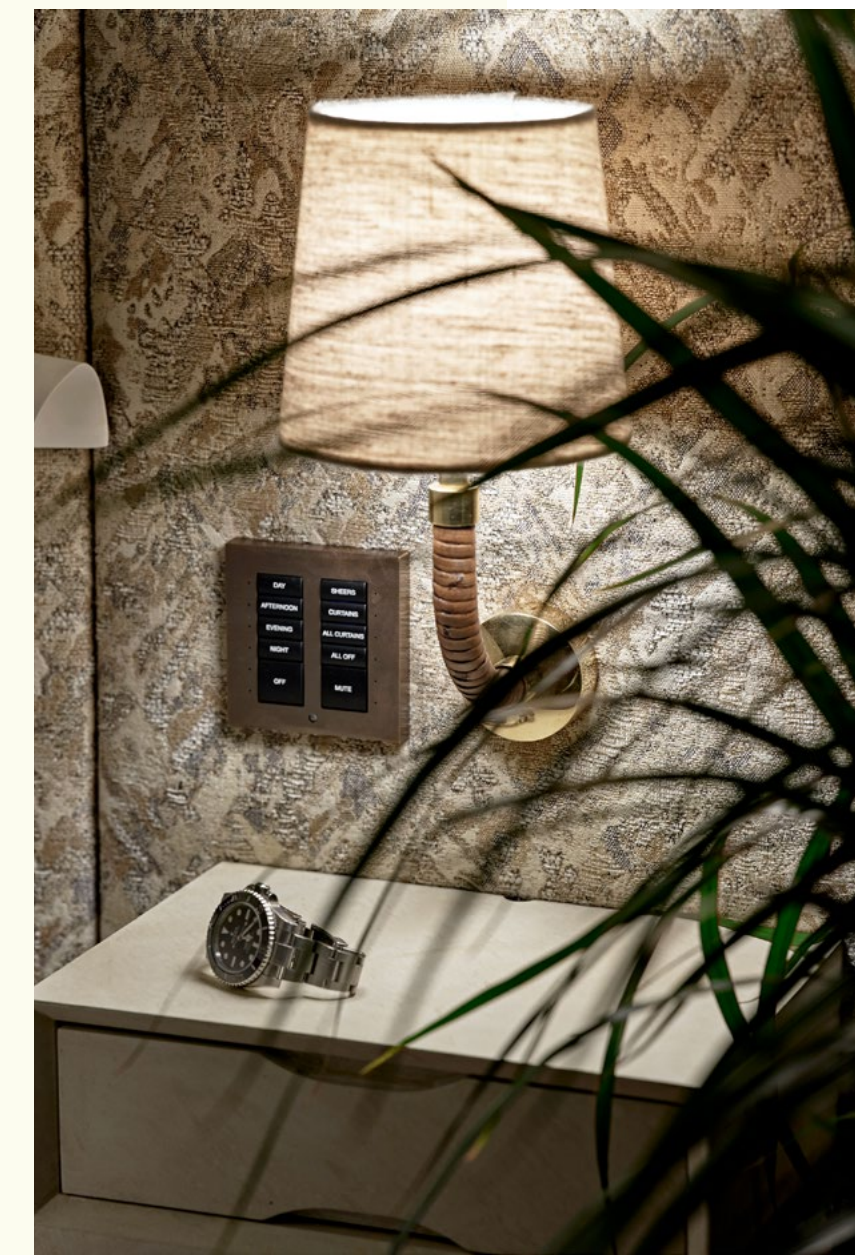
This period conversion underwent a full, back-to-brick makeover. Tired, aged interiors with fantastic potential were lifted and given a refreshed lease of life.

We coordinated the design schemes from room to room to ensure synchronicity and cohesiveness between spaces. High-end, high-spec interiors still feel lived in and personable, with bespoke shelves displaying sentimental items lovingly collected by the owner. During the renovation project, ample time was spent visiting stone yards and selecting the perfect wood stains for joinery. The finished result is a warm, inviting home that feels decadent yet comforting, with natural materials such as marble and wood used throughout.



The principal bedroom in this property is north facing, so it was important to factor this in when developing the colour scheme.

We opted for warmer tones like yellows, sands and golds to achieve a cosy, welcoming and relaxing atmosphere, something that is much welcomed when a bedroom risks lacking the warm glow of sunshine. A large painting by Fernando Casasepere takes centre stage above the vanity area which doubles up as a desk. When considering the right piece of art which would fit with the mood of the bedroom, it was important to ensure that it was hung and lit correctly too. We crafted an entirely bespoke, multilayered lighting scheme in the bedroom to highlight the art, and other key areas, such as the wardrobes and bedsides.



[VIEW FULL PROJECT](#)



HYDE PARK, LONDON

CGI Renders // Full Property Renovation // Sophisticated & Elegant Living

### View & Vision: Designing Luxury with a Backdrop of Kensington Gardens

Interior design lovers can achieve a sophisticated yet neutral high-luxe aesthetic by adding texture-diverse materials to the mix, like this concept for a Hyde Park adjacent apartment.





These enticing CGI renders of Park Modern demonstrate how you can achieve luxurious tonal neutrality with depth through splashes of texture and colour-contrasting soft furnishings.

Much like a gourmet dish, it's a pinch of style seasoning that is required, not a mountain.



