



glass *Design*

IM-MARBLEISED

Glass selects the marble marvels to make a polished addition to any space

GAMES PEOPLE PLAY

The most competitively designed concept board games and games-room accessories on the market

TROPICO

Glass looks to the tropics as a source of design inspiration for the summer home

SALONE EN VOGUE

A showcase of the best fashion and design collaborations at Salone del Mobile 2016

DESIGNS FOR LIFE

As part of our Longevity Issue, Glass looks to those paying especially close attention to the sustainable future of product design

FENDI X ZUMA

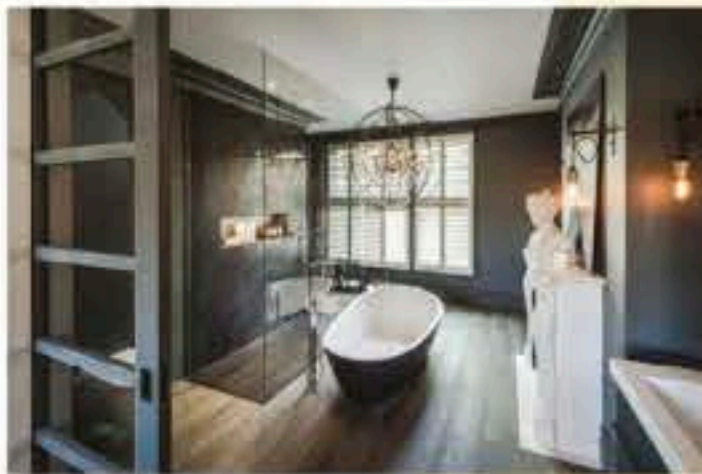
Glass meets ZUMA founder, Rainer Becker, and interior designer, Noriyoshi Muramatsu, to discuss their collaboration with fashion house Fendi

MI CASA SU CASA

Glass meets João Botelho, founder of newly launched interior design practice Casa Botelho

Mi Casa Su Casa

Glass meets João Botelho, the bright spark behind Casa Botelho – the newest name on the interior design scene in London



More often than not for an interior designer new to the scene, their calling card, by default, is their home. In the case of João Botelho, this Brazilian native's pride and glory emerges in the form of a flavoursome, immaculately laid out and infinitely chic residence that is his four-storey townhouse home in the heartland of East London.

