



## # Casestudy 1 - The Raw House

The Raw House in North London is an exceptional modern home totally transformed by AG Architects.

Amos from AG Architects explains how the unprocessed and honest use of materials and design helped name the home. The name encapsulates the strong modern aesthetic of the home. Internally microcement has been used on many of the surfaces with exposed London stock brickwork with black structural parts and details. Black brickwork with hit-and-miss detailing is combined with other complementary black finishes and materials creating a visually striking bold exterior.

Simplicity and sophistication of modern design is essential, he explains, it is like a religion or way of thinking. We are always looking for modern or modular furniture systems that give you flexibility and allow you to adapt it to the internal space.

The ON&ON system really fits with the architecture and design aesthetics of the house and we have used a variety of systems in several different spaces.





Suzanne, Owner of The Raw House talks to us about design and her love of furniture.

I have always been fascinated and passionate about architectural and interior design, even from a really young age, I would sit in my parent's house and think of all the ways I would redesign each room. From the moment I bought my first house, a run-down probate 25 years ago, I was hooked on design and renovating every home and really wanted this house to be something special.

I find real beauty in well-designed furniture, both old and new. My favourite piece of furniture in the house is the old G-Plan side table in the hallway it's exactly like the one my Grandma and Grandad used to have.

I know it's only a matter of time before I start a new project. When that day comes and it will, something that is very important to me is to be able to take these beautifully designed pieces of ON&ON furniture to a whole new environment. They will have become part of my family story like our G Plan, Ercols and Toga sofa.