HAMPSTEAD, LONDON

Full Property Renovation // Extension // Family Home











[VIEW FULL PROJECT](#)



PIMLICO, LONDON

Period Property Renovation // Cosy & Eclectic Interiors



This white stucco-fronted home in Pimlico became an 18-month labour of love during its total transformation. Despite challenging access, this 3-bed, 3-bath duplex apartment underwent a full modernisation, complete with a new heating and cooling system, home automation, and a complete reconfiguration of the space.

We curated an aesthetically attractive home that is both comfortable and stylishly designed. Golden brown hues in the wooden shelving and floorboards of the living room emphasise cosiness, while richer materials, including a swivel armchair adorned with luxurious Dedar fabric, a round marble table, and an Art Deco-inspired marble fireplace, elevate the space with notes of luxury design.

The beauty of natural materials is showcased in the stained oak joinery, seamlessly connecting the living, kitchen, and dining areas. Guillaume et Chambron dining chairs, reupholstered in plush patterned fabric, add another layer of material luxury. Thoughtful touches, such as the fluted wooden doors for the under stairs storage, create distinctive boundaries throughout the home.





Upstairs, the theme of stylish comfort continues with a Dedar Tiger Mountain fabric headboard, fluted wooden wardrobes, and side tables, further enhancing the opulent updates.

The powder room adds a touch of drama with textured wallpaper from Arte International and a striking wall-hung marble basin. The intentional clash of patterns and textures throughout brings intrigue and a subtle edge to this distinctive home.



[VIEW FULL PROJECT](#)



KINGS CROSS, LONDON

CGI Renders // Full Property Renovation // Manhattan Loft Style for Life in London



Muted tones, rich accents, and natural materials blend seamlessly to create a fusion of loft luxury, Art Deco elegance, and industrial chic. The space is reconfigured to maximise its expansive, airy feel, with large Crittall windows flooding the interior with natural light and offering striking skyline views. The open, lateral layout flows effortlessly into a substantial private terrace, enhancing the overall sense of space.

Subtle Art Deco details and splashes of colour elevate the design, while carefully selected materials like marble, metal, and glass maintain an industrial edge. The space remains intentionally underfurnished, allowing bold architectural features – high ceilings, curved walls, and industrial proportions – to take centre stage. Each element, from period-inspired fixtures to soft furnishings, complements the overall design, resulting in understated luxury with a distinct, Manhattan-inspired aesthetic.



[VIEW FULL PROJECT](#)

BAYSWATER, LONDON

Kitchen Renovation // Flawless Functionality // Subtle & Natural Design

Thoughtfully transformed, this super prime Park Modern property overlooking Kensington Gardens saw the fourth bedroom reimagined as a separate kitchen. The new layout elegantly redefined the apartment's floor plan, allowing for a living and dining room while establishing the kitchen in its own dedicated space.

This kitchen showcases how a subtler colour scheme can uphold sophistication by incorporating a variety of textures. Natural materials in neutral tones define the space, from the pale Mundy veneer kitchen cabinets to the luxurious worktops, splashback, and island. A calming pale neutral colour adorns the walls, and the smooth natural stone tiles on the floor enhance the serene atmosphere. Although the colour scheme conveys sophisticated simplicity, ideal for urban apartments, the fluted glass cabinet above the sink creates a dynamic focal point, further highlighted by hanging fluted glass pendants from British lighting designer J Adams & Co. Stained oak grain bar stools with leather tops soften the space, while the island's base, with its hand-finished liquid metal treatment adds depth, complexity, and opulence.





