# THE





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 $I\ SPY\ Secrets$  of Corinthia Hotel London - p.8

THE FUTURE LABORATORY Reassuringly Intelligent — p.12

RICHARD BRENDON CROCKERY Regenerating Heritage — p.18



#### INTRODUCTION

I'm delighted to introduce the first issue of The Column: Corinthia Hotel London's newspaper. Curated exclusively for you, our guests and friends.

We are incredibly excited about what the next few months have in store for the hotel, with The Future Laboratory moving in as part of our In Residence programme, and a relaunched afternoon tea using British-made china by Richard Brendon.

As autumn approaches, we are getting ready for the opening of a new restaurant with chef Tom Kerridge at the helm.

During his interview for this issue he tells us about his approach to British food and dining culture.

We hope you enjoy everything we have to offer.

Happy reading!

Thomas ble.

Thomas Kochs Managing Director

#### THE COLUMN









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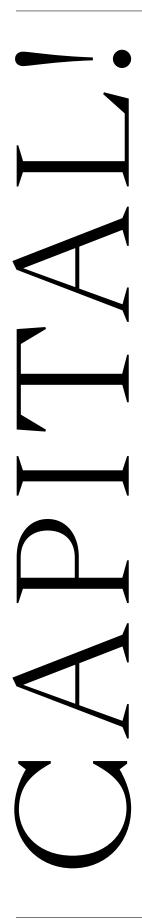
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MAIN FEATURES



The coming months are full of activity in London, with key dates for your social calendar and plenty to see and do in the city's galleries, museums and theatres. This is where you'll find us in the capital this season...

# -28JULY

Opera Holland Park

Regarded as one of the most accomplished opera companies in the UK, with an extraordinary history of producing rarities as well as popular favourites, enjoy in the unexpectedly smart covered space in the heart of the park with delightful picnic options. More info at **operahollandpark.com** 

# 23 JULY -30 SEPT.

The State Rooms and Garden Tour, **Buckingham Palace** 

For 10 weeks each summer visitors can explore the magnificent State Rooms; the rooms where The Queen and members of the Royal Family receive and entertain their guests during ceremonial and official occasions. More info at royalcollection.org.uk

# 25-27 AUGUST

Hampton Court Palace Food Festival

With everything from oysters and sausages, to brownies and crepes, you can eat your way around over 100 artisan producers against a backdrop of an iconic, historic building. There are also masterclasses and live cooking demonstrations by top British chefs and foodies. More info at **hrpfoodfestivals.com** 

# 15-23 SEPT.

London Design Festival

London Design Festival celebrates and promotes London as the design capital of the world. The Festival returns to venues and institutions across the city with different Design Districts popping up from Bankside to Fitzrovia, Marylebone to Clerkenwell. More info at

londondesignfestival.com



#### The Mirror

by Pablo Picasso Tate Modern Exhibition

# SEPT.

#### Tate Modern

Picasso 'Love, Fame, Tragedy'

The Tate Modern is always worth a visit for its amazing space and architectural design, but this summer it is hosting its first-ever solo Pablo Picasso exhibition. The artist's story is told through more than 100 paintings, sculptures and drawings, mixed with family photographs and rare glimpses into his personal life.

More info at **tate.org.uk** 

### Regular Favourites

#### National Theatre

Various

The renowned National Theatre is only a 10-minute walk from the hotel, and has a rich and varied schedule of plays and events throughout the summer, including Julie, with The Crown actress Vanessa Kirby, and the much-anticipated Lehman Trilogy. Tickets can be bought online at nationaltheatre.org.uk

#### Maltby Street Market

Saturdays 9am-5pm, Sundays 11am-5pm

South of the river is a foodie haven with Borough Market a must-see for fans of fresh produce, deli counters and the famous Monmouth coffee. But venture a little further towards Bermondsey and you'll discover Maltby Street Market, set up along the Ropewalk in the shadow of the railway viaducts. We'll probably be by the Bad Brownie stand. More info at **maltby.st** 

