

ARENA

Style for men

June 2004 £3.40

Photographed exclusively
for ARENA by Rankin

**Threesomes,
voyeurism,
drinking blood**

**Josie Maran is
the perfect girlfriend**

**Exclusive new
Arena columnists!**

Helen Walsh

Why I'm giving up strip clubs

Grub Smith

My rodent genocide

Jay Rayner

Five restaurants I hate

Giles Coren

I'm not gay, but...

**Home
improvement!**

110

**ways to upgrade
your "crib"**

Plus

**Why Gordon Brown
isn't fit to be PM**

**The 19 best bands
you've never heard of
Hail the "video iPod"**

**40 pages of top
summer fashion**



It's Arena's top 50 guilty pleasures
**Watching war, Denise Van Outen,
magician-eating tigers...**



Hire an architect

A



Int eriors

You may never live in a million-pound home but, for a tenth of the cost, you can give the impression you're worth substantially more than your postcode (and the dodgy hatchback outside) may suggest. For around a hundred grand an architect can come into your two-bed flat and turn it into a space that could easily feature in one of those condescending ads for instant coffee or water filters. Witness what happened when Gregory Phillips converted a previously derelict Shoreditch warehouse into three luxury apartments and a glass-roofed two-storey penthouse using modern design to make a small urban apartment work perfectly.

The entrance has a keyless security door opening system (perfect for those occasions when sir arrives home penniless, emotional and, strangely, *sans* key), while the penthouse has a herringbone wenge parquet, stainless steel kitchen and complex sloping glass wall. Each window is made up of 20 parallelogram shapes. The lower section opens out allowing access to the balcony. The "lair of the Bond villain" effect is further heightened by a sound and lighting system operated from the same remote control, obviating the need for (frankly aesthetically unacceptable) wall switches.

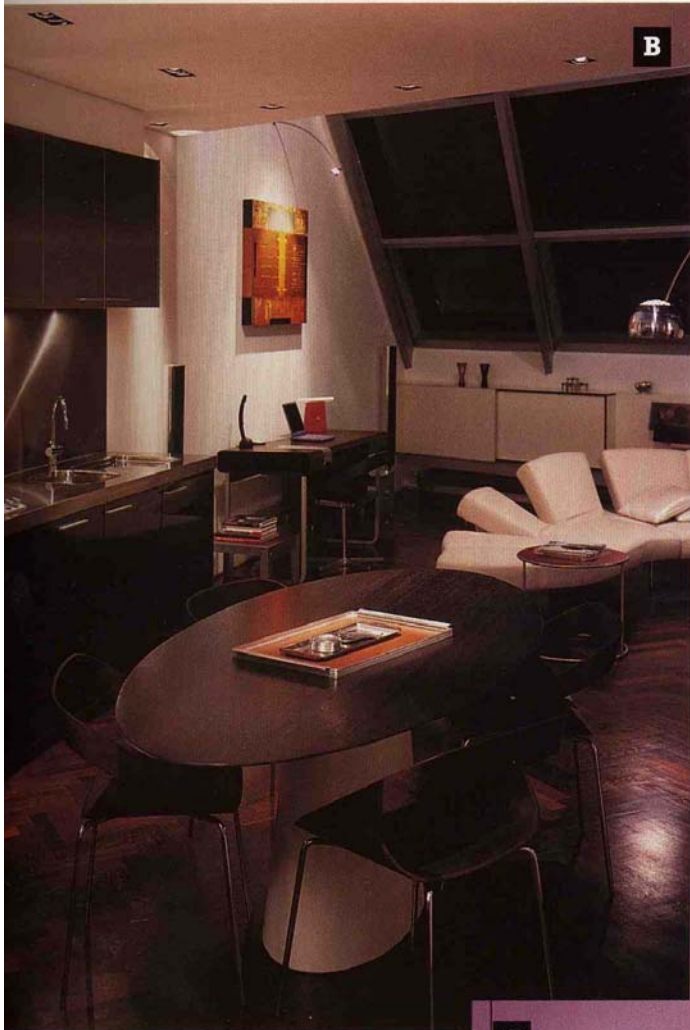
Each of the floors of the building on Tabernacle Street is split into three distinct sections. The ground floor is called the Loft because of its high ceilings. The first floor is called Contemporary Sport as it's more fun (with a rubber kitchen) and the top floor (where *Arena's* photographs were taken) is called Contemporary Chic, with maple floors and stainless steel kitchen.