VIEW FULL PROJECT

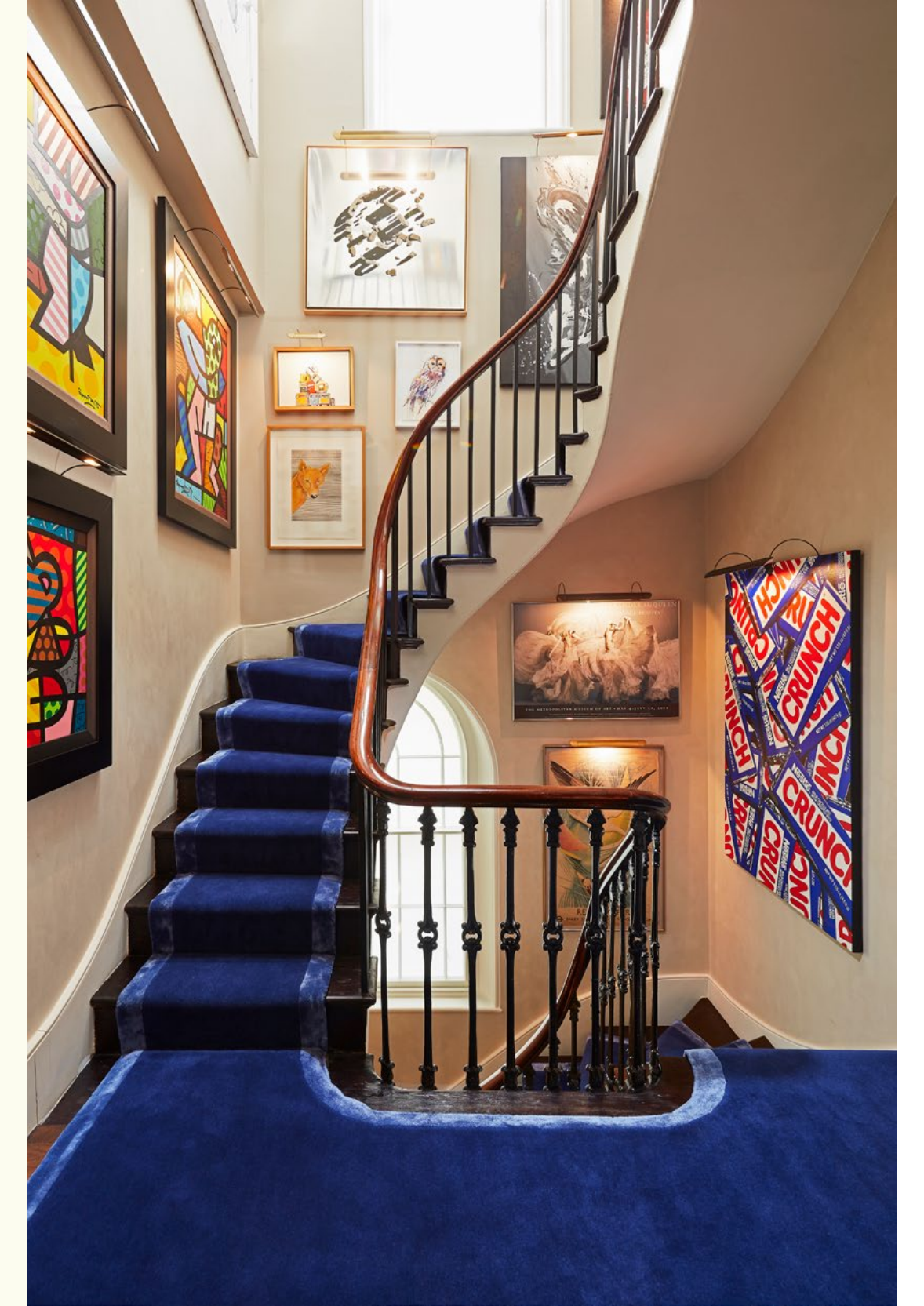


PRIMROSE HILL, LONDON

Luxurious Period Property // Residential Renovation // Eclectic & Playful Interiors

Our studio reimagined this leafy north-west London home with bold and beautiful interiors that communicated the owner's love of art, colour and eclecticism. Our client had two whippets, so we ensured that the interiors were dog-friendly while remaining exceptionally chic and luxurious.

Classic period home features such as high ceilings, wooden parquet floors and an original fireplace were given a modern touch with accent furniture, geometric shapes and custom-made soft furnishings. The grand entrance hallway with monochrome floors displayed the owner's impressive art collection which added personality and pops of colour. We made this part of the home all the more dramatic by placing a floor-to-ceiling mirror along an entire wall, softening the staircase with a plush royal blue runner and illuminating the space with antique wall lights.



[VIEW FULL PROJECT](#)



NOTTING HILL, LONDON

Full Property Renovation // Luxurious Family Home





Our clients on this project were an American couple residing in London with their three-year-old twin boys. With their hectic but home-oriented lifestyles, they wanted the interiors to feel like an inner-city sanctuary that was as luxurious as it was comforting while providing the perfect environment to create beautiful family memories.

As avid travellers, our clients were keen to replicate the design and feel of a boutique hotel in their home. Bold colours, textures and patterns gave a nod to old-world design in the charming guest bedroom. A four-poster bed and rustic lamp shades added to the antique and vintage feel.

A luxurious marble top bar was placed in between the media and drawing rooms, complete with all the necessary bar accessories for easy, elegant entertaining. The custom design seamlessly incorporated concealed appliances such as a wine fridge and ice compartment which were easy to use but cleverly kept out of sight.





### INTERIORS WITH SENTIMENT

Our studio love the playfulness and possibility that comes with designing spaces for little ones to play, learn and grow.

Children are just as responsive to interior design as adults, so we put in the same amount of effort and care into building and curating their spaces within a home.





“

A family home is for every member equally, no matter their age. We pride ourselves on truly taking the time to get to know the children within our clients' families and obsess over every detail, learning about their tastes, interests and dreams. Ultimately, we want them to feel like the space within the home that's specially designated to them, be it a bedroom, playroom or entertainment room, is one in which they can be themselves and thrive.

”

**Brian Woulfe**  
Managing & Creative Director  
Designed by Woulfe

KENSINGTON GARDENS, LONDON  
Sumptuous Apartment Living // Luxurious Central London Pied-À-Terre



### An Uncompromisingly Luxurious Central London Apartment

An uncompromisingly luxurious central London apartment, full of cohesive design, abundant light, and a sense of serenity.



[VIEW FULL PROJECT](#)



BANBURYSHIRE, UK

Old Vicarage Renovation // Classic Country House // Eclectic Playful Interiors



A classic country house with a fusion of old versus new, boutique-style design, and bespoke and antique pieces that give a nod to heritage, nature, and the joy of entertaining.

Step through the threshold at The Old Vicarage in Oxfordshire, and be bathed in a blissful countryside home. Thanks to its carefully curated design, the look is eclectic, yet classic and lived-in, yet chic.







In all, the varied types of art, colour, and soft and hard furnishings within The Old Vicarage emphasise the eclecticism of the space, combining the best of period, modern, bespoke, hotel chic, and nature. - a house about the easy life where the old and the new find a synergistic rhythm.