#### Columbia Road Flower Market

Sundays

If you're up for an early start, we thoroughly recommend embracing the floral summer spirit on Columbia Road — an unassuming street lined with independent shops that on Sundays transforms into a flower paradise. Market traders are there with an array of blooms, but be prepared to get swept along with the crowds. More info at columbiaroad.info

LONDON LIFE

LONDON LIFE

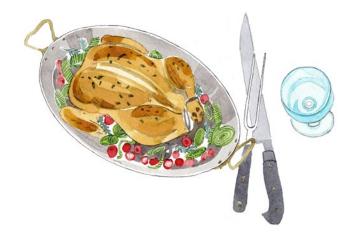
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# Tom Kerridge



A Very British Flavour

"We are a country steeped in history with amazing produce, and I want to play to the best of that"



FOOD & BEVERAGE

FOOD & BEVERAGE

CORINTHIA HOTEL LONDON 6 THE COLUMN 7

Hospitality is not just work for
Tom Kerridge, it's a vocation, and
one that informs everything he
does. The chef made his name at
The Hand and Flowers in Marlow,
the first-ever pub to gain two
Michelin stars. The Coach and
The Butcher's Tap followed, plus
TV presenting and a handful of
best-selling books. Now he's making
his London debut as Executive
Chef for a new restaurant here
at Corinthia Hotel London

It's an exciting step-change — from 50 seats at The Hand and Flowers to 90 covers plus 50 in the bar at Corinthia Hotel London; from small Chilterns town to the metropolitan heart of London. 'It's like getting on a rollercoaster. You don't know where it's going to go, you're a bit nervous about it, but you know you'll get off at the end and it'll all be okay,' he laughs.

Kerridge is known for his big, bold flavours — and he promises to make eating at the hotel a relaxed, British brasserie-style dining experience. Refined, yes, but recognisable, nothing too fancy, faddy or fiddly.

'There's nothing fashionable about me,' he quips. 'I like to make places feel like they've always been there. I don't want to scare people off with technique or new flavour combinations. I'm not interested in pushing boundaries. I'm interested in finding great ingredients and treating them with love and respect and making sure they're served simply so people can recognise it.'

It's a theme he warms to: 'I don't want to make people say, "Ooo this is interesting." I want them to ask, "Why haven't we eaten here before?" We are a country steeped in history with amazing produce, and I want to play to the best of that.'

Kerridge has made his name as a doyen of British food, but, unlike Italian or French food, it can seem undefined. He's clear on what it means to him: 'British cuisine is hugely eclectic. Britain has people from all sorts of

backgrounds, which gives us a massive mix of flavours. I personally learned to cook with a classic French understanding of stocks and sauces and the use of dairy. Then I use British ingredients — British dairy, British beef, fantastic fish from Cornwall — in that style.'

The menu will reflect British produce as it's shaped by the seasons.

'We're really fortunate to have defined and different spring, summer, autumn and winter months which means we've got the opportunity to evolve our menus to suit your mood through the year.

In the summertime we love salads and strawberries but in the winter we want to sit in front of a log fire and eat a beef stew. That's great. It gives us the chance to keep things moving.'

This is part of Kerridge's hospitality heart and soul, for you to feel like you want to come back. 'If you eat with us twice a month you'll find something new to try; if you come two or three times a year and want to come back for the same thing, you can do that too.'

This search for a partnership with the right heart and soul has meant he's been biding his time for over four years. 'At Corinthia Hotel London guests always come first and that's something I've whole-heartedly embraced. I knew straight away it would be a happy marriage.' Surely putting guests first is obvious in hospitality... 'Yeah, the clue's in the name! You can distance yourself from it though and say, "I work in a restaurant" or "I work in a hotel". You can make it about the place rather



Tom Kerridge photo by Cristian Barnett

than what the work is achieving.

My mindset is different, it's about making sure people have a nice time.

That's our role — not being a chef, or maître d' or top barman.'

It sets him apart. We're very lucky you're coming to eat with us. Of all the places you can eat in London you're choosing us. That's amazing. Thank you very much. I hope we live up to your expectations and deliver great food.'

