

BALINEUM

BALINEUM OPENS FIRST STUDIO SPACE

Sarah Watson mastermind and founder of Balineum loves tiles and bathroom fittings and furniture. Each piece causes a ripple of excitement. The news that Balineum has opened a its first showroom will whip up a frenzy in the design world. Collections with artists including Wayne Pate and Louis Barthélemy and a new a collaboration with interior designer Jean-Philippe Demeyer as well as commissions from the likes of Luke Edward Hall, Adam Bray, Rachel Chudley and Atelier Vime make Balineum the interior and fashion world's go-to destination for design-led bathrooms and beyond.





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Sarah Watson describes the new Balineum Studio.

“Balineum’s new studio space was designed with Nadine Bartholomew of Studio Noam. Nadine and I have worked together on several Balineum projects over the years starting with Balineum’s first Decorex (2013), our Series S Italian tiles pop up at Pentreath & Hall (2016) and the Terra Firma brick launch (2018). Whenever I need someone or something more elaborate than a product launch, I work with Nadine.

Nadine used to be David Collins’ right-hand many moons ago before starting her own practice Studio Noam operates almost entirely under the radar – no website beyond a holding page, little or no Instagram or online footprint – and yet she works on incredible homes, commercial spaces, and boats all around the world. Studio Noam is both a client and a collaborator, and after many years of working together, a friend.

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Gareth Goodison (London Art Makers), Alex Shepherd and Polly Sloan did the all the decoration, painting, striping, wallpapering, and building work in the space.

Gareth Goodison also built our packing room table and the office desks and our temporary communal table (while we are deciding on and now finally ordering final tables and chairs for the space).



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The marble column in our foyer area was an unexpected surprise – it was hidden behind a built-in cupboard that we were planning to use for storage and IT. It was only found when we tried to straighten a wiggly wall during the decoration work. Once uncovered we knew we couldn't cover it back up, so we then engaged Magda Gordon to paint it in a faux marbled style with a gaudy embellished style top.

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Suzanne Flemming at Sunny Flower and Poppy made all the display frames in the foyer with for our metal accessories using brown felt and dark oak frames.

Our much-loved and long-term Italian business partners made all the wooden display furniture in the showroom (the tile display units and boxes, the lampshade and terrazzo units, and a trolley for displaying brassware).





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The curtains were all made by Amanda Baker at Elephant Road Studios, using a mix of fabrics from: Claremont (the rust-coloured velvet in our showroom), Guy Goodfellow (their famous stripe is the backing of our showroom curtains), Tissus d'Helene (for Rose Tarlow fabric for roman blind in the office and Helene Blanche's Moiré stripe in our the packing room).

The carpets are from Sinclair Til and rugs by Vanderhurd. We bought all our paints from Paper & Paints on Park Walk.



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Since the company launch in 2007 until September 2021 (14 years) we have lived and worked from my personal apartment. We were filled to the brim with people and stuff and thankfully have very patient and kind neighbours, but finding a long term, affordable studio or shop in London has always felt out of reach.

When our downstairs neighbour said she was moving out – we jumped at the chance to take over the space. It's not a forever space – at some point in the coming years, it is likely we will outgrow it and find a more “shop” like venue – but for a few years, we will be very happy to work from this beautiful new studio.”



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The Studio is located near transport. Finchley Road tube for the Metropolitan and Jubilee lines and 10 minutes from Baker Street and Bond Street, and near Finchley-Frognaal Overground which goes around to Chelsea Harbour and over to East London.

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Fearless Eyes new tile collection, Balineum x Jean-Philippe Demeyer
Photographer: Gareth Hacker
Photography Stylist: Miranda Sinclair