[VIEW FULL PROJECT](#)



SALCOMBE, DEVON

Old Baptiste Chapel Renovation // Chic Coastal Living

Located in the heart of one of England's iconic seaside towns is this former Baptist Chapel, with spectacular panoramic views over the harbour and Kingsland Estuary.

Our interior design studio carried out a complete renovation and refurbishment on this unique four-bedroom home for a returning client. Set in the hills against a coastal backdrop, Managing Director Brian Woulfe saw the potential in this project from the moment he visited the site.





The distinctive home boasts contemporary living spaces suitable for modern family living. We wanted to create defined areas where individual family members could spend time comfortably focusing on wellness, work, or schooling.

A custom tiled room divider fireplace is an efficient and stylish solution, serving more than one purpose. It subtly divides the room into different zones, allowing the homeowners and their guests to enjoy the comfort and warmth from wherever they choose to sit. Glass doors in to the multi-function room allow for privacy while maintaining a sense of connectedness.



[VIEW FULL PROJECT](#)



BATTERSEA, LONDON

Domus Hosting Kitchen // Inviting & Earthy Design

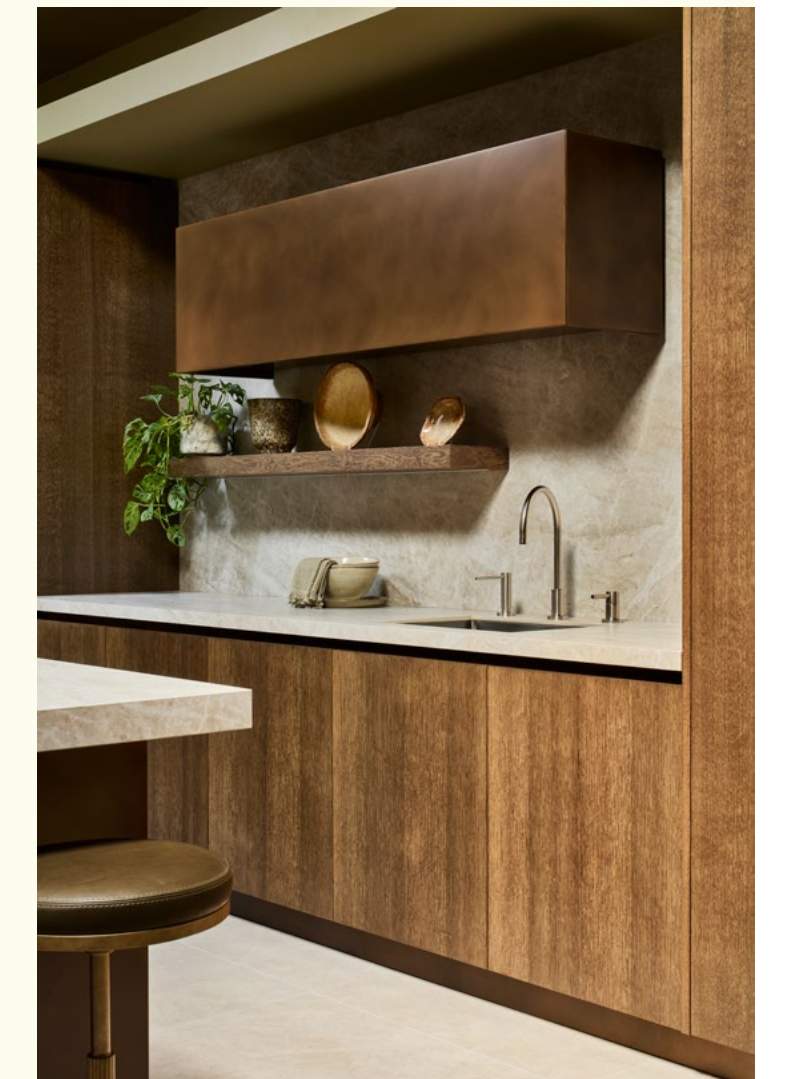




We were delighted to act as design consultants for the new Domus Hosting Kitchen in collaboration with Roundhouse Design. We curated a dynamic space perfect for roundtable discussions, CPD sessions, cocktail receptions, and dinner parties.

The Domus Hosting Kitchen creates feelings of inspiration, fun, and community through a palette of muted yet richly earthy tones, making it the beating heart of this thoughtfully designed, fully functional showroom.

Vert de Moneteau Argile paint on the walls, bespoke stained joinery and porcelain slabs on the kitchen worktops, splashback, and central cooking island create a mood balancing environment. The brass kitchen stools feature intricate grooving and T-bar footrests, finished with moss-green leather tops. The luxury branched Haara pendant from London-based Cameron Design House beautifully diffuses the light through hand-drawn glass – a striking piece fitting for virtually any interior aesthetic. A custom designed banquette sofa in earthy terracotta tones creates a social and comfortable space for inspirational collaboration.



[VIEW FULL PROJECT](#)



MALLORCA, SPAIN

Full Property Renovation // Coastal Holiday Home // Light & Breezy Interiors





This characterful home away from home won the 'Residential Interior Private Residence Spain' award at the European Property Awards 2020.

Our client for this project was searching for a Mediterranean holiday home to escape to in the summer months. We carried out a full property procurement, renovation and interior design service and found an investment property with huge potential, later turning it into the space of his dreams.

