

Judges Biographies 2023

FURNITURE



**Joanna Biggs – SHERLIKER BIGGS – HOSPITALITY INTERIOR DESIGN
CONSULTANT**

With over 20 years in Luxury Hospitality Design, Joanna has worked closely with International Developers and Luxury Hotel Brands in the UK, Europe, India, Indonesia, China, and Japan.

Working as a principal designer with GA Design, London and more recently as Sherliker Biggs on Hospitality and F&B projects worldwide, her projects include award winning Hotels and Restaurants across the globe. Joanna believes that the strength of the end product relies on a holistic design approach.

Sarah Bryan – ID:SR, SHEPPARD ROBSON'S INTERIOR DESIGN GROUP

With considerable experience designing and delivering a broad range of projects, Sarah's work is underpinned by her expertise in the strategic briefing phases of projects. This ensures that the work she leads is built upon solid strategic foundations, with the finished design – whether it be a small-scale space or workplace masterplan – designed to perfectly fit the cultural aspirations and business plans of our clients, both now and into the future. Clients that have benefited from Sarah's strategy-led, thoughtful approach to design include major broadcasters as well as advertising and media organisation. Her award-winning designs have a track record of creating engaging and enduring places to work and socialise, with a keen eye for detail and adventurous use of materials uplifting these spaces.

Sarah is an established member of ID:SR, having joined the studio as a graduate and – after gaining wider industry expertise – returned to the practice in 2016 as an Associate Partner.



Sheridan Coakley – SCP Limited

Sheridan Coakley is the founder and director of SCP, a manufacturer and retailer of modern furniture and products. A pioneer and advocate of modern design in Britain, he launched SCP in 1985 and has employed the rich talents of designers such as Jasper Morrison, Matthew Hilton, Konstantin Grcic, Terence Woodgate, James Irvine, Kay+Stemmer, Donna Wilson, Reiko Kaneko and Philippe Malouin. He continues to champion new talent and the idea that good design can improve the world around us. Three decades on, SCP remains true to its founding idea, to make and sell design products that are beautiful, functional, and made to last.

Elliott Koehler – JPA DESIGN

American industrial designer Elliott Koehler brings delightful experiences to life with a holistic approach and passionate attention to materials and details. He leads JPA Design's London studio as Creative Director, a studio who for over 30-years has shaped the travel industry and won awards from Red Dot to Crystal Cabin for brands such as Cathay Pacific, Singapore Airlines, and Belmond Venice Simplon Orient Express.

Elliott brings over 10 years of industry experience from the in-house design team GE to the diverse product design studio LAYER, and most recently as Head of Design for the British furniture brand Allermuir. He has developed hundreds of products from strategy to production ranging from tech products, furniture, and aviation cabins for global brands including Google, Vitra, Dell, Bang & Olufsen, Airbus, and Adidas. At Allermuir he led the internal design and marketing team who collaborates with designers such as PearsonLloyd, Benjamin Hubert, Mark Gabbertas, Patrick Norguet and Smith.Matthias.

Elliott has been a Design Guild Mark judge since 2019.



Tom Pearce – FARRAH & PEARCE



Tom spent time working at some of London's top design studios before co-founding Farrah & Pearce in 2017. He has since designed and developed hundreds of commercially successful products for household names. His work is interdisciplinary with projects ranging from product and furniture to transport, lighting and sculpture. His products have been exhibited at both the Design Museum in London and the Design Museum in Ghent, and his work has received numerous international awards including multiple RedDot Design Awards, a Good Design Award, German Design Award and several Design Guild Marks. He has a unique sense of thoughtful design and creativity combined with extensive and varied experience, invaluable industry insight and complex technical knowledge.

Luke Pearson – PEARSONLLOYD

Co-Founder and Director of Pearson Lloyd; award-winning Design studio working Multiple sectors with a focus on Design for Chane. The studio has a broad remit featuring clients such as Lufthansa, ThyssenKrupp, WalterKnoll, Virgin Voyages, Allermuir, BENE, TAKT, City Of Bath, & Teknion.

