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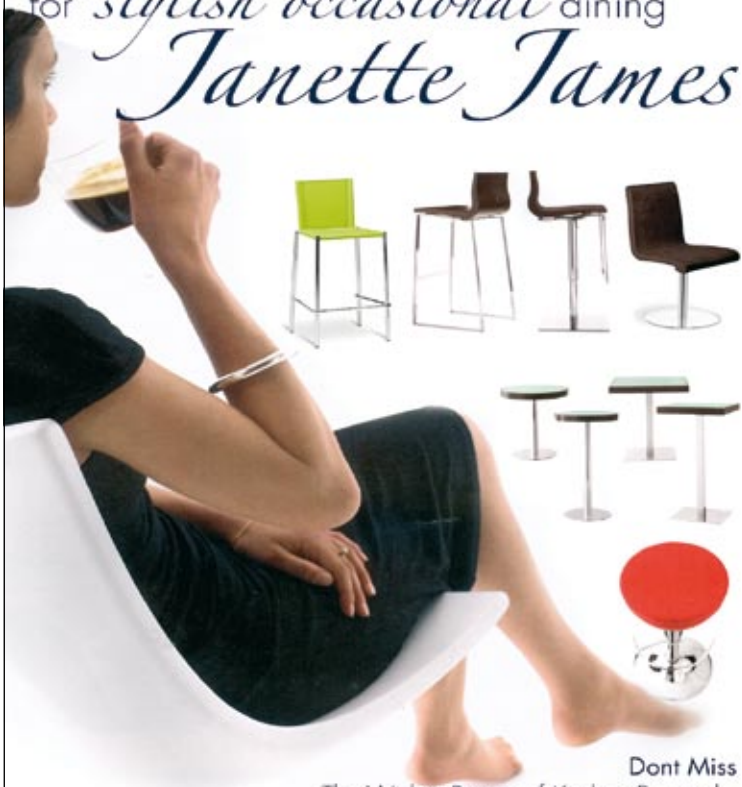
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DESIGNER PROFILE

Snowgoose

CHESHIRE-BASED INTERIOR DESIGNERS BELLA RADCLIFFE AND MICHELLE ROTHWELL OF SNOWGOOSE ARE THE WINNERS OF THIS YEAR'S CONCEPT FOR LIVING DESIGN AWARDS. THIS MONTH BELLA REVEALS HOW THE DESIGNERS MET, HOW THEIR CAREERS IN INTERIOR DESIGN BEGAN AND WHAT THE FUTURE HOLDS FOR THE PAIR...



What attracted you both to pursuing a career in interior design?

As a student (many years ago) I bought a huge pile of Thai batik sarongs from a market for 30p each, hung them down my walls and created a parachute-style ballooned ceiling. It occurred to me that this was more attractive than empty cider bottles as a form of decoration and I have been interested in interior design ever since. Waylaid for a while by my previous career in TV and then by my children, a recent return to the study of interior design at mid-Cheshire college re-ignited my determination to follow a career as a designer.

How did your business partnership begin?

Michele and I have been friends for a while through having children in the same class at school. We both share a passion for interiors and as our personalities and styles compliment each other, it seemed an obvious progression to set up in business together. Michele is an excellent business partner; she remains steady when I wobble and edits me when I get carried away... we couldn't have wished for our relationship to work better than it has.

You recently created a room set for the Concept For Living Design Awards winning the Public and Judges' awards for your design. Do you have any advice for those entering the 2008 awards?

Preparation! We are delighted with our result but worked hard to achieve it; I hope our attention to detail speaks for itself. We also had great support from some wonderful contributors, Roast Designs, the artist Lucy Geldenhyus, Maggie Mumford Tiles and Tasha Plumby to name but a few. We also laughed a great deal... our advice would be to have fun.

How would you describe your style?

Our style is a personal, eclectic mix of traditional and contemporary elements. We like to use people's favourite old pieces yet give them a modern edge. We combine vintage and cutting edge fabrics, source lovely items from renowned designers and architectural salvage yards alike and we have the imagination to juxtapose top end with high street. The overall effect is beautiful and affordable, practical and comfortable.

Who are your design heroes?

Design heroes from the past: the Pre-Raphaelites and Antonio Gaudi. From the present: Tricia Guild and William Yeoward and at the risk of sounding corny, my mother for her strong sense of style.

Favourite design stores:

Again, Designers Guild and William Yeoward. Also salvage yards, thrift shops and antique markets.

Will either of you be making any changes to your own homes this summer?

I am currently redecorating our workspace into a more inspiring office for Snowgoose (it currently

looks a bit like an old man's study). I have recently redone my children's rooms and the next project is to rip out the fireplace and re-vamp and update the sitting room.

What are your plans for the coming months?

To capitalise on our success at the Concept for Living Design Awards, expand the business and enjoy the work that is coming in. Oh, and to have a summer holiday...

Snowgoose. Tel. 01928 712736, email: info@snowgooseinteriors.com

"WE ARE DELIGHTED WITH OUR RESULT BUT WORKED HARD TO ACHIEVE IT; I HOPE OUR ATTENTION TO DETAIL SPEAKS FOR ITSELF."