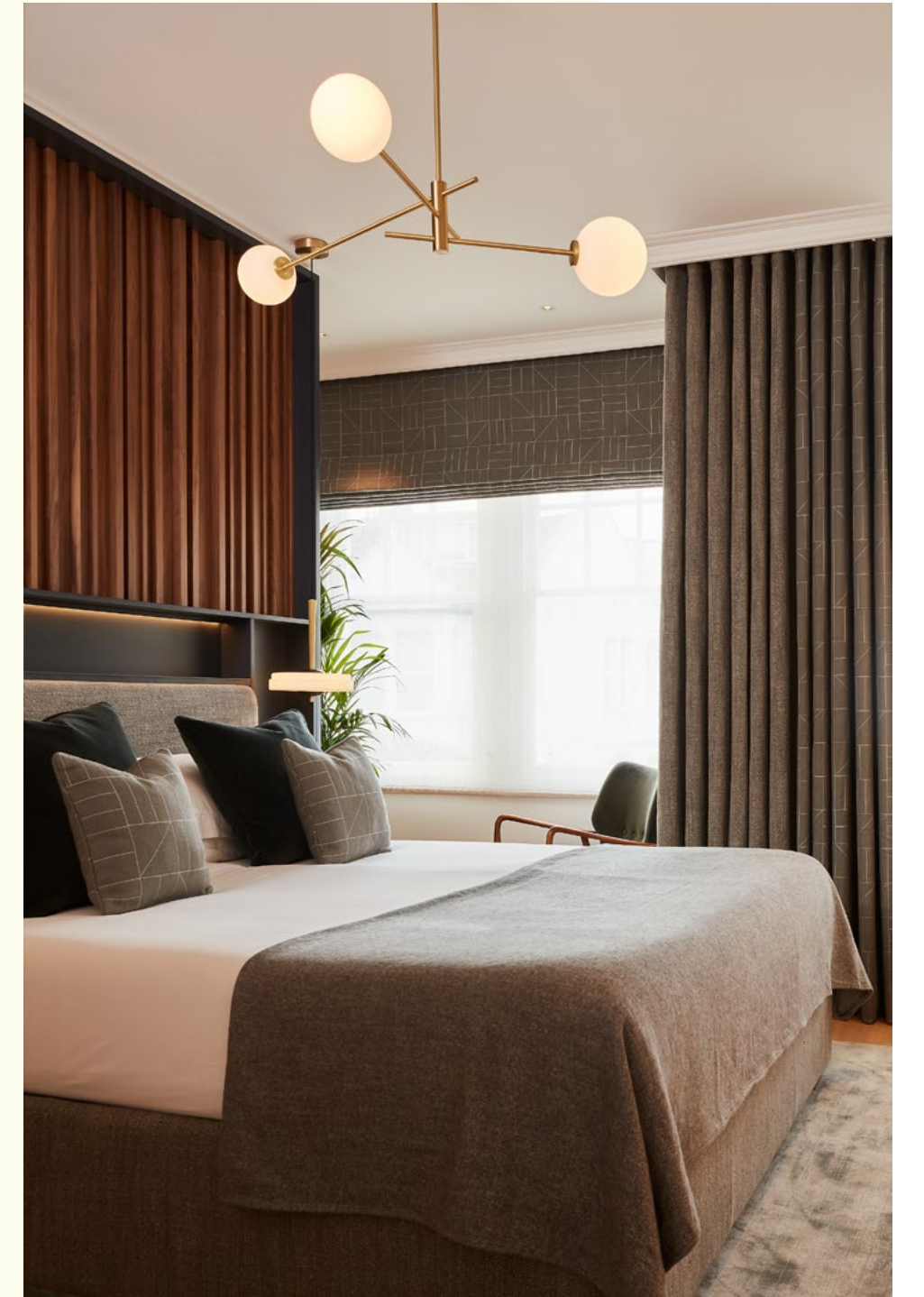
Our concept was to create a bright, cool space which utilised natural materials - such as metals and stone - to maintain the property's rural character whilst delivering a pared back elegance. We teamed up with award-winning lighting designers John Cullen Lighting and local architects, contractors, artisans and craftspeople, using local materials wherever possible in the design scheme of this stunning villa.

[VIEW FULL PROJECT](#)

