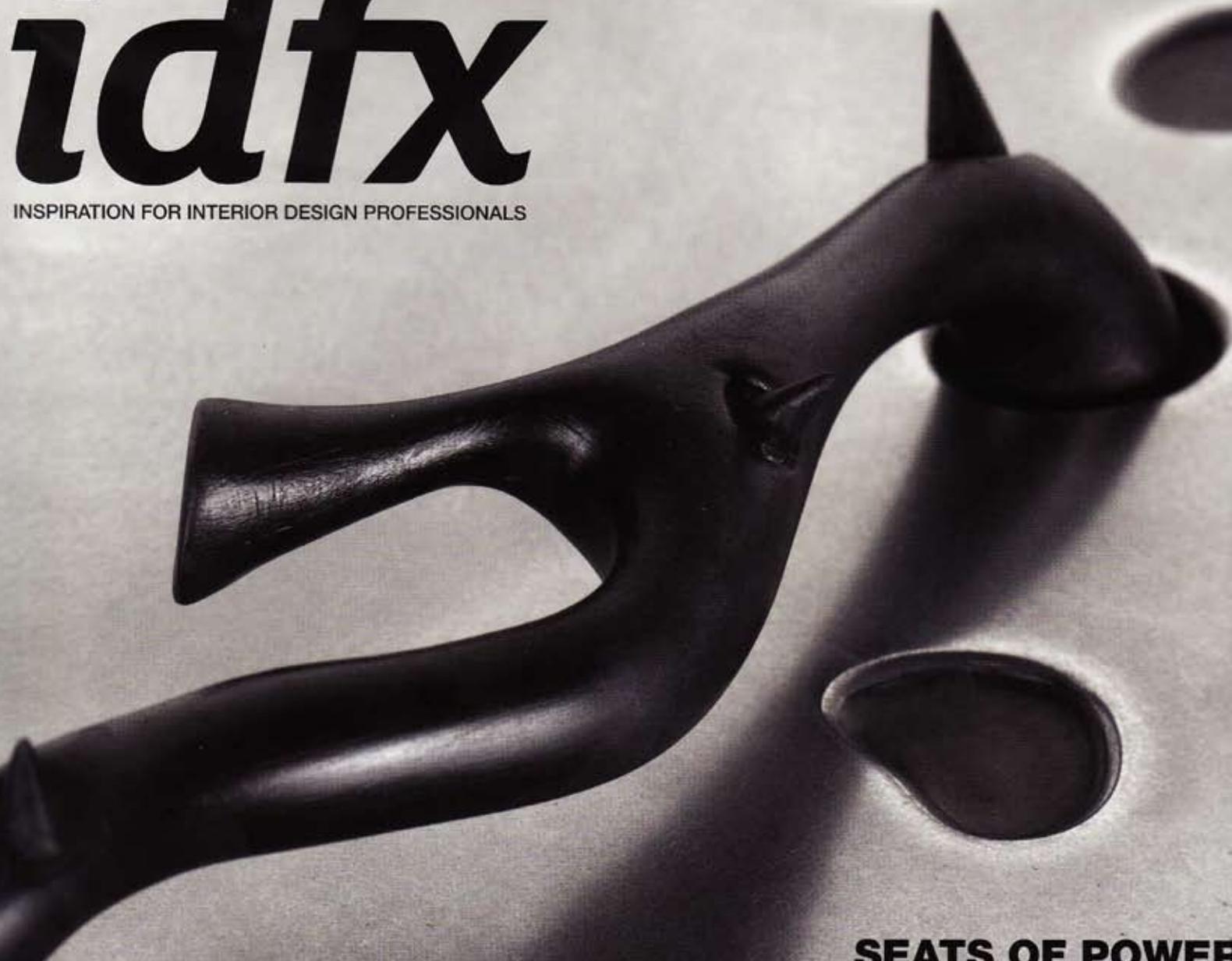


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INSPIRATION FOR INTERIOR DESIGN PROFESSIONALS



SEATS OF POWER

Clashing colours and crazy contours bring new life to upholstery

BATHROOM FOCUS

Products, projects and trends

Branching Out

Italian furniture designer and maker Andrea Felice combines metallic minimalism with spiky organic forms