In a city where there are hundreds of options and different cuisines, and always a restaurant opening offering something new to try, it might seem intimidating, but he's unflustered. 'I know what and how I like to cook. I hope that ticks the box for most people when they eat out. New, dynamic, fashionable restaurants are amazing but you might only eat in them once. I want to establish the kind of place where people come and eat once a week.'

Because you, the guest, are Kerridge's raison d'être. Not the alchemy of ingredients, plaudits from critics, or the need for status. It's hospitality through and through.

Words By Johanna Derry

THE COVER INTERVIEW

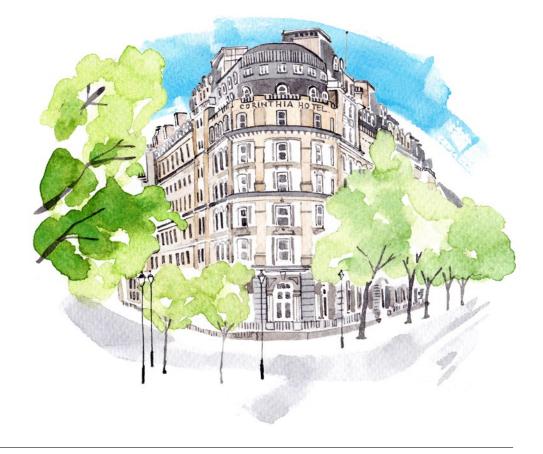
THE COVER INTERVIEW

CORINTHIA HOTEL LONDON 8 THE COLUMN

## I SPY

Secrets of the hotel.

If walls could talk...



When Corinthia Hotel London moved in to the grand and distinctive building on the corner of Northumberland Avenue and Whitehall Place, we inherited an equally unique heritage. Since opening we have discovered stories (and secrets) about illustrious former residents, guests and visitors. The building's history has proven endlessly fascinating and elicits a frisson of intrigue about what these rooms and corridors have seen. If walls could talk...

In The Beginning...

The building was originally built as the Metropole Hotel and opened in 1885.

In its first brochure, the hotel declared it was 'particularly recommended to ladies and families visiting the West End during the Season and travellers from Paris and the Continent arriving at the Charing Cross Terminus.' We love the thought of finely-dressed ladies and gentlemen strolling up to St James and Buckingham Palace, or along the river under parasols.

#### Winston And The War Years

On the 11th hour of the 11th day of the 11th month of 1918, Sir Winston Churchill was working in this building, looking out of the window when Big Ben struck signalling the end of World War I. In 1916, thanks to its Whitehall proximity and location at the heart of London, the British government requisitioned the Metropole as offices and accommodation for The Ministry of Defence staff working on the war effort. Before he was Prime Minister, Winston Churchill worked frequently out of the Metropole and it is recorded that it was out of his office window in this very building that he watched people celebrate on the streets, upon hearing the bells chime for the end of the war.

#### Ministry Of Defence

During World War II the hotel provided office accommodation for the Air Ministry and the Ministry of Defence

On the 11th hour of the 11th day of the 11th month of 1918, Sir Winston Churchill was working in this building, looking out of the window when Big Ben struck signalling the end of World War I.

and it is the MoD's former presence that gives the building its reputation as 'spy HQ' for the British secret service. It is recorded that room 424 became the first home for MI9 and its sub-division, the Special Operations Executive, and later the holding point for one of the model planning beaches for D-Day. As befitting a building with this heritage, there are various tunnels and passages under the road to and from the hotel, that took officials to the neighbouring government offices. Today, they are locked up and remain top secret.

#### Unidentified Flying Rumours...

After World War II, the building continued as a government office for

the Ministry of Defence. The imminent threat of war may have abated, but there were many other alleged activities, including the story of a special office in the building that, up until the early 2000s, was dedicated to the monitoring and sighting of UFOs.

#### Elementary

"When you have eliminated the impossible, whatever remains, however improbable, must be the truth..."

