

ELLE DECORATION N°374 MARCH 2024

CLEAR & PRESENT

ELLEDECORATION.CO.UK

# ELLE DECORATION

MARCH 2024

**REPLACE CHAOS  
WITH CALM**  
THE STRESS-FREE  
GUIDE TO STORAGE  
FOR EVERY ROOM

**BIJOU BATHROOMS**  
EPIC IDEAS FOR  
YOUR HOME'S  
SMALLEST SPACE

**CREATURE  
COMFORTS**  
LUXURY LIVING FOR  
PAMPERED PETS

## CLEAR & PRESENT

**WHY GLASS IS THE DESIGN WORLD'S NEW OBSESSION**



# Home is where the art is

*Laura Fulmine's  
east London showcase  
has taken on a new guise  
– an impossibly glamorous  
bedroom scene where  
everything is for sale*

WORDS **PHOEBE FRANGOUL**

PHOTOGRAPHY **BEN ANDERS**

When Laura Fulmine first found what was to become The House (her pocket-sized gallery/concept store) it was a sad, lonely shell on an east London side street. But despite the building's 'weird pink tiles and horribly depressing little kitchen' the founder and director of M.A.H Gallery saw huge potential in its high ceilings and wall of windows, as well as its location – a canalside sweet spot between Bethnal Green, Victoria Park, London Fields and Broadway Market. Laura and her team quickly decided to partition the space to create a storage room at the back, then reimagined the kitchen with British Standard Cupboards, using handmade tiles by Dea Domus. They also put down a bespoke floor by Sinclair Till and treated the walls to rich colours from Benjamin Moore.

That left her with a flexible, light-filled space – a perfect setting for the annually changing selection of bespoke pieces by the artists and designers she loves to champion. Last year, she created living and dining rooms, while this latest opulent incarnation centres on the bedroom and study – a decision led by a very special bed: Afra and Tobia Scarpa's 'Vanessa'. Laura responded to this iconic furniture design by boldly

applying strong colours to the walls to enhance the sense of drama and cosiness. 'I knew I wanted to create a warm, all-encompassing ambience,' she says. 'The rich red doesn't make the space feel smaller as you'd imagine it might; in fact I think it does the opposite – painting the ceiling the same colour as the walls makes it seem as though they have no cut-off point.' The reds and browns mixed with elements of bronze are reminiscent of old Italian palazzos, an aesthetic beautifully enhanced by a golden Fromental wallpaper. From that starting point, Laura set about curating an equally rich palette of art by names with whom she has wanted to work for years. Alongside vintage gems you will find pieces by Leo Kaspar, Alexandria Coe, Studio Earle and Antonio Bellotti, with the home-like setting allowing potential buyers to easily imagine these creations in their own rooms.

Surveying The House's new look, Laura struggles to choose her favourite element, but finds deep satisfaction and pride in the feeling it evokes: 'the smell, the light, the colour and then the beautiful artworks all work together to create an unforgettable experience unlike anything that exists in London,' she declares. [thehousebymah.com](http://thehousebymah.com)

**Entrance** Walls decorated in 'Country Redwood' paint by Benjamin Moore and 'Mishima' in Aso, a hand-painted silk wallcovering from Fromental, set the scene as soon as visitors enter through the front door, which is decorated with a hand-painted screen created for The House by Alessandra Williams. A handmade mirror by Leo Kaspar hangs on the wall above a pair of French stone stools. The 'Beam' light is by Forever Studio and the custom-designed Marmoleum flooring is by M.A.H and Sinclair Till ►



All eyes are drawn to the 'Vanessa' bed by Afro and Tabia Scarpa for Gavina (1959), dressed with a decadent, bespoke silk bedspread by East London Cloth. Alexandria Coe's 'Olympia' silk wallhanging is situated above, its gold tones picked up in the 'Ottone' rug from the 'Milano Collection' by Sinclair Till and The House. 'Kiln' ceramic side tables by Subin Seol act as stylish bedside tables, with vintage Murano wall lights above them. High up in an alcove created by Forever Studio's 'Sham Mirror' sits Julie Nelson's 'White Cup Mini Hand' ►





In front of a wall of windows screened by sheer curtains (for similar, try Dedar's 'Wide Wool/R') is a seating area with a study to one side. The small vintage sofa is upholstered in 'Onaila' fabric by Travers from Zimmer + Rohde, with a 'Gentle' throw by A Vetro. In front of it stands the 'Paris Table No.12' coffee table by Fabio Vogel, holding Kelly Jessiman's stoneware piece 'Molasses II'. Tucked beside the sofa is the 'Kiln' side table by Subin Seal, with a picture titled 'Au-delà' by Studio Earle above it. Studio Earle's 'Tonnerre' hangs over a vintage glass cabinet by Maison Jansen, and a picture, 'Bitumen Water', by Antonio Belotti, is on the wall over a conceptual fireplace made by Fred Rigby for The House ►





**This page** The curves of Fred Rigby's 'Spiral' desk stand in sharp contrast to a vintage Italian 'Kazuki' chair by Kazuhide Takahama for Gavina (1960), its glossy lacquered surface echoed by the 'Milano' electric radiator by Tubes Radiatori. On the desk is a 'Black + Amber' tray by Leo Kaspar and 'The Curve Angular' lamp by Caroline Cairault-Jonquieres. **Opposite** In the hallway stands a vintage Italian brass and glass drinks trolley holding an assortment of pieces including a black water jug by Ashley Sheekey and a small vintage stone dish. Viv Lee's glazed stoneware piece, 'Tabula Rasa V', is beside the trolley. The handmade mirror is a piece by Leo Kaspar. **See Stockists page for details** 

