

ELLE DECORATION

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OCTOBER 2022



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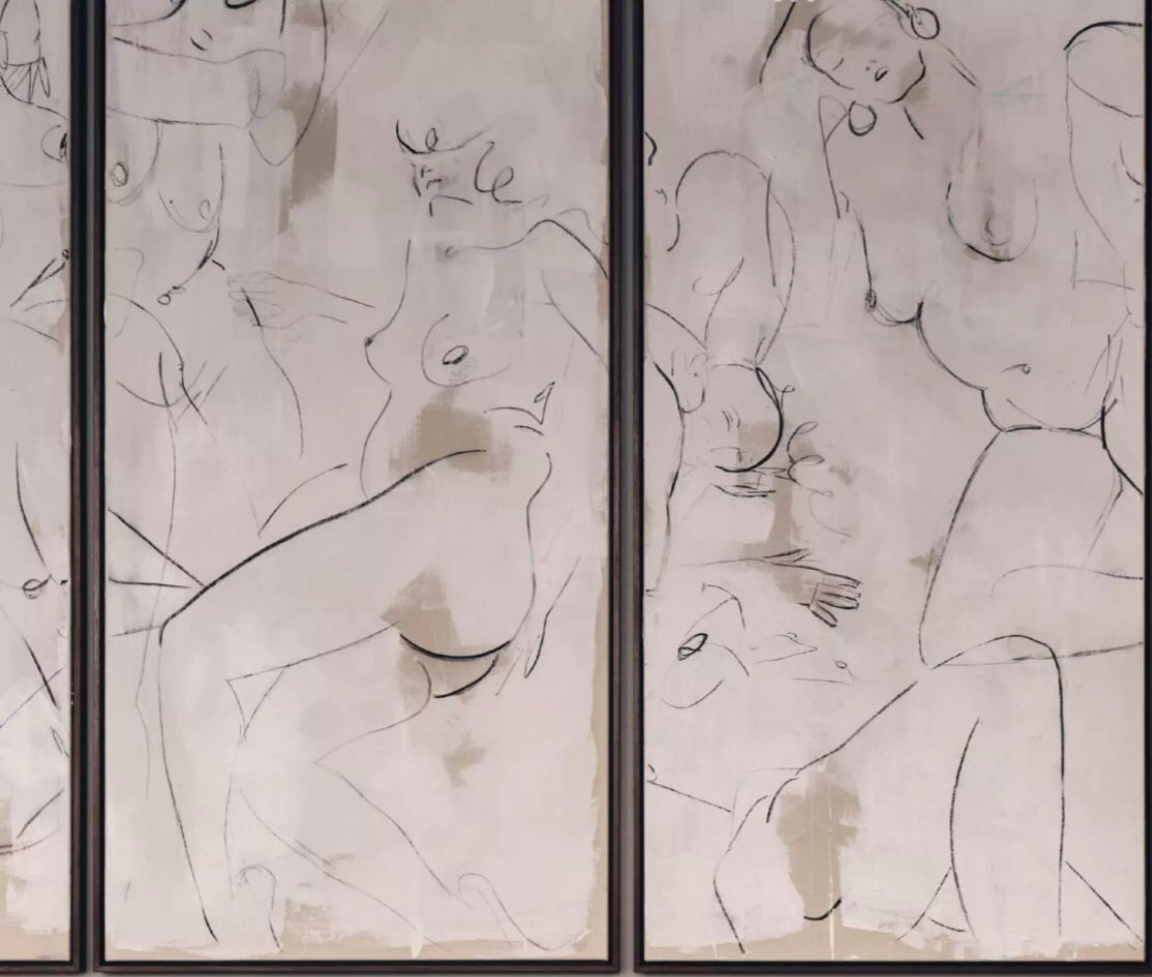
The future is now

House arresting

Art makes a home, and nobody knows that better than M.A.H founder Laura Fulmine. Opening in time for LDF, her new showroom, The House, is a shoppable glimpse into her world

WORDS CLARE SARTIN
PHOTOGRAPHY BEN ANDERS





Art lovers will already have heard of M.A.H. What started life as an art-hire firm and gallery space founded by interiors stylist Laura Fulmine has since expanded to include an exclusive edit of carefully selected contemporary art for Soho House. This latest venture, though, is arguably Fulmine's most ambitious yet. The House is, she tells us, 'an all-encompassing vision'. Somewhere for her to explore working with designers and makers, as well as the extensive roster (110 and growing) of artists she currently represents.