PARSONS GREEN, LONDON

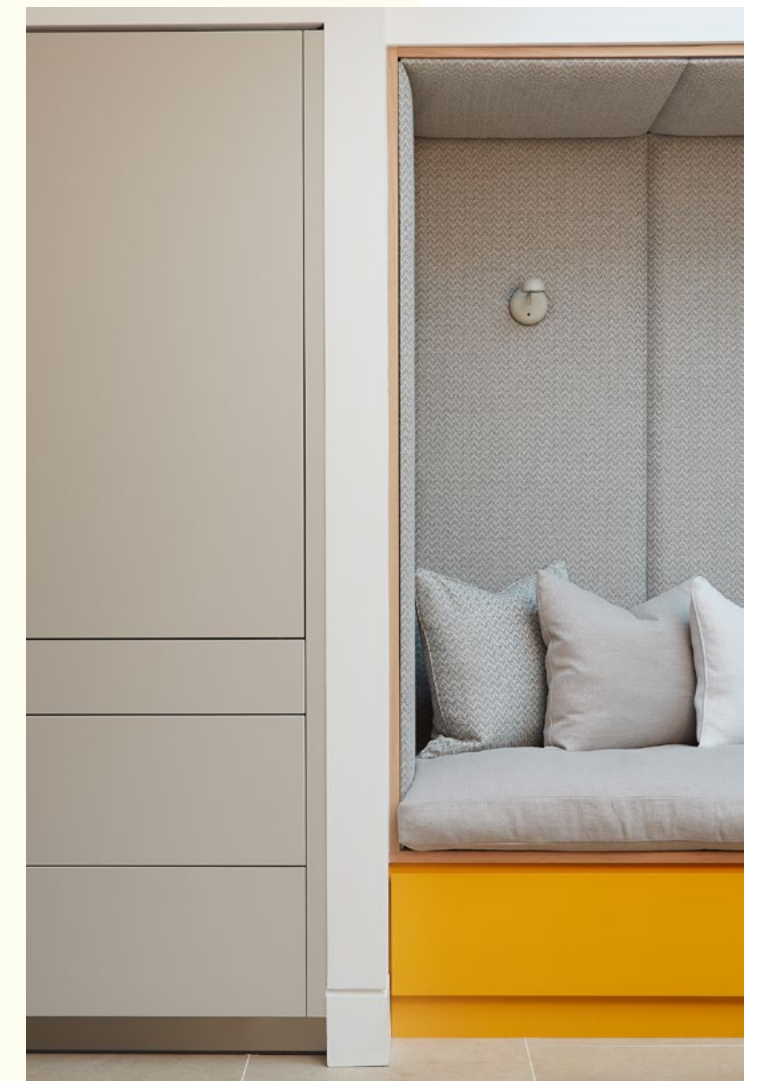
Full Property Renovation // Mid-Century Inspired // Family Home





Our team carried out a complete back-to-brick refurbishment and extension to transform this private residential property into an inner-city sanctuary suitable for both relaxing and entertaining.

The mid-century modern design scheme for this family home is seamlessly reflected throughout the interior and exterior. We wanted it to feel contemporary, luxurious and sophisticated while remaining warm and inviting. A sense of harmony and unity is achieved through the subtle repetition of distinct design elements, and the communal living spaces are transitional, making them fit for all members of the family.



[VIEW FULL PROJECT](#)



FULHAM, LONDON

Functional Family Home // Colourful & Dynamic Interiors



For this busy West London family with three children, two dogs and a fifteen-year-old goldfish, a colourful and dynamic home to provide comfort, relaxation and also space for fun and entertainment was required.

We played with a combination of bold and pared-back interior design elements, juxtaposing minimalist and maximalist design throughout. The modern extension to the rear of the property replaced a much-loved and well-worn previous kitchen. The new kitchen and dining area we created were striking, clean and modern, complete with a designated space for the family goldfish.

We added character to the home with decorative accessories. Italian Murano glass pieces of varying shapes and colours captured and reflected light in the eclectic living room. The principal bedroom was kept traditional and neutral to provide a calming, serene sanctuary for the parents, while the children's rooms were playful and reflective of their individual hobbies.



[VIEW FULL PROJECT](#)