NOVEMBER 2010 / £5.50



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Get Appy

Words REBECCA HOH

The thousands of software applications now available for iPhones and other handheld devices aim to enhance our lives but how can this technology help the interior designer? We talk to some exponents and sort the indispensable apps from the irrelevant

The iPhone and iPad seem to split opinion — devoted Apple fans can't wait for the next model to hit the shelves while others believe we simply don't need any more technology in our lives. But with Morgan Stanley analysts predicting that iPad sales will hit 16 million by the end of the product's first year (to add to the more than 17 million iPhones that have already been bought), it seems the handheld devices are here to stay. When it comes to apps, the number downloaded on to each device averages 53 and not all of these can be Fruit Ninja or Angry Birds — some must be useful to our working lives. It's a tricky subject for interior designers: iPhones and iPads have obvious design applications and, while some people feel such technology is taking the heart and soul out of the creative process, others are embracing its potential. So just what apps are available to interior designers and who is using them?



Andrew Duff, Inghald School of Design

'The iPhone is a wonderful device for me as a designer because it enables me to keep everything in one place. I'm always leaving something at home when I go to meet a client. It's often the camera, which is so bulky to carry around, so I find the Camera app great. Contractors are always talking in feet and inches and I'm a metric man so I'm

always using Convert Units. iHandy Level saves me carrying around a spirit level and the Ruler app is similarly useful.'

Kirsty McMorron, Absolute Abode

'I wouldn't be without my iPhone and all its apps; it makes life so much easier! I especially like the Compass — it is essential to understand the natural light and location of north in every project we work on. Having a compass on the iPhone makes this so easy. This ensures that we maximise the benefits of daylight and the sun (when we are lucky enough to see it) in our spatial planning and designs. And, of course, no Londoner should be without Tube Deluxe for planning Underground journeys and getting the latest travel news.'



There's an app for that! These design-themed applications for your virtual toolbox are available on iTunes or from the companies' websites

Louis Poulsen

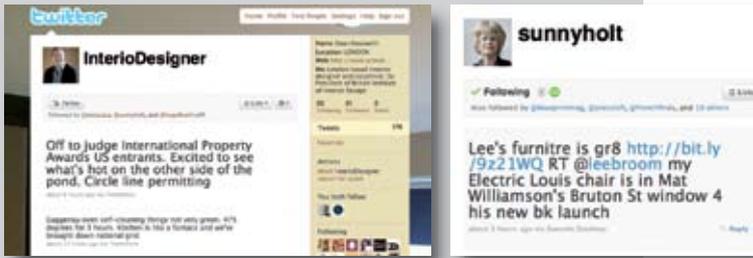
The app from the Danish lighting manufacturer is a pocket-sized catalogue of the entire product range, including images, technical drawings and info, with the option to have the information sent directly to your mail via the application. www.louispoulsen.com

de Le Cuona

Fabric house de Le Cuona has developed an iPhone and iPad app that contains a catalogue of all the company's accessories and fabrics. Designers will be able to take their phone directly into a client meeting, browse all the products and order samples directly — useful if they do not have time to visit the showroom. www.delecuona.co.uk

Gorenje

The European appliance manufacturer has integrated the Apple lifestyle into its kitchen designs. The iPod



Dean Keyworth, Armstrong Keyworth

'I have not had a great experience with many iPhone applications from a work point of view. I tried out the free Spirit Level app to hang some pictures and it was less accurate than my naked eye! However, I do use the Twitter app to follow design and other events — Barbara Chandler's tweets (@sunnyholt) are very useful. I also tweet (@interiodesigner) on the move via the iPhone app. It is great if you are out and about and want to share something of interest.'