Jay Salero, project director, was previously with Foster and Partners where he worked on the Millennium Bridge and the new court of the British Museum. Previous Gregory Phillips clients include Ray Kelvin, the man behind Ted Baker, ex-Virgin MD Simon Draper, former EMI CEO Ken Berry and the interior designer and journalist Doris Saatchi.

What did 45 Tabernacle Street look like when you found it?

Gregory Phillips: It was falling down and the basement was pigeon-infested. The foundations for the building were only 40cm deep even though it's a seven-storey building. We had to have an archaeological dig in the basement because there had been some finds around the area. While they were doing all that in the basement we were working upstairs. The project ran over but the client knew Shoreditch was an area worth investing in.

Young men are using architects more, is it just that there's "more money about"?
GP: Well, it makes it easier for them to "walk away with the lifestyle". It's a natural ▶



Space man

Let Gregory Phillips (above) and Jay Salero of Gregory Phillips Architects turn your mundane accommodation into a hi-tech, stand-out living space

A Lounge

66 White Flap sofa from £7,020 by **Francesco Binfare for Edra at Chaplins** 67 Vu Vu Vu desk £2,520 by **Ferruccio Laviani for Emmemobili at Chaplins** 68 Arco lamp £870 by **Achille Castiglioni for Flos at Aram** 69 Wenge Herringbone floorboards to order at **Solid Floors**

B Dining room

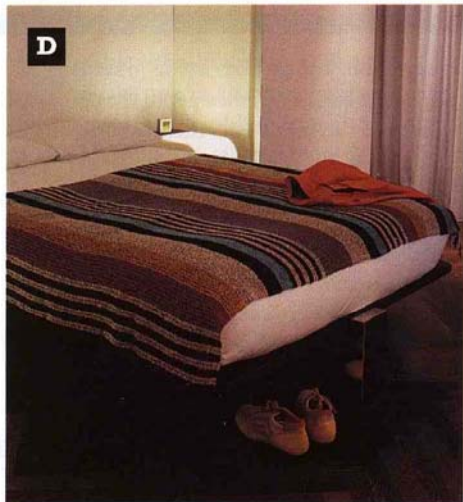
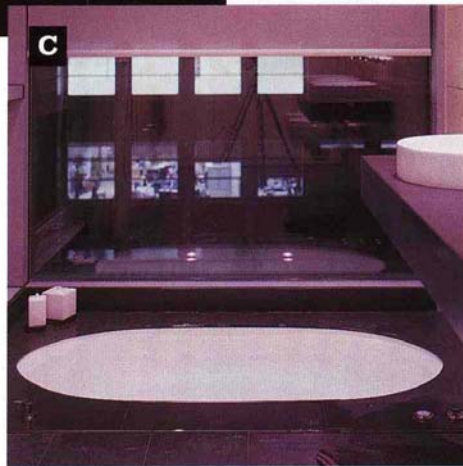
70 UFO dining table from £3,340 by **Ferruccio Laviani for Emmemobili at Chaplins** 71 Chair 130 dining chairs £570 each by **Geoffrey Harcourt for Emmemobili at Chaplins** 72 WK6 kitchen in black polyester and stainless steel to order by **Boffi at Alternative Plans**