Sherlock Holmes, The Sign of the Four, written by Sir Arthur Conan Doyle.

Our building was also a source of inspiration for fictional spies. Sir Arthur Conan Doyle, who wrote *The Adventures* 

of Sherlock Holmes, was a regular guest at the original Hotel Metropole, and the nearby Sherlock Holmes pub contains many images and souvenirs of Holmes, his companion Dr. Watson and his adversary Moriarty.

The Metropole is referenced in Sherlock Holmes' famous mystery *The Hound of the Baskervilles* among others.

#### 007

Even James Bond visited the building, when *Daily Express* artist Yaroslav Horak depicted it as the MI6 headquarters in his *Bond* comic strips. In a nod to this fictional legacy, the James Bond movie *Skyfall* hosted its press conference here in 2011.

HERITAGE

HERITAGE

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#### The award-winning team arrive at Corinthia Hotel London this summer



Michael Sager



Marcis Dzelzainis

Corinthia Hotel London's two bars,
Bassoon Bar and Northall Bar, are the heart
and soul of catch-ups, meetings, reunions,
lazy afternoons and long evenings. As part
of the evolution of our menus this summer,
we wanted to find new partners who share
our dedication to quality ingredients and
unexpected moments. We did not just want
experts, but people who are like-minded
and passionate; the ultimate geeks for
all things wine and cocktail-related.
Who answered this brief? Award-winning
mixologist Marcis Dzelzainis and restauranteur Michael Sager of Sager + Wilde.

In its former life, Corinthia Hotel London's building was the Hotel Metropole and a veritable hive of glamour, fun and much-needed post WWI frivolity.

The hotel was the base for the Aero Club and the Alpine Club. The Prince of Wales, later King Edward VII, was known to entertain his guests at the hotel on various occasions, and after World War I the "Midnight Follies" became a well-known cabaret fixture. This social sparkle is something Marcis wants to bring back to reignite the atmosphere and reputation of hotel bars.

'Often hotel bars are quite static and subdued, or focus on design over substance. Corinthia London is so lucky to have two contrasting spaces in which to entertain guests, and we think with a bit of new magic they will be the beating heart of the hotel's social scene.'

As well as an air of anticipation and playful mixology, Michael wants to refocus the wine selection in the Northall on thoughtful, quality wines sourced often from little-known or unexpected locations. All the wine served in the Northall will be bio-dynamically or organically grown, made with as little intervention as possible and most importantly, super delicious.

'The Sager + Wilde philosophy is to work with people we believe in, work with small producers who care first and foremost about quality, and then to create experiences relevant to our guests. If we're excited about something, there's a good chance they will be too. For us it's not just about the 'what', it's about the 'why' we do what we do.'

Putting substance firmly on a level with style, new bar menus will challenge the perspective of traditional luxury hospitality and seek to surprise and delight guests with modern, innovative ingredients and techniques. But it's not all about making an impact. 'Innovation for the sake of showing off is pointless', explains Marcis. 'But flavour offers a hotline to the part of the brain responsible for memory. Flavours should be more about emotion than innovation.'

We hope we can offer a fresh perspective,' adds Michael. 'We've travelled so much and met people from all over the world in our restaurant venues, so we want to use this to broaden the definition of the luxury bar experience. This is an amazing partnership—Corinthia Hotel London is always looking to push the boundaries and explore the possibilities of what can be done with the privilege of this space. For us, as long as we remain passionate and true to our philosophy, then the possibilities are endless.'



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#### ASK THE BARMAN

#### Discover the story behind the new cocktail, The Last Dance

#### What's in it?

A blend of Grey Goose vodka, aperitivo Rinomato, pink grapefruit, strawberry puree and Chambord liqueur.

#### What's its story?

Before the press launch of the *Red Sparrow* film held here at the hotel, we looked up the favourite drink of the film's star Jennifer Lawrence. Apparently this was grapefruit, vodka, and Cointreau. The name of the cocktail is a reference to the movie, as before she was a spy, the protagonist was a dancer, before an injury compromises her career and she joins the spy academy.

