

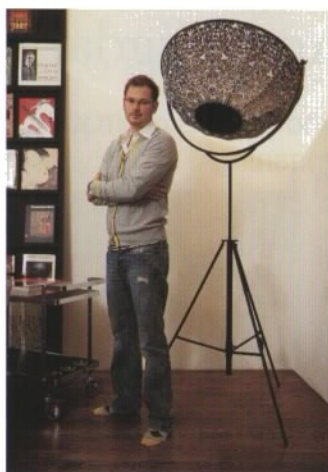
Designer profile Staffan Tollgard

Staffan Tollgard explains how his bold approach to design was the perfect fit for his spacious Bayswater flat. By Judith Wilson

Swedish-born Staffan Tollgard first worked in the film industry, then took a postgraduate degree at the Inchbald School of Design in 2003. He worked with Rabih Hage, before launching his own company in 2005. His team of five are all Inchbald graduates, because 'we speak a common design language.' Asked to define his style, he says, 'I like to be concise, but bold: keeping things safe is rubbish.' Current projects include a 465-square-metre flat in Holland Park; a 1,115-square-metre, new-build, Arts and Crafts-inspired house in Surrey; and a holiday home in the Algarve. Staffan lives in Bayswater with his wife, Monique; baby son, Leo; and miniature schnauzer dogs, Gilbert and Grace.

'We moved here from a four-floor Victorian house in Brook Green. We were tired of the stairs: this flat is perfect as there is a ground-floor living area, with bedrooms on the basement level. The space had previously been modernised by the architect David Chipperfield. The ceilings are four metres high - ideal, as we wanted the living room to be a gallery space for the furniture. Every piece has a voice of its own. I was aware that I was designing for Monique and myself - we are both tidy and organised, and appreciate beautiful things.'

'We stained the oak floor to create a warm, grey grain. The walls are painted "Snowflake" by Sanderson, a soft white that isn't clinical. To modify the acoustics, there is a sheer curtain panel along one wall, lit by LEDs. We have west-facing windows, so there are blinds in a Zimmer + Rohde sheer fabric, plus blackout blinds. The Esti Barnes rug was made to order by Top Floor. I chose a light olive green, as it reminds me of grass. I'm Scandinavian, so prefer



FROM TOP Staffan Tollgard wanted the living area of his flat to act as a gallery space - the 'Ptolomeo' bookshelf by Moco and the Moooi magazine rack are 'functional sculptures'. The Mario Fortuny light, which dates from the early 1900s, is typical of Staffan's penchant for large, statement pieces

walking barefoot: we invite guests to remove their shoes.

'The generous proportions required everything to be rethought, so the furniture is new. When I'm designing, I start with shapes and colours, then find pieces to match. I use colour, texture and size to express personality but don't put everything into one room. I love the look of Seventies futuristic furniture. The "Groundpiece" sofa, from Flexform, is big enough to lounge on, and the upholstered "Sultan" coffee table/pouffe, by JNL, is multi-functional. This circular love seat, by Vladimir Kagan, is one of my favourites. I can swivel to face the party, or to the wall if I want to read a story to Leo.

'As this is a gallery space, I avoided attaching things to the walls. The "Ptolomeo" bookshelf by Moco is a functional, ever-changing sculpture. I call the Moooi magazine rack my "life mood board"; I display current photos, magazines and books. I dislike built-in lights, so needed a lamp that would bounce illumination around the room. This early 1900s, Mario Fortuny design resembles an old-fashioned film light. It came early in the room's concept because it's very big.

'My favourite piece is the wire sculpture, *Andrea*, by Randy Cooper. Monique and I saw it in a Paris gallery and couldn't leave without buying it. The chrome pedestal is perfect for *Andrea*. It is by Megaron, a Turkish company, as is the oval side table, and the black convex mirror. I love this room not just because of its good looks, but also because Leo plays here, we entertain, watch television and spread out the newspapers. It is, after all, called the living room' □
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