



## Q&amp;A

### Chelsom 75<sup>th</sup> Anniversary

**As Chelsom celebrates a milestone year, Managing Director Will Chelsom shares why standing still in design is never an option.**

#### **How would you describe Chelsom's approach to design?**

The fundamental difference with our approach is that we always begin by asking where the product is to be located. Designing a product for most interiors means creating something that could end up in almost any room, in any kind of property, and any style of surroundings. Given our primary focus on hospitality, we begin with a guestroom or a public area; a bedside or a desk; a headboard or a wall; modern or traditional; five-star or three-star; a hotel or a cruise ship. Whereas having those defined locations might in some way limit the design boundaries, they do actually enable a real design focus.

#### **How do you balance aesthetics with technology?**

That's a very fine balance indeed. For many years, the focus was only on aesthetics as the light source was a simple 60W bulb and technology didn't extend much further than that. Today however, we work with interior designers and lighting designers look to achieve the intended design aesthetic whilst also incorporating the latest technology – whether that be the light source itself, energy saving qualities or a room control system.

#### **What role does lighting play in the guest experience?**

I would argue that it is possibly the most important contribution to the guest experience within hotels, because whether a reception, bar, restaurant or guestroom feels welcoming or not most often depends on the quality and level of lighting incorporated. It must therefore play a major role in creating comfort and ambiance.

#### **Tell us about some of your most recent hospitality projects...**

We're lucky enough to be involved with luxury hotels around the world, from Four Seasons Mumbai to Pan Pacific and The Peninsula in London. Another exciting project of late was Virgin Edinburgh, where we worked with lca to deliver a blend of standard and custom products for the hotel's guestrooms and public spaces.

#### **What's next for Chelsom?**

I can safely say that we are not a company that stands still. We are constantly looking at all aspects of our operation to ensure that we improve, including the reduction of our carbon footprint as our journey towards net zero edges closer. Next up is the Edition 28 collection, set to be launched in May 2023 with 300 different products. So, it is all systems go and there is much change ahead!

[www.chelsom.com](http://www.chelsom.com)



# — CHELSOM —

EST. 1947



ICICLE by CHELSOM  
EDITION 27  
CHELSOM.CO.UK

75  
Years  
1947-2022