



Swing and Cove loungers

The Modern Garden Company



The Modern Garden Company has loungers for all occasions – from lazy afternoons around the pool, to blissful moments of calm in the spa.

The modern Swing collection combines boldness and sophistication with its rounded, graceful lines. The curved frame of the lounge gives the piece stylish contours and can be adjusted for maximum comfort. The resin wicker chair comes as part of a collection, which offers complementary chairs, side tables, and footrests, allowing for a running design theme throughout any space.

Cove is a popular choice for spas and poolside, with an adjustable backrest and internal container. The structure is made from aluminium with elastic belts and plastic spacers. The removable seat cushion is made from stress resistant expanding polyurethane, which is treated to be water repellent, and has removable covers available in fabrics such as Luz, Rope T and Brio. The Cove range also includes an armchair, modular platforms, a pouf and side tables.

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Chelsom: behind the design

by Robert Chelsom (CEO) and Will Chelsom (company director)

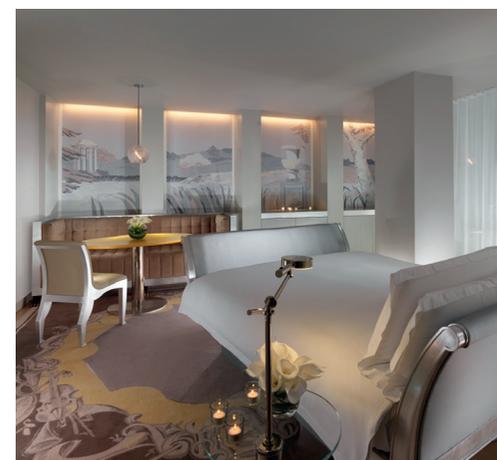


Sitting in front of a white sheet of paper waiting for the inspiration to design a light fitting might sound as scary as the author sitting there with his 'writer's block'. But given the unique role of lighting in hospitality interiors, given the enduring wish that lighting should add wow factor, given the ever faster rate of change in lighting technology and given the huge global market in which we operate, it's often the case that designs just come tumbling out.

Interior designers are being challenged more than ever before to create increasingly unique and memorable interior spaces for which lighting plays a fundamental part. This thirst for individuality is something which is equally important for us when it comes to refining our new collections. We are constantly looking to evolve new concept directions and as such, we do start with that clean white sheet of paper, albeit the paper may be framed by the restrictions of budget, function and dimension. That is the design challenge and that is the fun!

In the commercial world, just as the interior designer must rein in his or her purely personal aesthetic preferences in favour of the client's overall design brief, so we must blend product style with total suitability for contract use, the latest energy saving technology, value engineering to hit the project's budget and above all the features which a discerning guest notices, likes and wants to come back to.

For us, the guest experience is always the focus point at the end of the product design process. We have no way of knowing whether the guest will like blue or green, big or small, contemporary



or traditional, but we do know they want lighting which blends ambience with ease of use to suit the increasingly multi-functional nature of the guestroom.

Whereas lighting sometimes needs to be inconspicuous and barely noticed by a hotel guest, great lighting products can sometimes be the focal point for an entire interior design scheme. Designing those great products is all about the bigger picture and about pulling together all those different threads which have equal importance and which help create a lighting product with wow, function, style and cost and above all will appeal to the hotel guest for many years to come.

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