Jordan Littler, Blacksheep

'iPhone apps for designers really haven't got off the ground yet. On the whole, they're speedily knocked up, badly designed and even a little bit patronising. None of them really competes with an actual tape measure. The most useful apps right now are photographic ones, particularly Hipstmatic and Flickr. I use these for photographing things I see on my travels — from great graffiti to cool furniture to weird people — which I can then use for mood boards and general inspiration.'



Dominic Crinson, Crinson

'The Sketch Pad apps for the iPhone 4 were integral to the formation of our latest wallpaper and tile designs, entitled Original Species. While out and about I do a lot of sketching that hopefully I'll realise into some new designs. Formative drawings, such as this frog sketch (right), evolved into the final product. Drawing in this way is great as you have this sketchbook with you at any time and you can build up a huge source of images. In the process of using the apps, I have found that there are very few drawing tools — stylus pens, for instance — that improve on the finger, which is very inaccurate. I have actually started to design a finger stylus that can be used on the iPhone. Watch this space.'



Lori Pinkerton-Rolet, Park Grove Design

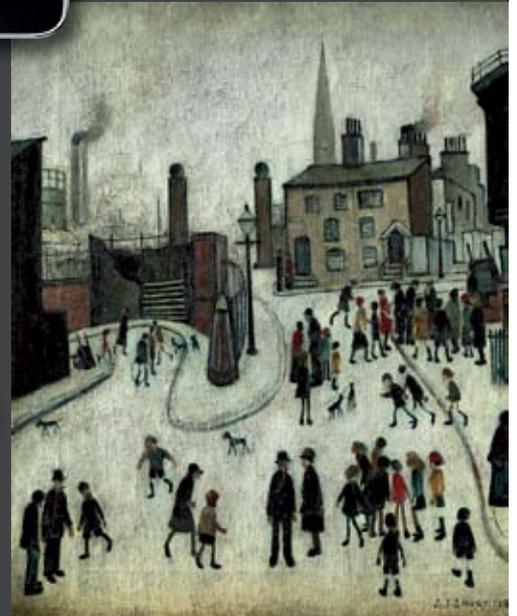
'There are a few apps I use all the time. BLevelFree is a handy spirit level, which is useful for hanging pictures or ending an argument with a contractor when you absolutely know the switches have not been put in straight! I also love the ColourChange app. Using the iPhone camera, you can show a client who has difficulty visualising things what a piece of furniture or even an entire room will look like in a completely different colour. This app is fast, easy to use and you will find a surprising level of colour control, which enables you to be quite accurate.'



Touch fridge freezer has a docking station, which turns the fridge door into the portal for controlling music and video (the appliance also has two 50W speakers on the front) as well as surfing the web and playing video games. Gorenje's GreenConnected concept is also designed for use on an iPad. It enables the user to operate their household appliances remotely and programme them to save energy. www.gorenje.co.uk

Lapicida

Stone specialist Lapicida's app went live last month and features a portfolio of more than 200 high-resolution swatches of its marble flooring, natural stone and kitchen and bathroom tiles. The application is free and includes a roomset gallery, full stone specifications and a tap-to-call number. It is available for all Android phones as well as Apple products. www.lapicida.com