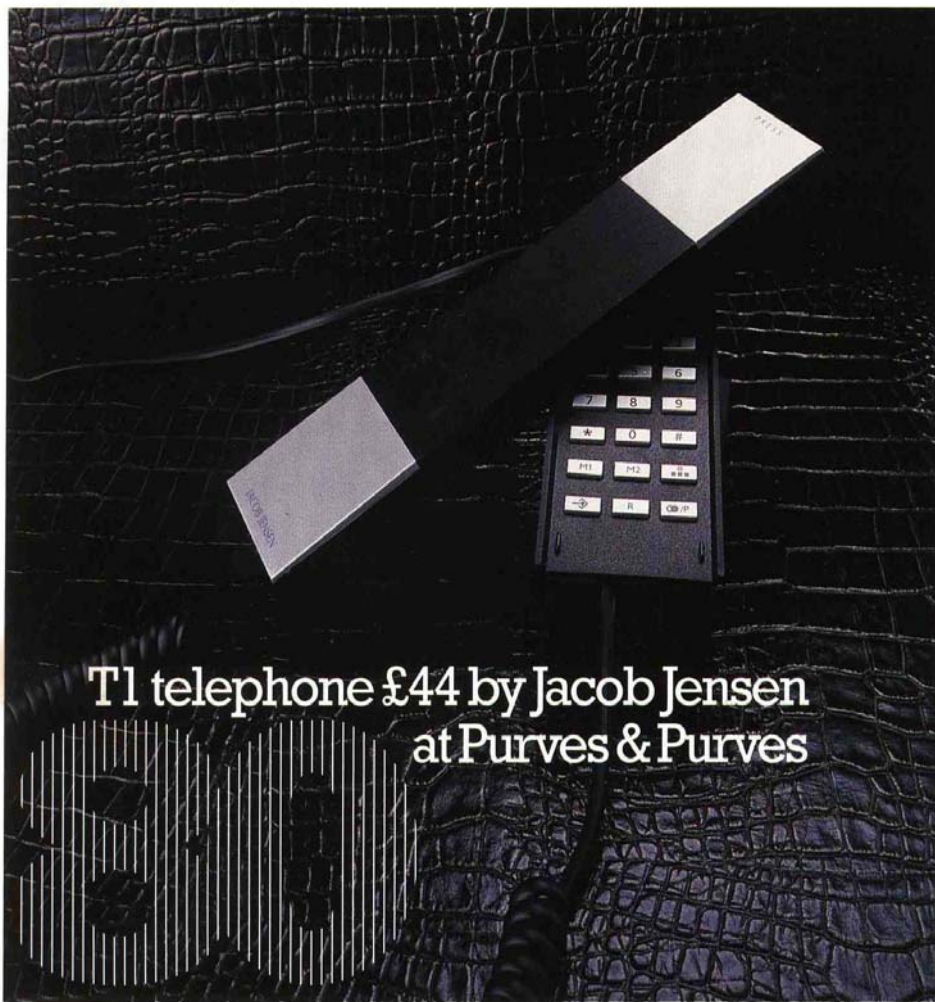
C Bathroom

73 Flaminia twin set inset basin to order at **Alternative Plans** 74 Taps to order by **Vola A/S** 75 Black slate floor, find similar at **World's End Tiles**

