

STYLE BIBLE

design et al

COCHRANE DESIGN
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**THE AWARDS ARE IMPORTANT
AS THEY SHOWCASE THE BEST
TALENT AND PROFESSIONALS
IN THE INDUSTRY WHICH
HELPS SET THE STANDARD AND
BENCHMARK FOR DESIGNERS
ACROSS THE COUNTRY AND
THE GLOBE.**

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MILLIE COCHRANE

COCHRANE DESIGN

Founded in 2004, Cochrane Design provides a comprehensive design, architecture and development service for private clients, developers, hoteliers and investors throughout the UK and abroad. Joint directors Sean and Millie Cochrane, and their dedicated team of talented designers handle all aspects of design, co-ordination, installation and dressing.

Tell us a little about your background in design (education, experience, etc)

My mother is very artistic and should have been a stylist. She would always be creating unique fashion pieces out of various fabrics collected from around the world. My father was previously a tailor so fashion and textiles was something I grew up being very comfortable with. When Sean and I started developing properties together we found a passion for constantly evolving our style and having visited many hotels around the globe we picked up on the points we liked and would work within our aesthetic and soon developed our own key looks for which we try to encapsulate into each project we undertake.

How would you describe your personal interior design style?

I love to blend styles much like my fashion sense - so I will like to mix a traditional element with a modern piece. I love parquet flooring, and huge stone fireplaces but will like to add a super modern (but comfortable) chair into the mix and some modern colourful art always with an upbeat positive edge to it on the walls.

Where does your design inspiration come from?

I am lucky to have travelled extensively being an agent to the new younger models when I was a model agent - so I quite often had

to escort them around the globe on their jobs, staying in various cities and hotels where I always noted the differing styles and character of each place. I also am very interested in fashion and music where I believe interiors takes its cue from.

In what direction do you feel that design is moving towards in a general sense?

I think people are less inclined to just follow what's on trend and being more courageous with their own individuality in interiors. People are a lot more educated in interior design now, and are feeling confident to explore their own look as there is now so much choice out there to fit everybody's budget - so we can all afford to experiment with our own look without it having to cost a fortune to change...

Name five key themes to consider when approaching design in the future:

One- Emotion. How do you want to feel in your home? Relaxed, energised, inspired, safe - most people want a mixture of things. Emotion is a key part of any concept whether it's a private residence or a hotel bar or a beauty clinic. How do you want your client to feel when they come into your space?

Two- Practicality and Functionality. It's all very well having a beautiful home - but there's no point unless it's a practical place to live. Access to your belongings without having them strewn everywhere spoiling the calm aesthetic. A kitchen that is an easy place to

prepare a sandwich or a larger dinner party. It must adapt to your requirements but be easy to maintain and keep looking beautiful without being too precious about it!

Three- Longevity. The issue with interiors is the cost involved, inconvenience of having to change/update our interior - as we don't want to be changing our products daily like our clothing so to get your concept right is a process that needs some thought.

Four- Technology. Technology is a fast-moving entity. We all want our mod cons to make life easier and technology is one of those elements that can get overlooked. Channeling out your beautifully painted wall is the last thing we want to do after it's been done so this has to be thought about prior to any cosmetic work being done. If thought about in depth it can further enhance our interior experience and improve our lifestyle.

Five- Price. This is a tricky one as people don't always put a premium on their interior design budget. For example - having an interior designer on board is seen as a great added expense but people fail to see the true value of a designer. In terms of time saved and knowledge available to them which in turn can save them not only money but valuable time and stress as all the headaches that do occur can be dealt with by the designer, thus making the whole experience of doing up your project a lot more rewarding and makes it a pleasure rather than a chore.

