

# HOMES & GARDENS



THE JOYS OF  
SUMMER  
LIGHT INTERIORS  
FULL OF LIFE  
CHIC ALFRESCO  
DESIGN IDEAS  
THE PERFECT  
GARDEN LUNCH

FREE SPIRITED

AUGUST 2019 £4.75

## Design moment

1970 - 1979

Celia Rufey follows Designers Guild and Osborne & Little's move to London's King's Road in her series on iconic design

WITH no formal training but a clear-sighted vision, Tricia Guild moved from designing commercial spaces to opening a store at 277 King's Road in 1970. She had acquired some block-printed Indian fabrics and planned to print a collection in the fresh colours that have become her trademark. 'I commissioned 30m of each colour and was terrified at the investment!' she laughs. Wallpapers came several years later. Her intention for her store came fully-formed. 'I wanted to reach the public,' she says. 'The shop had modern sofas covered in my fabrics shown in the context of china and accessories. Inspiring



people and demonstrating how to make personal spaces work was always - and still is - what I want to do.'  
Meanwhile, designer Antony Little signalled a new moment for wallpaper

design when, with his brother-in-law Peter Osborne, he began printing geometric papers in bold colours. 'No one had seen anything like them,' Peter recalls. At first they worked to commissions, but winning a Council of Industrial Design award and wanting to appeal to a wider public, they moved to premises across King's Road from Designers Guild in 1972. Recognition for the wallpapers from the USA quickly established the company on both sides of the Atlantic. 'We were in the vanguard with our metallic wallpapers and by 1976 we'd added fabrics,' Peter says. 'Fabrics are now a core part of our business.'

### STYLE LANDMARKS FROM THE DECADE

- **1972** Pottery designer Susan Williams-Ellis collected antique illustrations of nature as inspiration for her Botanic Garden tableware, which was produced at her Portmeirion Pottery.
- **1974** When a low-adhesion fixative invented for 3M was sidelined, employee Arthur Fry found it useful for holding a bookmark in his hymn book and the Post-it note was born.
- **1976** Bill Stumpf studied office workers' movements in designing the Ergon chair for Herman Miller. With adjustable seat height and castors, it brought ergonomic seating to a wider audience.
- **1977** Italian Vico Magistretti's Atollo 233 table lamp design combined a cylinder, cone and half-circular shade. In Murano glass or white, gold or black metal, it was a defining lamp of the decade.
- **1979** When plumbers Geoffrey Ward and John Gordon came across a towel radiator in Europe, it inspired them to found Bisque and pioneer the Classic, combining function with style and colour.



PHOTOGRAPHY: CRYSTIAN SHOP

166 HOMESANDGARDENS.COM

HOMES & GARDENS

