

SPRING 2012

SCOOP

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get *fresh!*

SPRING STYLE Marble and wood; traditional patterns; bright colour fabrics; chic Scandinavian interiors

Inspired

Coastal living in Uruguay;
The ultimate artist's retreat;
Frank Gehry's new hotel;
Europe's tallest building

Art world

Rising stars; Hong Kong's \$163 million art donation, Ted Snell on propaganda and the Wesfarmers collection
ON SHOW Picasso to Warhol, Warlimpirrnga Tjapaltjarri, Guy Warren, Dorothy Robinson Napangardi,



THE EYE OF THE STRÖM

Swedish architect Magnus Ström (inset) originally moved to the UK in 1998 to study at Portsmouth University. After holding senior positions at a couple of practices he decided to go it alone in 2010, setting up shop in the New Forest – a curious location for a hot young architect on *Wallpaper's* 2012 Architect Directory. He has recently completed a stunning house in Suffolk (pictured above and below), in an Area of Outstanding Natural Beauty (an area of countryside with significant landscape value). The distinguishing linear design references the building form – the 'long cottage' – found in the nearby village. stromarchitects.com/

What prompted you to set up your practice in the New Forest?

I sometimes ask myself that! After graduation I worked in Dublin, and I was then asked to join my university tutor at his practice in the New Forest. This suited me well, with my background and interest in sailing. After eight years, Lymington had become my home. I do miss the city and what it has to offer, but London is only one and a half hours away and I am now quoting for two jobs there. There are both positive and negative sides to being in the sticks, but as I'm trying to be a niche practice, I don't think location is essential.

Does your Scandinavian heritage influence your work?

Yes – undeniably, there is a 'Swedishness' to my work. This is not just about Scandinavian design, but rather about a way of life. Swedish Functionalism was born out of a belief in humanism, tradition, moderation, handcrafted perfectionism, modesty, quietude and purposefulness. Coupled with the dark, cold winters and long light summers, the Swedes were searching for a design style that combined simplicity with beauty, humanism and democratic ideals, whilst connecting with nature.

Describe your aesthetic in three words. Quiet, contextual, minimalist.

How has the current economic downturn impacted on you?

My practice is only two years old and I set up in a recession, so I think that it hasn't affected me hugely. Most of my clients are private individuals who are taking advantage of low interest rates, cheaper house prices. It is a good time to build a new house!



Photography Peter Guthrie



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