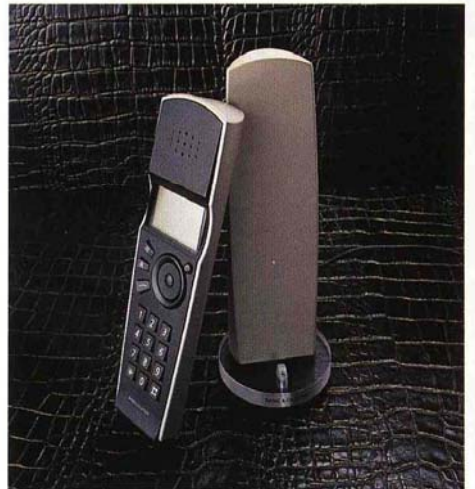
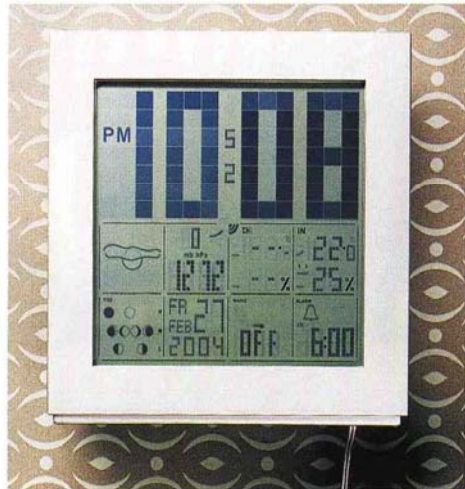
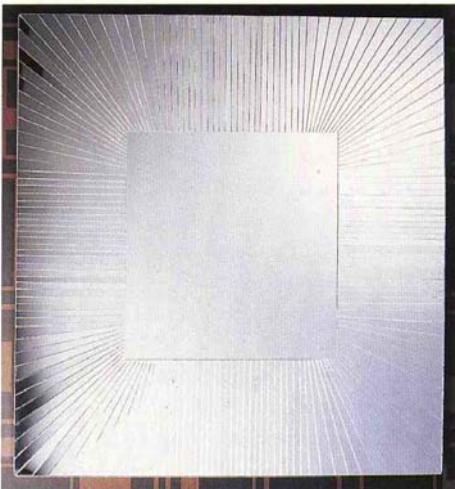
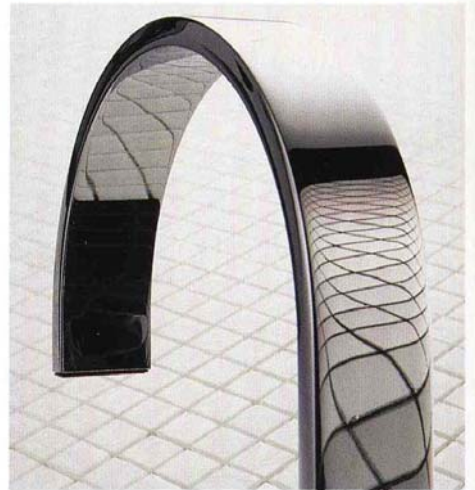
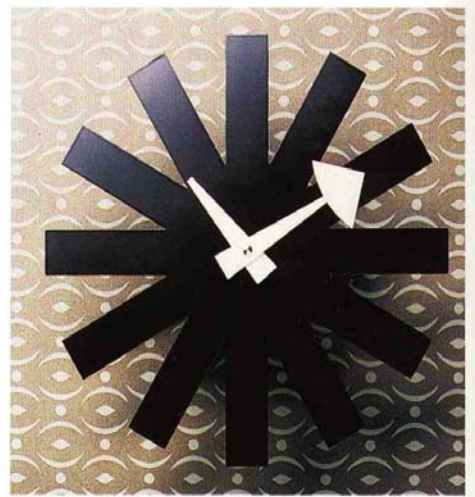
D Bedroom

76 Letto 4 bed from £1,550 by **Ferruccio Laviani for Emmemobili at Chaplins** 77 Erode bedspread £140 by **Missoni Home** 78 Alarm clock £40 by **Philippe Starck at Purves & Purves** 79 Walls in polished plaster to order by **Armourcoat**





T1 telephone £44 by Jacob Jensen at Purves & Purves



STYLING: SUSIE CHUN



Waste land
The obligatory "before" pics show the scale of Tabernacle Street's polished transformation

progression. You go from living in student places, progress a bit, then get to the point where you can stamp your identity.

Where do most people go wrong when renovating an apartment or house?

Jay Salero: Underestimating the complexity and the time it can take. We have ten years of knowledge of seeing things through and that's enormously important. If it goes well then you're all right, but it rarely does.

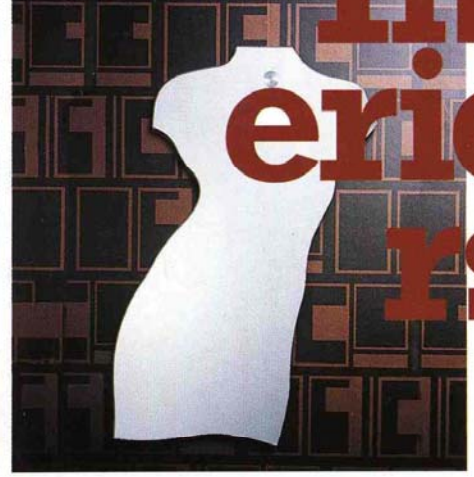
GP: You could fly a plane on autopilot and it would work out okay, but if something goes wrong... the moment you hit turbulence the architect is there.

JS: We've also got good relationships with a lot of the planning departments in London. That means that if we want to push the boundaries a little they've seen that we've done well before and they're more likely to take it on.