Regularly serving on international panels at design events throughout the world, and juries for design competitions, Luke is currently a member of the independent Design Advisory panel for High Speed 2 (HS2) rail network, and advisor for Asia Design Platform (ADP).

Luke was awarded the distinction of Royal Designer for Industry by The Royal Society of Arts, and subsequently went on to be named in the top 50 designers 'Shaping the Future' by Fast-Co Magazine in New York. In 2022 Luke was bestowed as Honorary Doctor of Design by Nottingham Trent University.



Terence Woodgate – STUDIO WOODGATE



Terence Woodgate is an Industrial Designer specialising in furniture and lighting. He works from his studio in Girona, Spain. One of the UK's most respected industrial designers, Woodgate has become known for a stripped-down, elegant modern approach to design with an obsessive attention to detail and manufacture, exemplified in products like the ethereal Surface Table designed with John Barnard. He became a Royal Designer for Industry (RDI) in 2003 and has received numerous international design awards, including the Red Dot Best of the Best and the IF ecology award. His current client list includes Established & Sons, Punt Mobles, SCP, Concord Lighting, Case, Objekten, RVB and Habitat International. Examples of his work are held in the permanent collections of the Museu d'Arts Decoratives, Barcelona and the Victoria and Albert Museum, London.

INTERIOR DESIGN ELEMENTS

Daniel Hopwood – STUDIO HOPWOOD

Daniel Hopwood established his own design studio over 27 years ago. The studio specialises in residential and commercial design, primarily in London and occasionally abroad. His work is frequently featured in the British press.

Daniel has a degree in Architecture and is an alumni of the Prince of Wales Institute of Architecture. He is a registered interior designer with the British Institute of Interior Design (BIID), where he was president for two years and advocated to improve professionalism in the design world.

He is a liveryman of The Furniture Makers' Company and chairs the Bespoke Guild Mark committee.

As a visiting tutor to design schools, he also encourages and mentors young designers in the industry.

He has worked on several series with the BBC and Channel 4 which have been televised worldwide.



Professor Clare Johnston – ROYAL COLLEGE OF ART

Clare Johnston is a Textile Designer and Colour consultant for Fashion and Interiors and is Professor Emeritus of Textiles at the RCA. Prior to her appointment at RCA from 2000–2015, Clare was Head of Design at Liberty of London and Senior Designer at Marks and Spencer. Clare works with International Institutions such as Swedish School of Textiles and Hong Kong Design Institute as a Visiting academic and advisor. She is also a contributing member of the British Textile Colour Group and launched an exclusive Kimono Collection in 2018.

Natasha Marshall – NATASHA MARSHALL INTERIORS LTD

Natasha Marshall is a leading British Designer and Creative Consultant with over 25 years' experience in the world of interiors; a champion of pattern, colour, textiles and local craftsmanship.

Natasha's interiors work covers both bespoke residential and commercial projects. She loves to collaborate to ensure the right skills, materials and design imagination are brought to each project, underpinned by excellent financial and project management.

Natasha excels in translating a client's brief reflecting their personality to their unique interior. Her interior style has a beautiful simplicity and elegance, along with practicalities so that you know you will enjoy being in it every day for years to come.



Emma Sewell – WALLACE SEWELL



Emma Sewell is a textile designer and in 1992, established Wallace Sewell, a UK-based design studio, with Harriet Wallace-Jones, after graduating from the Royal College of Art.

Combining innovation with practical solutions, Wallace Sewell are known for their use of colour and woven structure in surprising geometric formats, creating individual contemporary fabrics, which are sold as products, to over 400 stockists in 25 countries.

Wallace Sewell strive to unite craft and manufacturing, embracing traditional techniques and are proud to have always made in the UK, embracing the British Textile Industry for its wealth of expertise and production excellence.

Over the years they have built up a diverse portfolio of client projects, designing and producing for international brands, boutique hotels, museums and stadiums, along with creating the many of the recent upholstery designs for Transport for London. Working from London and Dorset, the progressive studio pioneers excellence and originality within their woven products.

Peter Thwaites – RAPTURE & WRIGHT

After training in illustration, Peter spent the first fourteen years of his career working alongside interior decorators, film and theatre designers.