We wanted to reflect the story in a cocktail. Vodka was chosen as it is a traditional Russian beverage, strawberry and Chambord for the intense red colour, and grapefruit and aperitivo Rinomato for the bitter notes. The drink is vividly red and looks sweet in appearance, but is strong with a slight edge, just like the protagonist in the *Red Sparrow*.

#### What else should we be drinking this summer?

Vermouth is having a comeback, as are non-alcoholic cocktails which are getting more attention from the top mixologists and are therefore becoming a popular choice.

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# The Future Laboratory



# Reassuringly Intelligent

Moving in this summer as part of Corinthia Hotel London's In Residence programme,
The Future Laboratory joins forces with guests and friends to launch a year-long love-in of all that is futuristic, challenging and intellectually stimulating.
Co-founder and editor-in-chief of The Future Laboratory's LS:N Global, Martin Raymond, starts the conversation...

Martin Raymond, Christopher Sanderson and Marlowe at Corinthia Hotel London photo by Dan Weill

Luxury, like the future, is another country... And just when you think you've worked out the map of that territory, the landscape changes. A decade ago luxury was all about excess, while more recently, it was about access and underthe-radar exclusivity.

Now, as clients, designers and brands themselves demand a more nuanced, insightful and considered view of luxury, we are witnessing the rise of a New Luxurian traveller who is keen to embrace the intelligent, the innovative and the scientifically adventurous, as we once more reach up and out to the stars (think Elon Musk and Sir Richard Branson).

'As our research suggests,' says
The Future Laboratory's co-founder
Christopher Sanderson, 'science,
technology, innovation and the personalities driving the new life sciences
(GM, biotech, SynTech, stem cell)
are fast replacing the Rihannas' and
Justin Biebers' of this world as people
we look to, as more and more of us
demand a different kind of substance
with our style. We've dubbed this the

Re-enlightenment, and have used it to underpin our thinking for our Futurists-in-Residence programme with the Corinthia Hotel London.'

But why now? 'More than ever,' says Sanderson, 'intelligent thinking is under represented. There is a sense that people want things to be populist, bite-sized and easy to digest, but the hotel guests we meet, and the clients we deal with – from Selfridges and Google, to Sony and Stella McCartney aren't like this. They want to be informed, challenged and to have ideas presented

to them in ways that make them think and kick-start debates.'

So rather than taking a stand on issues, Sanderson tells me, 'we're taking a leaf out of the book of great hoteliers and creating a series of debates and round table conversations that encourage playful, civilised and robust exchanges about the big ideas of tomorrow.'

Subjects covered in the year-long
Corinthia Hotel London residency
range from a London taxi driver offering
a cabbie's-eye view of the future on
anything from AI to autonomous vehicles
(wait until you get him started on the
latter), to luminaries and writers like Dr
Charlotte Webb, or Lucie Greene, who
will be looking at The Feminist Internet,
and on even deeper research into how
Silicon Valley is rewriting the rules of
civic, social and scientific engagement.

There will be regular Breakfast Briefings,
Dare to Know dinners, virtual fireside
chats, and a range of half-day Futures
Forums on wellness, health, food, drink,
technology, luxury, longevity and hospitality.

Hotel guests will sit alongside the media, invited brands and fellow 'futurenauts' in a range of unique and hidden venues around the hotel — from the Courtroom and Bassoon Bar to hidden corridors and secret guest rooms. They will be part of debates and chats with experts on subjects they may be familiar with, but also with those that are set to dominate and drive tomorrow's news agendas: in-vitro meats, psychotropic cocktails, cryogenic chambers (chilly!), hydro-cell

batteries, adaptogens (liquified plant extracts that help you fight stress), and sleep gyms (yes, you heard it here first).

'The future is unwritten,' says Sanderson, 'and in many ways it's unknowable, but there are hints and clues that tell us how it will look, feel, taste and smell, and our job as Futurists-in Residence is to ensure that guests and friends of Corinthia Hotel London and The Future Laboratory get to experience these things first hand.'

