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A PEARL OF LUXURY

DURRAH

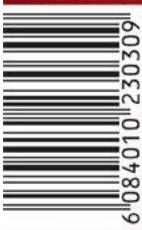


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11 This is the book room at Smythson's store which has not changed its decor. The set is based on John Peter Bond's plan.

12 The sofa has been replaced with the addition of the herringbone motif from Michael Sode's interior.

13 The Bespoke Stationery Room is papered in Smythson's Nile blue paper and features a sophisticated combination of leather and Conn Chiodelli.

14 This is a full view of the leather collection at Smythson. The shades of grey do not compete with the stationery and the palette is taken on by Conn Chiodelli.

SMYTHSON, LONDON

The name Smythson embodies the true sense of British style and etiquette. After a complete redesign from Webb Works, the flagship store on New Bond Street in London now screams heritage perfectly mixed with modernity. How a world of organization, beautifully engineered and packaged, the store is truly British to the core and the updated space depicts the perfect manifestation of the brand's legacy. Smythson is renowned for its loyalty to tradition, however the London based newly designed store combines furnishings and architecture that reflects the name's identity. In the updated version the 1962-63 interior, previously created by Raymond Erith, has been preserved and protected. Clients enter the store through the grand gallery where the ornate ceiling capitals and traditional materials give a complete sense of permanence and clear depth of space. Set within a surround of turned oak is the floor's central panel of grey and white herringbone, while highly engineered lighting and fittings have been inserted to act as a clear juxtaposition of the historical shell. There are a series of areas within the store which all deserve a visit. The white panels of the library pay homage to the work of Raymond Erith; the six shades of white in the Handbag room act as the perfect backdrop to the highly prized exotic handbags and purses. Doors swing open to the personalization studio, the home to the stationery; where the room's walls have been papered with the actual Nile blue paper. Such attention to detail only goes to show that every inch of the redesign has been left unthought-of.