ST. JOHN'S WOOD, LONDON

Classic Period Property // Full Renovation // Art Deco Inspired Interiors



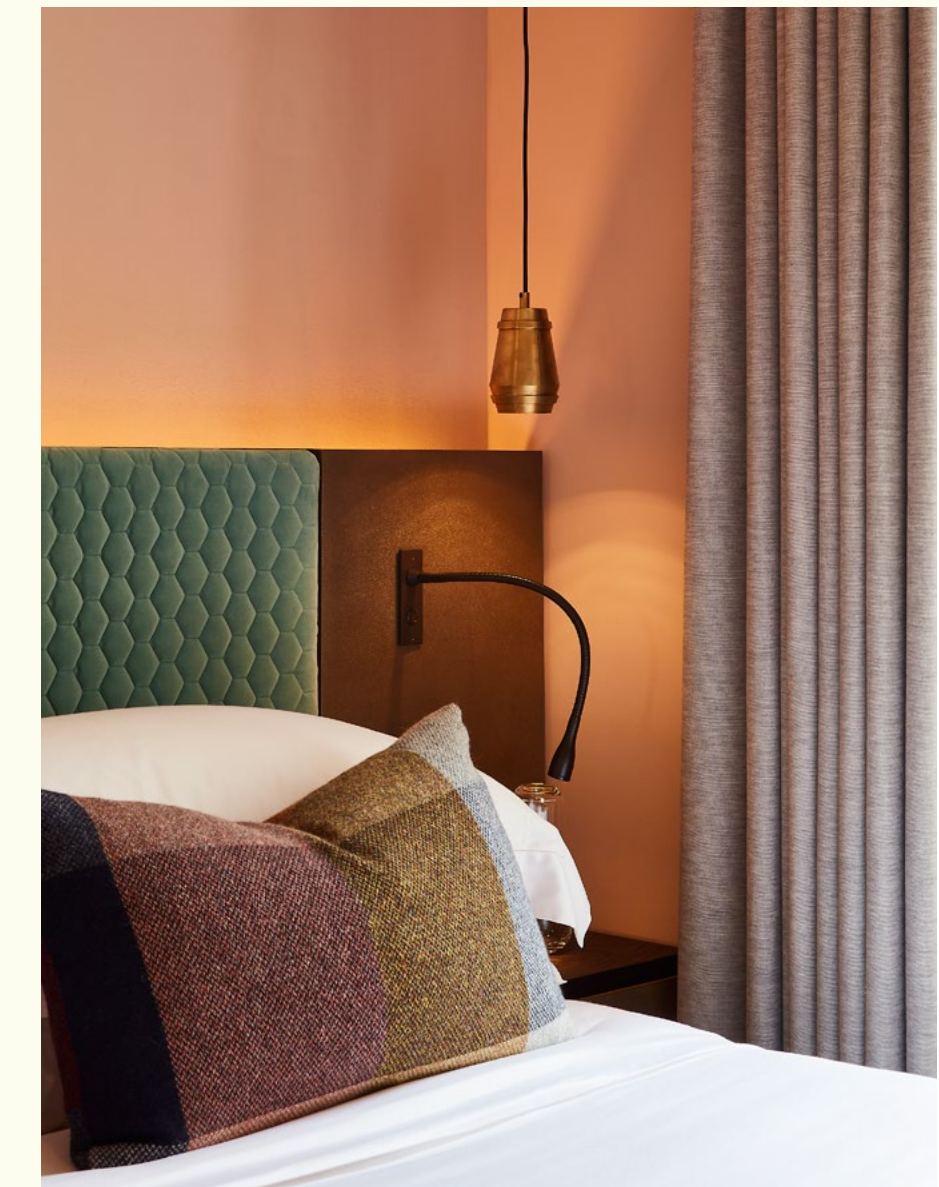
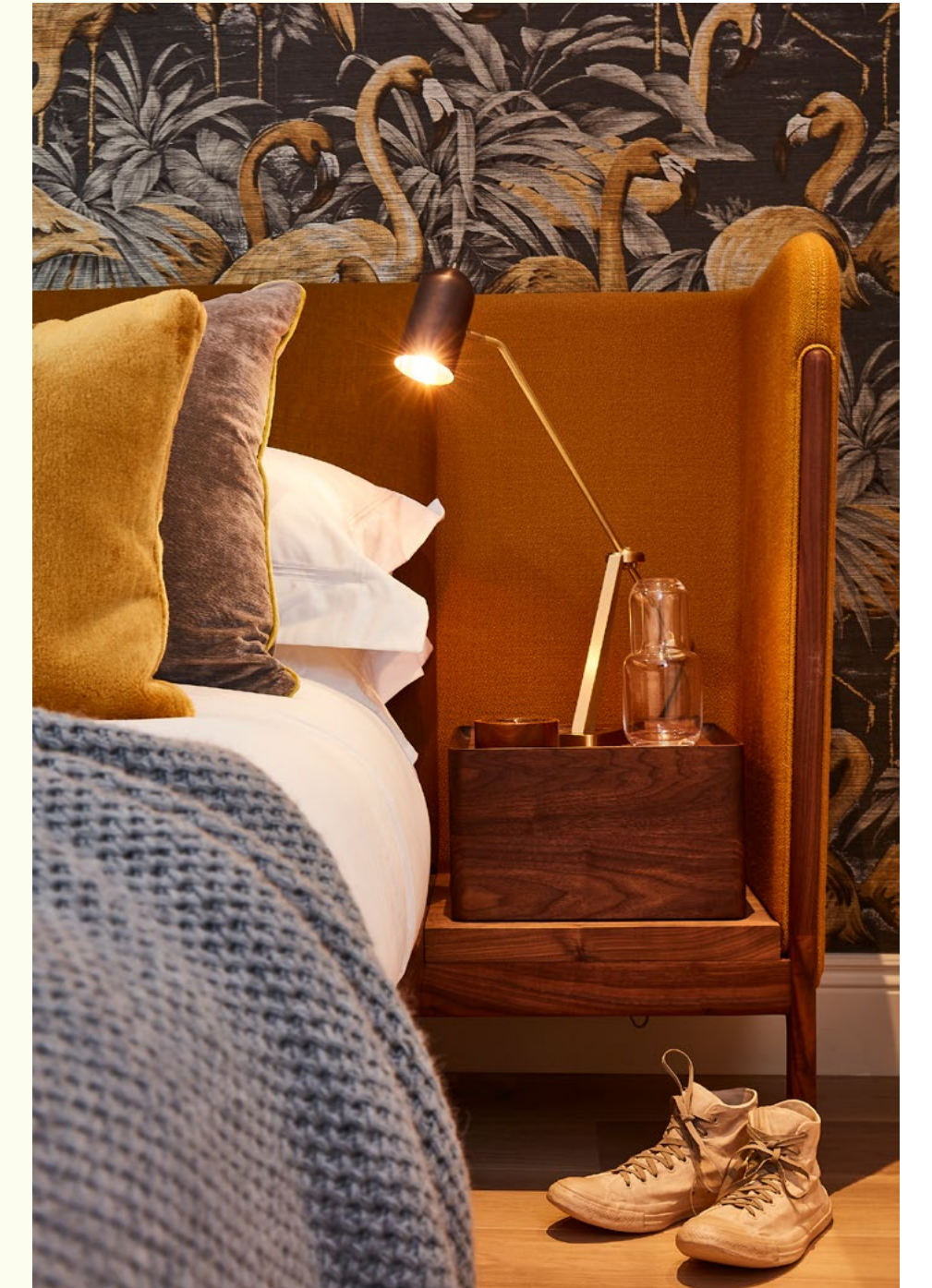




This three bedroom home on London's much desired Hamilton Terrace required a time sensitive back-to-brick refurbishment which our studio completed in under four months.