So watch out for VR machines in the corridor, conversations from the future in the loos, even a 'Stuckism' room in the hotel set up by videomaker and futurenaut David McGovern, where you can learn how to unlock your creativity and ability to dream about tomorrow.

As well as the more science-based topics, The Future Laboratory has asked philosophers, writers and performers to look at the future of femininity, and the future of masculinity, as we enter a period where gender equality, and all issues related to gender — male, female, or non-binary — come to the fore once more.

'We'll be doing this in the real and virtual realm,' says Sanderson, 'asking "Why are most of the AIs we speak to female?" Or how and why a new generation of AI psychologists and robot-therapists are training 'malebots' to become better, more considerate beings.'

Everything is there to explore the world of tomorrow, including the food, drinks and luxurious brain stimulants you'll need to digest all the insights on offer. To book a ticket, speak to guest relations, or visit The Future Laboratory's microsite on:

thefuturelaboratory.com/blog/ corinthia-hotel

The Future Laboratory is one of the world's leading strategic foresight consultancies. It exists to help companies prepare for a better future by giving them the confidence to take the decisions today that will create economic, environmental, technological and social growth tomorrow. From its offices in London and Melbourne, The Future Laboratory offers a range of strategic foresight products and services to help its clients harness market trends, adapt to emerging consumer needs, and keep them ahead of their competitors.

#### thefuturelaboratory.com



Future Laboratory, photo by Dan Weill

IN RESIDENCE IN RESIDENCE

CORINTHIA HOTEL LONDON 14 THE COLUMN 15

# Escape the city

Blogger Sophie Hermann finds sanctuary in Corinthia Hotel London's ESPA Life

A handsome, uniformed doorman wearing a top hat sets a high standard as I enter the hotel. On the approach to the cavernous (yet hidden jewel) ESPA Life at Corinthia, a soothing blend of essential oils reach my nose and I immediately feel a million miles from the bustle outside...

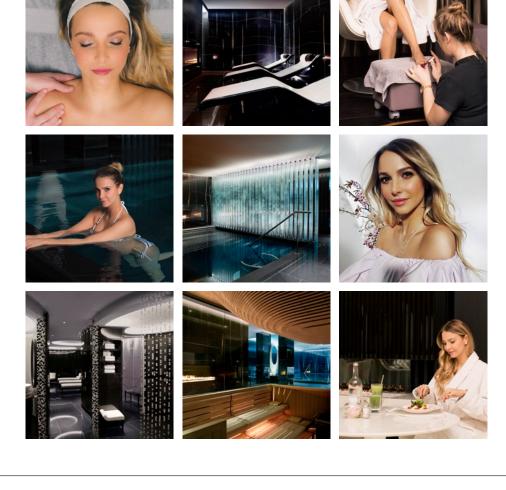
For my first ESPA treatment I chose their 90-minute Age-Defying facial, which claimed to 'restore youthful vitality and target signs of visible ageing' — SOLD! My treatment, in one of the 17 treatment rooms, began with a skin cleanse followed by a super professional

consultation and skin analysis with stateof-the-art equipment including a skin vision UV light to assess my skin's needs.

The products used were from ESPA's 'lift and firm' anti-ageing range and within minutes of the therapist flexing her hands I was in a dreamy, sleepy state of bliss. A steam machine for extractions isn't everyone's cup of tea but is a must for me and so it was incorporated into my experience. The scalp treatment felt suitably indulgent, and a derma-roller facial massage feels like it must be doing something miraculous. Frankly, I think it did: my skin visibly snapped to life, my

jawline was noticeably more defined and it looked like perhaps I spent some time with a Hollywood doctor (no scalpel required). The best thing is that you can head straight out after the treatment: my skin tone had never looked so radiant and crucially, there were no signs of the traditional post-facial shiny redness.

A week later, after a Champagneprovoked tumble from my high heels (resulting in a broken fifth metatarsal ouch) I decided to head back to ESPA, this time for a personalised massage. After a full consultation with my massage therapist, aptly named Angel, I chose a



Swedish Massage, which was definitely more than your usual massage.