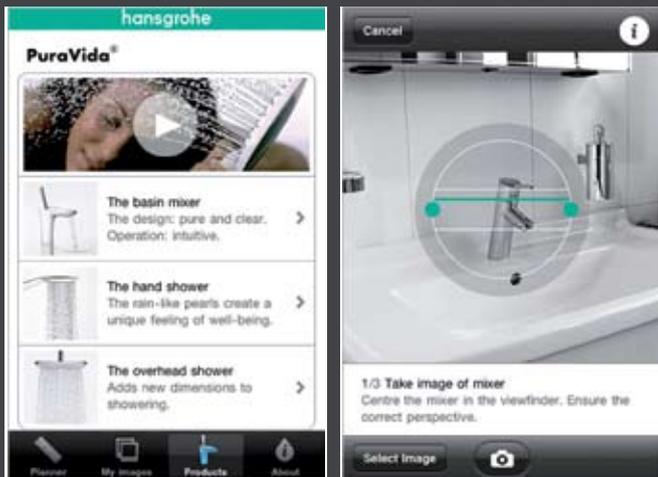
Christie's

Last summer, the auctioneer launched an app to enable users to browse upcoming sale lots by category, locations or area of interest. The technology has now been extended to all operating platforms and devices, such as Blackberry, Palm, Nokia and Samsung. Other features enable the user to locate the nearest saleroom, access real-time auction results and gain detailed lot information. www.christies.com

Hamptons

There are several estate agents with apps but Hamptons was the first to develop one specifically aimed at the iPad. It offers high-resolution images of its worldwide properties — with full-screen floor plans and prices in the currency of your choice, a GPS function to search for properties close by and market news from Hamptons International experts. www.hamptons.co.uk





Hansgrohe

The German bathroom manufacturer has created an application for virtual bathroom design, enabling users to see how new fittings from its PuraVida line will look in their own chosen location. This can then be saved, sent by email to a client or the team and/or printed. The app also offers information on the range and is free to download. www.hansgrohe.co.uk



Mydeco

Mydeco worked with Dassault Sytemes to create Furnish Your Photo. This application enables the user to choose from hundreds of 3D models to superimpose on to their own photo, allowing them to visualize how an armchair, sofa, table or lighting product will look in their chosen room. The 500 models from the mydeco catalogue include design classics such as the Charles Eames Lounge chair, Philippe Starck Miss Lacy chair and Tom Dixon's Wingback chair. www.mydeco.com

Alias

As well as offering the usual handy features, such as a store locator and company information, this app presents the Italian furniture company's full catalogue. There is clear photography of each product and a camera tool that allows you to superimpose each piece on to a picture of your room for an idea of how it might look when in place. www.aliasdesign.it



Susan Knof, SHH

'iPhone apps are really only in their infancy in the field of interior design but I feel quite sure that their range and usefulness will grow and grow. At the moment I am using a few fairly basic apps but I already find them really useful for when I'm on the move or on site and away from my computer. As an American, I use Convert Units a lot to switch between metric and imperial measurements and also for price conversions between dollars, sterling and euros. My Measures is a brilliant application for keeping track of dimensions. You can shoot a client's existing furniture, for example, and overlay the dimensions. Once back in the office, it removes the need for guesswork when deciding how to make new and existing elements work together.'

These designers have embraced apps to such an extent that they have developed their own



Kelly Hoppen

The British design guru has developed an application for the iPhone and iPad with dot.Talent that offers an insight into her style and methodology. Shot in high definition, it follows Hoppen around the kitchen, bedroom and dining room. She offers step-by-step advice on how to style each area, giving tips on home decorations and furnishings. 'It also allows users to take a picture of a room in 3D and alter colours or play with scheme ideas,' says Hoppen. 'Currently, the application gives high-level but digestible bite-sized information, ideal for the iPhone or iPad.' www.kellyhoppenretail.com

Mark Lewison

Los Angeles interior designer Mark Lewison created his room design application after becoming frustrated with the existing software on the market. Mark on Call enables users to create room plans and templates that can be customised with colour presets or user's pictures of actual finishes, fabrics, rugs, paint colours, wallpapers and flooring. Architectural elements can also be added, with furnishings in custom sizes and angles. 'I was not satisfied that I always had to go back to my office to create a floor or furniture plan and then add a lighting or electrical plan and then send it to the client,' says Lewison. 'Marc on Call provides instant specification matching and coordination for you.' www.whatwouldyou dowiththisroom.com idfx