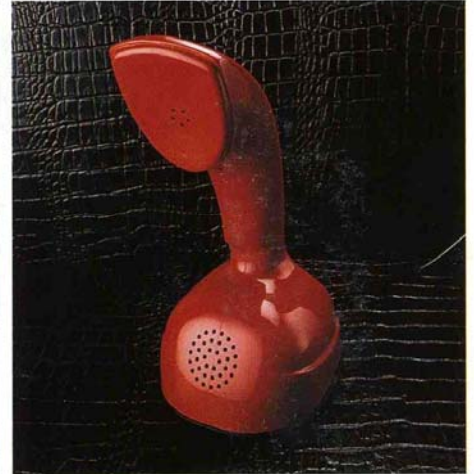
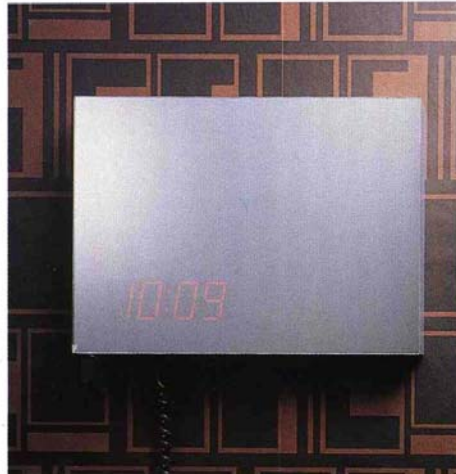
What are the most important things in interior design right now?

GP: Storage is very important to the look of the room – especially when you have a limited amount of space. Most of our projects have space for gadgets. You have to do purpose built cabinetry for people to hide the mess. We have done places where at the touch of a button a screen can come down from the ceiling and the

Int erios rs



(Opposite page, clockwise from top right) 81 Black Asterix clock £118 by **George Nelson at Twentytwentyone** 82 MEM three hole mixer tap £539 by **Sieger Design at Dornbracht** 83 BeoCom4 cordless telephone £200 by **Bang & Olufsen** 84 Alarm clock £80 by **Philippe Starck at Purves & Purves** 85 Ray mirror £215 at **Purves & Purves** (This page, clockwise from above) 86 Stilo tap with wooden lever £215 by **Franco Sargiani at Alternative Plans** 87 Camp clock £65 for **David Design at Skandium** 88 Milo mirror £325 by **Carlo Molino for Zanotta at Aram** 89 Ericaphone £115 at **SCP** 90 Single lever basin mixer £238 by **Axor Citterio at Hansgrohe** 91 White II Telefono £299 by **Alessi** 92 Time Square Numeri Soft clock £47 at **SCP** 93 Lexi mirror with LED clock £75 at **Habitat**
Clocks: Wallpaper by **Paint & Paper Library**
Phones: Leather wall panelling by **Bill Amberg**
Mirrors: Wallpaper by **Paint & Paper Library**
Taps: White mosaic tiles by **Bisazza**



lights will dim and a DVD will turn on. People want these things but they don't want them to dominate their space all the time. JS: I think kitchens have become a really slick part of somebody's residence. All the other cabinetry in people's houses has been brought up to standard by the quality of the kitchen and has to work to a similar level.

Are building regulations a pain in the arse?

JS: When I came out of college and saw the regulations I thought, 'Well, that's it then, I'll

never be able to build anything.' Some practices take on students because they aren't constrained by the building regulations. But most of the building regs are there to make buildings more safe or efficient. You can't make a three-story house open plan because if there's a fire everyone on the top floor will die. But we can get round that with automatically opening doors which have magnets that keep the doors open until one of the fire sensors is triggered and they all shut.

And what can I do to make my place instantly cooler without spending a fortune?

GP: Buy a great sofa, clear out all your rubbish and get some good storage in so you can keep it looking cool. As far as art goes I would go for things by artists who are very good rather than cheaper stuff just to cover the walls. Even go for limited edition prints by good people.

JS: Keep cleaning up! You never know when someone might come back unexpectedly...
Gregory Phillips Architects; 66 Great Cumberland Place, London W1; 020 7724 3040; www.gregoryphillips.com.

"We've done places where at the touch of a button a screen comes down, lights dim and a DVD turns on"