The treatment included controlled breathing exercises, visualisation, full body massage, scalp massage and a (one) foot massage. Given my compromised foot situation we focused on my neck, head and shoulders to alleviate tension and stress. My guardian Angel elevated my other foot (feeling sorry for itself) during the treatment and then put heated crystals on it for healing, positive energy.

Afterwards I meandered (or rather, hobbled) around the thermal spa

SPA

area: one of the most beautiful spa spaces I've visited. I fell in love with the feature light installation — like an enchanted chandelier of glow worms. The entire ESPA Life area is cleverly designed: there is a real sense of privacy and you don't feel the presence of other guests, even when you know they are there. The glass-walled sauna is incredible for pre and post-treatment relaxation, as are the sleep pods (a room actually encouraging you to nap genius!). Even the changing facilities are huge and have dressing tables complete with everything you could possibly need.

In the Spa Lounge, all white, calm and futuristic, you can stop for nutritionally-conscious and delicious food. The spa menu is specially curated to provide 'clean' and balanced dishes, in line with ESPA's overall philosophy of balance. Which was just as well because I was tempted by a glass of Champagne while having a spontaneous pedicure in their glamourous nail spa...if you need me, I'll be here.

Follow Sophie on Instagram @xxsophiehermannxx

# N

#### 1. Petersham Nurseries

10 minutes

Jump on the District Line to Richmond for the original Petersham Nurseries, or take a 10-minute stroll to a little haven of nature with the outpost of this florist, plant shop and delicatessen in bustling Covent Garden.

#### 2. Dover Street Market

12 minutes

Since its move to Haymarket, Dover Street Market is even closer to the hotel and still a magnificent multi-storey mecca for fashion lovers and an iconic store to visit all year round.

#### 3. The Phoenix Garden

20 minutes

London is full of hidden gardens in which to retreat from the busy streets.

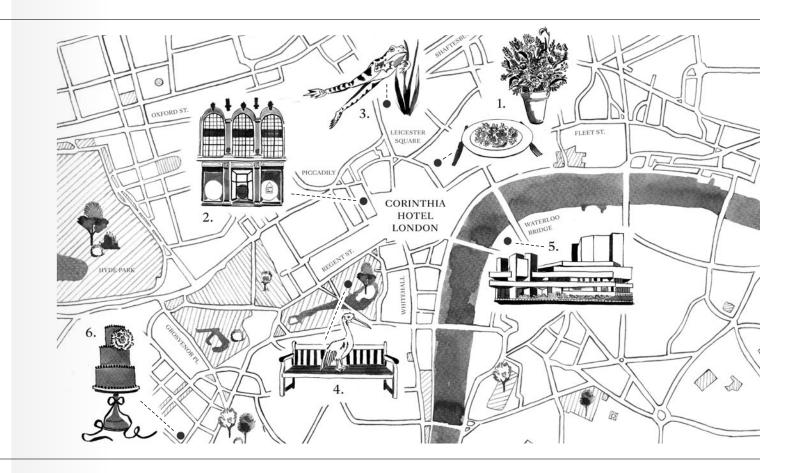
This one is tucked behind the Charing Cross Road; take a moment and keep an eye out for the local frogs; thriving thanks to a dedicated conservation initiative.

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Our hotel is located in the heart of London, a city best explored on foot.

Here are some of our favourite spots for summertime strolls, escaping the crowds and enjoying a moment of peace.

Fingers crossed for the British summer weather...



# S

#### 4. St James's Park

7 minutes

Meander through St James's Park and feel like you're miles out of town.

While the park is well known, its colony of pelicans is not. They are fed daily at lunchtime, but will also cosy up to you on a park bench to get some of yours...

#### 5. Southbank

8 minutes

The Southbank river walk continues for miles East and West – head East towards the Tate Modern, and if you are keen on a longer walk, keep going all the way to London Bridge to pass the famous Globe Theatre and the Golden Hinde.

