

RETAIL

Sofology commits to planting trees to become a greener business.

BEDS

Vita Talalay talks about the importance of pillows and the powerful benefits.



UPHOLSTERY

Being bold and standing out has proved to be a formula for success for Heritage Furniture.

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FURNITURE INDUSTRY NEWS



Joao Botelho was inspired to set up his own interior and furniture design company, Casa Botelho, after completing the redesign of his four-storey townhouse in London with his partner. A debut collection was launched in March 2016 and now Casa Botelho has launched a new collection, Connecting The Dots. Cabinet Maker sat down with Joao to find out what has inspired him and what the future might hold.

What would you say pulled you into wanting a career in the furnishing industry?

I spent 22 years of my life working in luxury retail in Brazil and London. My roles always included visual management of the boutiques, from dressing mannequins and windows, to the oversight of the furnishings used in the shop. During these years, I was fortunate to experience stunning architecture and some of the finest hotel rooms around the world. When I went to redesign my own home, I applied all these influences, and that's when I realised my passion for interior design.

Why did you decide to set up Casa Botelho?

It started with my own home in London

Hackney. During a renovation in 2014 I worked closely with my architects to create a bespoke kitchen, walk-in wardrobe, vanity unity and TV console. That gave me a real taste and confidence for designing furniture and made me realise how much I enjoyed the process and the results. Additionally, while looking for petite end-tables for several rooms in the house I couldn't find exactly what I had in mind. It was then I designed the Martini Table collection, which was the first Casa Botelho collection.

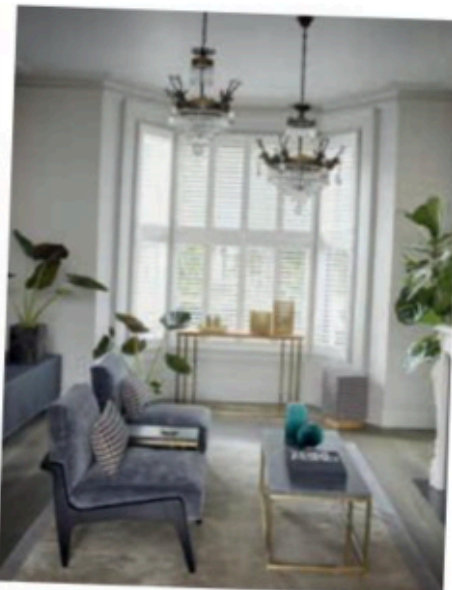
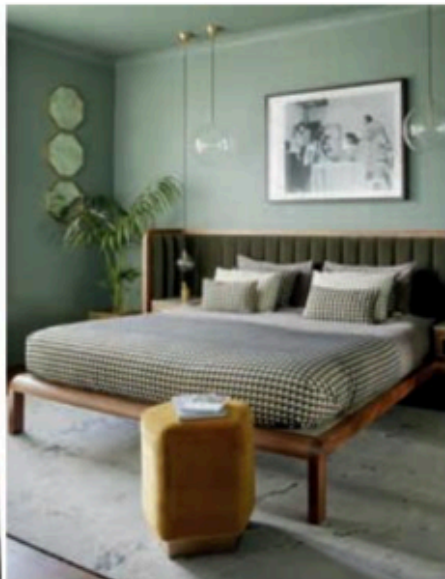
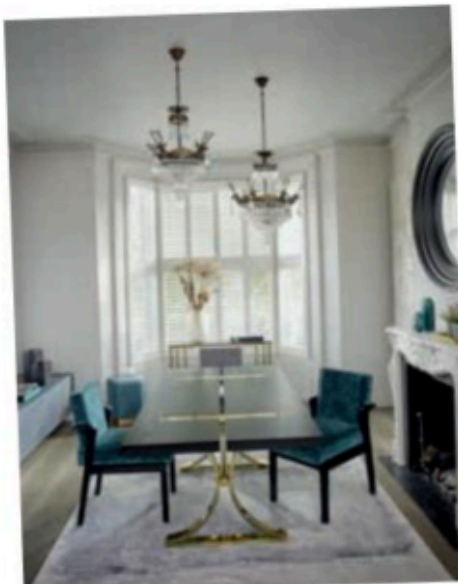
How do you find your inspiration for your collections?

From everywhere! Travel, people, culture, fashion, architecture, animals, food, even wine. When it comes to design itself, I love

to mix 1930s' Art Deco and modern industrial with a dash of classic. I love to play with concepts that have nothing in common and I love to introduce fashion elements, such as texture and materials. Donna Karan is definitely one of my inspirations. The way she selects beautiful fabrics and then transforms them into gorgeous fashion pieces is astounding. I am also inspired by Tom Ford's use of bold colour, gorgeous materials, and the sensuality in his designs.

Can you tell us about your new collection Connecting The Dots?

Connecting the Dots remembers the past while paving the way for an exciting future. Using colour, shape and texture to reflect Casa Botelho's emotive style, Connecting the



From, left to right, Vesta dining table with Atena dining chair; Cupid Bed II; Atena armchair with Elio coffee table.

Dots introduces a dining room concept to the brands repertoire. Glamorous, sumptuous and seductive, each design injects drama and personality into your home's interior.

What have been your highlights so far?

Bespoke furniture is an obsession of mine and one that keeps growing by day. I love being able to create a one of a kind pieces for my clients to enjoy and cherish. Of course, my favourite project is by far my own home. My favourite furniture, textures and colour palettes are all present in my spaces. Symmetry, boldness, and masculinity abound. Additionally, I have enjoyed our collaborations with Margo Selby, Jennifer Manners, TM Lighting, Decorum Est and recently with Divine Savages. Recently we had our first Pop UP Store in London, Shoreditch which gave us a taste of Retail opening doors to a whole new audience.

What is next for Casa Botelho?

We are expanding our business internationally and the USA is a target for Casa Botelho. I have just signed up for a project in New York and I am so looking forward to it. More pop-up stores is also a consideration for 2020.

What are your views on the furniture industry as it is today?

Although I am a great believer there is room for everyone to do business out there, the market is saturated with a lot of the same things around. What sets us apart from the competition is our distinct masculine glamour aesthetic and our ability to play with Art Deco-inspired designs with a modern twist.

www.casabotelho.com



Joao Botelho

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