

Town and country

Urbanites love Joanna Wood's fusion of English country house style and contemporary influences



Joanna launched her interior design business over 20 years ago, quickly establishing a name for herself as a specialist in English country house style with a contemporary twist.

Her fresh take on interiors led her to set up her inspirational lifestyle shop, Joanna Wood, on The Pimlico

Road in 1985. The shop is a veritable cornucopia of contemporary and traditional interior design accessories and gifts.

Joanna's most recent commission was to design a model apartment for the luxury development, The Knightsbridge (reputed to be one of the

At the new Knightsbridge development, Joanna Wood created plush interiors using the wealth of resources available at Chelsea Harbour Design Centre



most expensive development projects ever undertaken in London). Here, as in all her commissions, attention to detail is key. Joanna says of the Knightsbridge project: "It has been a very exciting challenge for me and the team, combining luxurious furnishings with the very latest state of the art technology and fixtures. We've added plenty of surprising details, commissioning contemporary works of art and glass sculptures and using our design skills to produce bespoke furniture and furnishings to give the apartment a truly unique flavour."

As always, Joanna endeavours, whenever possible, to source products from independent companies with a reputation for innovative design – such as those at Chelsea Harbour Design Centre. Suppliers that contributed to this project include Zimmer + Rohde, Porta Romana and Lelièvre, creating an elegant mix of classic English design fused with the best of the new.

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