Located on Vyner Street in east London, The House will open as a living and dining room initially, but will then be transformed every six months into a brand-new space. 'In the future, it might become a library, where people can come in, sit and read books,' says Fulmine. 'It is a revolving, evolving room.' The complete edit of furniture, art and more will also be available to purchase on The House's dedicated website.

Unusually for the founder, who generally begins with artworks when creating an interior, for The House it was the architectural features, the shell of the space, that served as her starting point. After all, it's the one thing that won't be changing. First, she approached linoleum flooring expert Sinclair Till, convincing the brand to create a completely bespoke floor inspired by the striking marble entryways found in Milan. Then came a collaboration with furniture firm Sedilia – exclusive versions of its 'Roll Top' sofa and chair, upholstered in unique colourways of Pierre Frey fabrics – and a dining table by Fred Rigby. The latter also created a made-to-order fireplace, an organic, sculptural piece that will be another permanent fixture here.

Although The House afforded Fulmine the opportunity to explore collaborations outside of the art world, artists are still very much central to her thought process. 'I realised I could push them into an interiors world that they would probably not have ventured into themselves,' she says. This is not a cold, white gallery space but a real, layered room, making it easier for people to imagine works residing in their own homes. And it's not just an outlet for creatives already available through M.A.H. Gallery. Fulmine has approached artists who are lesser-known in the UK, starting with French painter Hermentaire, whose *Mellow Big Djambo* canvas hangs in the living room.

Asked about plans for the future, she is excited but also a little cautious. 'I would love to do talks and a supper club, but everything here is very precious. It's pretty much all one-offs. Spill red wine on the sofa and that's it,' she quips with a wry laugh. For now, though, The House will be open Monday to Friday every week – a must-visit for anyone seeking inspiration or that one special future heirloom. thehousebymah.com



Living room (previous page) Laura Fulmine stands beside the bespoke fireplace by Fred Rigby Studio, above which hangs French artist Hermentaire's *Mellow Big Djambo*. Pieces on the fireplace include (from left) a 'Hand Sculpture' by Julie Nelson (price on application), 'Mr Picasso' (£800) by Abigail Ozora Simpson and the 'Capsule' sculpture by Julie Nelson (£1,150). The standing white 'Totem' sculptures are part of a collection by Frédéric Texier (from £1,800), and the wall lights are from the 'Nodular' range by Julie Nelson (£950). The product of The House's collaboration with Sedilia, the 'Roll Top' armchair is an exclusive design, upholstered in Pierre Frey fabrics (£12,108). Displayed on the 'Moon' coffee table (part of the permanent display at The House) is a selection of vintage glassware (from £200) and a ceramic goblet by IAAI Studio (£125). Also seen here is the bespoke linoleum flooring by Sinclair Till – customised versions of this design are available, price on application

Opposite To the side of the living room installation sits another exclusive 'Roll Top' design by The House and Sedilia – this time a sofa, upholstered in 'Zeppelin' and 'Teddy Mohair' fabrics by Pierre Frey (£19,906). The rug is the 'Ottone' (£422) from The House's exclusive collection with Sinclair Till. London-based artist Alexandria Coe painted *A Fresco of Women* (£4,000) which hangs above the sofa, beside a 'Lampe Simple Éclairage' floor lamp by Frédéric Texier (£1,000)

Above The ceramic 'Bastet' lamp by Dea Domus (£1,850) and a vintage glass bowl (£200) sit on top of a console by Frédéric Texier (£1,550). The artwork above is *Big Djambo N°6* by Hermentaire (£8,300) and the 'Black Hourglass' sculpture beside is by Abigail Ozora Simpson (£10,500). Aeand created the bespoke hand-painted screen (far right), price on application ▶

creative space

**The House is truly an
'all-encompassing
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and evolving room'**

Dining room The House is the exclusive distributor of Tubes Radiatori's sculptural radiators in the UK, including this red 'Origami' design (£2,996). Fred Rigby created the exclusive 'Sail' table (£5,800) in collaboration with The House, and the custom-coloured burgundy 'Loop' chairs (£750 each). Vintage glassware (from £150) sits on the table, and the 'Totem M' sculpture is by Frédéric Texier (£1,550). See Stockists page for details **LD**