#### 6. Peggy Porschen Parlour

30 minutes

Not strictly local, but a gorgeous place to stop. The Parlour is the award-winning cake designer Peggy Porschen's fairytale-pink shop, full of freshly-baked treats. It should take 30 minutes, but we're sure that once you know what's at the end you'll walk faster...

LOCATION

LOCATION

CORINTHIA HOTEL LONDON 18 THE COLUMN 19

# Regenerating Heritage

As a Londoner with an appreciation for both the traditional and cutting-edge, Richard Brendon was the perfect choice to create the china for our new-look afternoon tea. His collections are made in Stoke-on-Trent with traditional techniques that have been perfected over hundreds of years

Corinthia Hotel London Afternoon Tea photo by Jack Hardy



## What is your approach to design and craftsmanship?

When I design, I'm often trying to see how I can put a dynamic twist on traditional craftsmanship to create timeless yet bold collections. I tend to do a lot of research to really understand what has come before, as this helps to inspire my work and to ensure it has substance.

## How do you support hand-made craft?

All of my bone china is hand-made in Stoke-on-Trent. Bone china was actually invented in Stoke around 1800 by Josiah Spode. I'm really passionate about Stoke and the incredible heritage of this quintessentially British craft and I'm very proud of the current bone china industry in the city. It's had a really tough time over the last 50 years but there are still a few very good factories, with unbelievably skillful craftsmen. Regenerating the industry in this area is one of my main focuses – we want to make sure it's in a much stronger position in 20 years' time.

The Tradition of Tea (left & right) by Neil Watson Studio





## What was the brief from The Corinthia Hotel London?

The hotel wanted to elevate the experience of their afternoon tea to an even higher level. They were very keen on our *Superstripe* collection of bone china, which we designed in collaboration with Patternity, a creative studio based in East London and one of the world's leading authorities on pattern. They loved the original design in cobalt blue but they wanted to tailor the collection to fit perfectly in The Crystal Moon Lounge. We decided that the majority of the pieces should be produced in a dark grey, to fit with the

lounge's interiors, but we would create a few pieces in red to reference the room's beautiful Baccarat chandelier detail.

#### How did you end up in this field?

It was a fortunate accident really.

I was studying product and furniture design at Kingston University when I went into an antique dealer's shop one day looking for inspiration. There was a big pile of antique saucers but no cups, so I got chatting to the antique dealer and he explained that people smash a lot more teacups than saucers. I thought that was a really interesting fact, I'd never thought about it before.

So I bought the pile of saucers and started to try and come up with a way to make them useful objects again, and I had the idea for my first *Reflect* collection.

That process taught me about the history of British ceramics. I learned about the best and the worst things we've made over the last 300 years. I went to Stoke-on-Trent, I met manufacturers and fell in love with the place. I became particularly inspired to do something more contemporary with the wonderful skills and craftsmanship they have there.

DESIGN

DESIGN

CORINTHIA HOTEL LONDON 20

# COLUMN INCHES

And finally...some recommendations from the Corinthia Hotel London team.

Favourite place for a picnic in London? "The mea

"The meadow in front of Kenwood House

on Hampstead Heath."

Michelle Whittemore, Head of Marketing

"Richmond Park — beautiful and unexpected."

Nathalie Semence, Executive Housekeeper

A great book to read on the plane?

"A year in Provence by Peter Mayle."

Charles Segond, Deputy Director of Food & Beverage

"Michael Palin's Diaries — The Python Years."

Simon Coulson, HR & Recruitment Manager

Favourite London building to get lost in on a rainy day?

"Definitely the British Museum."

Trevor Owen, Director of Sales & Marketing

"Selfridges!"

Ian Odendall, Director of Engineering

"Apsley House — the home of the Duke of Wellington,

filled with artworks from across Europe."  $\,$ 

Darren Cousins, Head Concierge

Best thing about London in the summer?

"Ice creams on a river boat meandering up the Thames."

Clare James, Director of Human Resources

"The Regent's Park Open Air Cinema."

Bettina Williams, PA to Managing Director

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