In 2004 Peter co-founded Rapture & Wright with Rebecca Aird. The mission was to create a different sort of fabric company. One built upon the philosophy of creating beautiful fabrics and wallpapers, well made by hand in the workshop, whilst leaving the smallest possible imprint upon the environment.

Since those humble beginnings in a leaky farmyard barn, Rapture & Wright has grown into an award winning, multi-disciplinary design studio, selling worldwide from an environmentally groundbreaking production works.



LIGHTING



Simon Alderson – TWENTYTWENTYONE

Simon Alderson co-founded twentytwentyone in 1996. The award-winning company is internationally respected for its carefully curated retail business. twentytwentyone has a dedicated commercial sales team working with architects and designers on progressive interiors projects. The company also produces a small collection of furniture and accessories and acts as exclusive UK agents for several international design collections.

Simon Terry – ANGLEPOISE®

In 2001 Simon Terry left a successful career as a film compositor, working on a range of blockbuster movies, including James Bond, Zorro and Les Miserable, to join the family business. In the last 20 years he has helped rejuvenate the business, bringing on board Sir Kenneth Grange as Design Director and forging relationships with collaborators such as Margaret Howell and Paul Smith.

Now, as owner and Chairman at Anglepoise, he sees himself as custodian of the brand and its DNA. He also has a keen eye on the future and the legacy of Anglepoise and is focused on developing new, meaningful collaborations as well as introducing initiatives such as the new lifetime guarantee and reducing the use of single use plastics across the company.

Unbeknown to Anglepoise fans and customers, he is often the one answering queries and questions regarding vintage products, repairing old lights and sending out spare parts, recognising this as an essential part of his role in ensuring he continues to understand what makes the Anglepoise customer tick.



John Tree – JASPER MORRISON



John is a designer currently dividing his time between Jasper Morrison's office and his own. Since leaving his role as a Senior Designer with Sony he has worked with Jasper for over 17 years, designing products for some of the worlds leading brands.

Through his own practice, John consults for tech-based startups and develops his own products for manufacturers such as Very Good & Proper, Deadgood, and Deacode.

John has been a guest tutor at both The Royal College of Art and Ecal where he has been an external assessor for the Masters course.

Sebastian Wrong – ESTABLISHED & SONS

Sebastian Wrong is a designer, creative director and specialist in modern manufacturing. His career has seen him work with some of the most pre-eminent designers and companies of the era. His portfolio of work spans furniture, lighting, accessories and gallery projects. He is currently the design director of the London based furniture brand Established & Sons.

Wrong received much critical acclaim for the Spun lamp, which he designed for Flos in 2003, winning the prestigious Red Dot Design Award. In 2005, he was a founding member of the British manufacturer Established & Sons, and remained the design director of the company until 2012. Under his guidance, the company produced some of the most iconic designs of the decade. In 2011, Wrong launched The Wrong Shop, an online platform that sells edition prints by notable designers and artists from around the world. Wrong taught product design at the Royal Collage to Art / London (2011/12) and ECAL / Switzerland since 2018.

In 2013, in collaboration with Danish brand HAY, Wrong founded WH (Wrong for HAY). Initially conceived as a specialist lighting manufacturer, the guiding principle for WH was to create design of lasting quality at an accessible price. In 2016, WH has evolved into Wrong.London, with the company dedicating itself entirely to lighting.

In March 2017 Wrong returned to Established & Sons as design director under new ownership, with the intention to help define this iconic brand on its new path. He has set up his own studio, designing and consulting for a variety of international clients. In 2018 Wrong launched a new label called OWL (Objects with Life) that focuses on the design and manufacture of simple, well-made objects for everyday use.





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For further information on the Design Guild Mark, to interview judges or designers, or for high resolution images, digital logos, etc. please contact:

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Notes for Editors

The Furniture Makers' Company is the City of London livery company and charity for the furnishing industry. It champions excellence in design and manufacture, educates new talent for the future of the industry and supports those in need.

The Design Guild Mark Committee would also like to extend its gratitude to the Carpenters' Company for hosting the furniture judging at Carpenters' Hall and to Morgan for the 2D and lighting.

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