We provided full interior architectural services and took design inspiration from a combination of eras, particularly Art Deco influences from the 1920s, which we fused with the classic period features of the apartment.

We created more space by returning the ceilings to their original late-Edwardian proportions and converted the living area into a large, multi-purpose space where the kitchen, living and dining spaces all flow into each other. This injected a sense of modernity and created a warm, relaxed and comfortable environment. Award-winning specialists John Cullen Lighting created a bespoke lighting scheme and the bedrooms were fitted with functional, beautiful pieces of custom-made furniture and joinery.



[VIEW FULL PROJECT](#)

PHUKET, THAILAND

CGI Renders // Luxury Private Residence // Stylish Beachfront Design

Due to a non disclosure agreement CGI renders are displayed in place of finished images.

[VIEW FULL PROJECT](#)



PHUKET, THAILAND

CGI Renders // Luxury Private Residence // Nature-Inspired Design

Due to a non disclosure agreement CGI renders are displayed in place of finished images.



Our vision for this 3000+ sqm property in Phuket was to create a serene, modern space with earthy colours, influenced by the surrounding natural environment. The interiors are an opulent, modern take on oriental-style architecture, with a coastal-inspired colour palette that creates an atmosphere conducive to calm.

Each room in the property was a suite featuring its own living, bathroom and wardrobe areas as well as a private terrace with ocean views. Low Oriental-style beds, in-room freestanding baths and large mirrors positioned deliberately to reflect light make the space feel all the more expansive.



Due to a non disclosure agreement CGI renders are displayed in place of finished images.



SUB-SAHARAN AFRICA

Master Planning // Luxury Private Residence // Private Spa Complex

# OUR SUSTAINABILITY PROMISE

As Designed by Woulfe evolves, we are committed to making sustainability “business as usual” by seamlessly integrating environmentally-friendly practices into every aspect of our operations.

Our studio plans to address sustainability at three levels - client projects, our own operations and the wider community. Guided by these principles and informed by the UN Sustainable Development Goals, we have outlined a clear strategy for reaching our targets and measuring our progress along the way.

Brian’s vision is for sustainable products to be the norm, without the premium price points, and for information about the environmental footprint and sustainable credentials of products to be more readily available.

Designed by Woulfe is a founding signatory of Interior Design Declares, the UK strand of a global petition movement to encourage action by the industry to address the effects of climate change. Brian Woulfe is also a member of the Sustainability Committee of the British Institute of Interior Design (BIID). For more information on our commitment to sustainability, visit our website.

“

*As part of our commitment to Interior Design Declares, Designed by Woulfe has taken the step to better understand our own carbon footprint and take educated action to reduce it. To do so, we have enlisted a group of sustainability consultants, Sustaineers Consultants, to help us calculate and estimate our footprint for our last financial year. This has covered all of our activities both at our London base and at our project sites. It includes materials we buy and how they are used in homes during their lifespan. Looking ahead, we are planning how we can reduce our emissions and tracking our progress by regularly measuring our footprint and reporting on it yearly. What we cannot reduce will be offset through the Gold Standard offset projects.*

”

## SUSTAINABILITY IN DESIGN

Sustainability in our projects can be as subtle or prominent as the client wishes, but it will always be one of our key considerations. We will source products and materials as locally as possible, prioritising those that promote a healthy indoor climate, from companies with transparent supply chains. We will keep waste to a minimum by helping clients to repurpose, sell or recycle unwanted furniture, and by ensuring construction waste is recycled where possible. Avoiding “fast furniture”, our studio will inspire our clients with timeless design choices and products which are made to last.

## CARBON OFFSETTING

We calculate our carbon footprint and take steps to reduce our emissions as well as offset what is unavoidable. Through our offsetting, Designed by Woulfe chooses to support a programmes which helps to improve living conditions in a sustainable way for communities who have been disproportionately affected by climate change.

## INSPIRING & EDUCATING OUR CLIENTS

We will provide our clients with context for our decisions throughout, explaining the impact and importance of designing with sustainability in mind. When we have completed each project, they will receive their home’s sustainability story, outlining how the design improvements have had positive, or avoided negative, impact on the environment. For those who are particularly interested in sustainability, or for corporate clients who are looking to report on this, we can also offer to calculate the carbon emissions for the particular project.

## INFLUENCING OUR INDUSTRY

As a multi award-winning studio which operates internationally, we understand the influence we have within the industry. We are keen to use our industry profile in a positive way, to raise awareness within the world of interior design and inspire other designers and peers to make similar commitments.

## BOOK A CONSULTATION

At Designed by Woulfe we take the time to understand our clients' wishes so that we can tailor our interior design services to the individual requirements of each project.

To discuss a property or for further information, please contact us at [info@designedbywoulfe.com](mailto:info@designedbywoulfe.com).

No matter the scope or scale of a project, the initial step in our process is to arrange a complimentary consultation with Managing & Creative Director, Brian Woulfe.

BOOK NOW

More information along with a selection of Designed by Woulfe's featured projects can be found on our website and social channels.

[designedbywoulfe.com](http://designedbywoulfe.com)



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