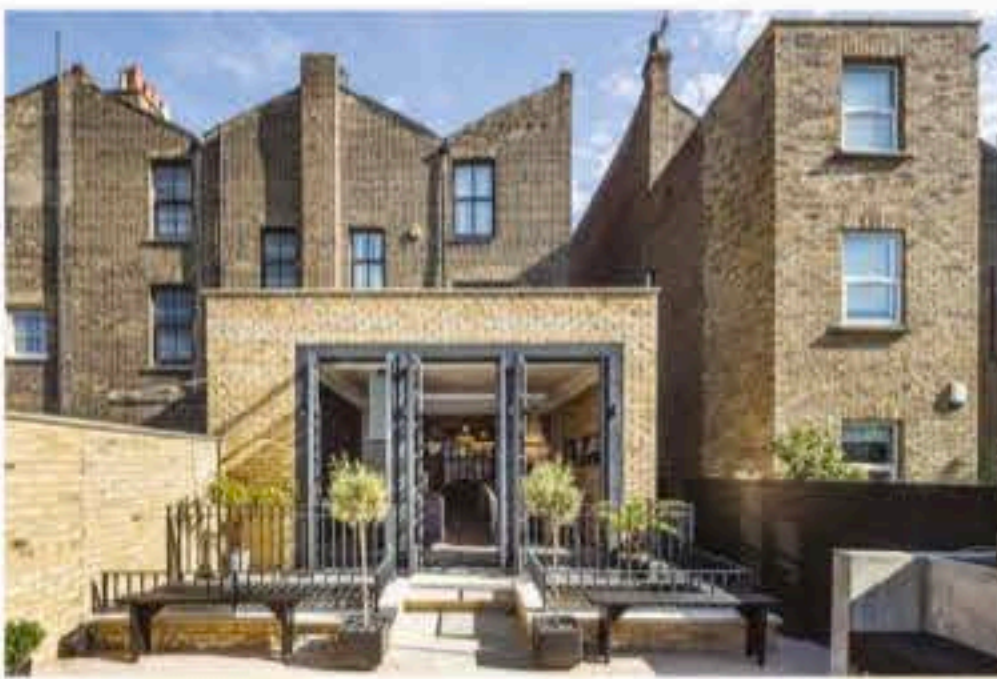


João Botelho, Casa Botelho founder

Beyond just a calling card or trophy piece, however, this immersive space has set the stage for him to shine in his own right as an interior designer with immense soul that resonates through his design outlook. Now offering new inspiration to the scene by way of his first grand redesign, João's brainchild, interior design firm Casa Botelho, has got all the right people interested. To find out more, Glass talks to the zealous and enterprising creative about his journey thus far.

You were originally born in Brazil and in 1994 decided it was time to fly the nest and make London your home. What did you take from your upbringing in such a vibrant country?

Brazil is a beautiful country filled with happy people, gorgeous beaches, sunshine all year around and it has a wonderful culture. I was raised by my parents and we were four boys. They worked hard to educate and discipline us the best they could. My mother is my idol, my soul, my friend and someone I look up to in many ways. Ever since I can remember she was a great supporter of my lifestyle choices and work. I started working when I was 15 years old at a bank but moved quickly to retail. At the age of 18, I was already managing a fabulous Luxe boutique called Divina Decadência and I worked as passionately then as I do now. In Brazil, family is everything and something I still cherish every day of my life. We gathered on the weekends for big meals, would drink ice cold beer and sing and dance. Today I take every chance I can to apply the principles that shaped my upbringing and never take anything for granted.



You then immersed yourself in the world of global luxury retail. Could you tell us more about your motivation behind wanting to experience and ultimately live this first-hand?

I was very ambitious and I knew I wanted to aim high. When I arrived at Heathrow airport I had six suitcases filled with fabulous clothes and shoes. I came with a mindset that I had to 'dress to impress' and readied myself to continue my journey in the luxury world. The beginning was tough but I knew I had to go through new challenges and be fluent in English before I could immerse myself in luxury retail in London. My first full time job was at Harvey Nichols Fifth Floor Restaurant as a waiter. It wasn't retail but I was connected to it and surrounded by luxury items. It was very glamorous and I was lucky enough to serve many fabulous people including Princess Diana. We had a great staff discount and so I could continue to build my wardrobe, only now with European designers. At Harvey Nichols I learnt a lot about discipline, food, wine and service; a great school for anyone that is arriving in a new country.

What would you say is your design ethos?

Our signature style is recognised by the use of strong lines, neutral colour palettes, luxe fabrications together with rich and natural materials that age beautifully. Symmetry and optimal use of space and attention to extraordinary detail is also an important principle.

What is your favourite room in your house and why?

The pièce de résistance is the en suite. It is like a sanctuary filled with drama, boldness and the most fabulous elements that one could dream of. I love coming home, running a bubble bath, lighting the fire, dimming the lights and putting on some soothing music and, of course, having a Martini. I anxiously await that serene moment when I can enjoy the scent of my favourite candle, the sound of the water, the rhythm of the music and the warmth of the fire.

You describe dressing your home as being akin to dressing yourself, dressing to impress, but how would you say you bring your style to reality most effectively?

Casa Botelho offers an utterly unique and exciting style. It has individuality within the industry, a form that



is both strong and personal and magical and moving. Symmetry is all important and key to my style. In fact I have an addiction for symmetry that keeps growing each day. I like to see everything in the right place; items lined up like soldiers and, without a doubt, colour coordinated too. I take real pride in 'dressing to impress' my home and myself. No matter where I am going I have to be dressed and colour coordinated too.

Finally, what are you most excited about when it comes to undertaking custom projects and essentially dressing the homes of others?

Our approach is to partner with our clients from concept to completion, listening to them and translating their vision and desires into a finished product that brings a smile to their face and joy to their daily life. Developing custom-made items are my favourite projects. It is where I can incorporate the sense of luxe that I love, the quality that I always adhere to and the attention to detail that Casa Botelho stands for. – *By Liam Feltham*

