

A photograph of a modern interior. On the left, a dark wooden staircase with a black metal railing ascends. In the foreground, a red cabinet with a white top and silver legs holds a potted plant with white flowers. The background is a plain, light-colored wall.

## BEATING THE ITALIANS AT THEIR OWN GAME

ruth graham meets the faces behind Glassdomain to find out how they plan world-domination – from bromsgrove!

It all started several years ago when the directors of Glassdomain visited the Milan Furniture Show.

“Everybody was going mad for the glass tables and units,” says director Graham Southall, “and because we were in the glass trade ourselves, we took time to really look at how the furniture was designed and put together.” This close inspection revealed remarkably simple pieces of furniture, which was obviously what the market wanted, “but”, says Graham, “at startlingly high prices. We were genuinely staggered at the mark-up”.

On their return to the UK, they set about thinking how to manufacture glass furniture themselves (having only produced doors and windows to date). They wanted to produce higher-spec furniture than they had seen, but with more realistic price tags – “something we felt would fill the gap in the market,” says Graham.

The first step to fulfil the remit was to find the right designer - someone with innovative but workable ideas, vision and a commercial sense of the markets. It was a tall order, but eventually hot young designer Peter Wardleworth was recruited, and the journey commenced.

Eighteen months on, many prototypes and much market-research later, Glassdomain are now ready to launch their first designs – all contemporary, elegant, hard-wearing and versatile pieces – many of which wouldn't look out of place in either a home or an office.

Peter's work isn't about design for its own sake – his philosophy is to start from the consumer's point of view, to look at their requirements and design something that responds to their needs. This might be a desk that converts to a dining table, or a coffee table with a central area designed to hold a potted plant or a bottle of champagne. Every Glassdomain piece is about practical functionality as well as making a design statement.

Seeing the pieces 'in the flesh', they truly come alive, and the three distinct ranges – Soho, Contemporary and Apartment will no doubt soon be filling the lofts and apartments of bright young things all over the Midlands. In fact, they were so stunning, it even made me consider selling my period house, and starting all over again!

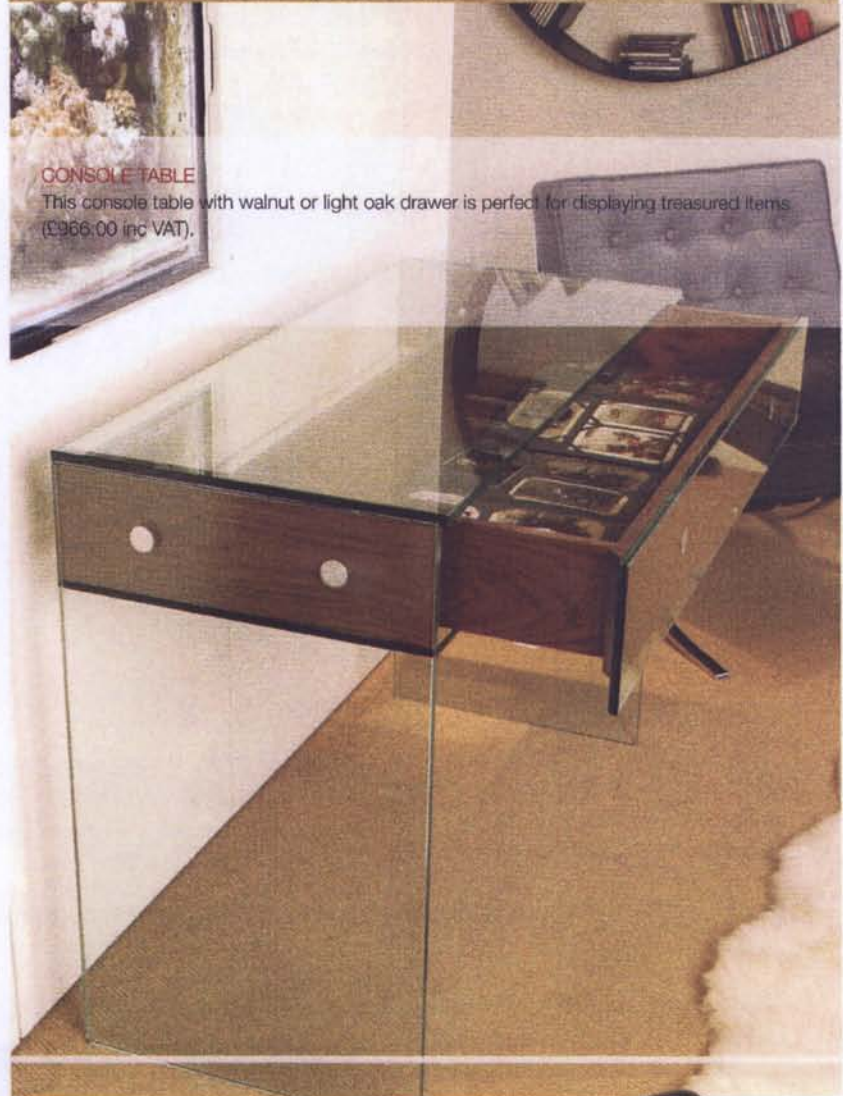


**RED SIDEBOARD (previous page)**

Add a splash of colour with the red sideboard (£1,982.00 inc VAT) - also available in black and clear - (£1,608.00 inc VAT).

**CLEAR SIDEBOARD (this page)**

This clear sideboard reflects today's trend for our living our lives 'on display' (£1,608.00 inc VAT).



**CONSOLE TABLE**

This console table with walnut or light oak drawer is perfect for displaying treasured items (£966.00 inc VAT).

## about Glassdomain's furniture



### NEST [above]

The highly-polished nest of tables (in black or white glass) is a design classic (£678.00 inc VAT). The black sideboard is also available in red.

### RETRO TABLE [below]

If you love retro, this table would fit the remit perfectly. Available in clear, white or black glass – (prices from £472.00 inc VAT).



- As light passes through glass, the eye doesn't jar at the sight of it, thus making it the perfect choice to make a room appear more spacious.
- Every piece of furniture conforms to British Safety Standards – and is toughened to improve safety.
- All drawers have a special cushioning system fitted to ensure they close gently and cannot be slammed.
- Even the hinges are design statements in themselves, while the table legs are adjustable to cater for flooring that isn't quite level.
- The colour is added to the glass once the glass is formed, but before the furniture is finally constructed.
- Each piece of furniture is delivered in an ecologically-sound, re-usable crate. It is then placed in-situ and the owner is handed a 'Welcome Pack' on care and usage.
- Glassdomain offers a bespoke service; for example, dining room tables can be made to suit the room size.

If you're tempted by some of the images shown here, give Glassdomain a call on 01527 577446 or visit [www.glassdomain.co.uk](http://www.glassdomain.co.uk)

### HOME OFFICE

The home office range includes a table (£995.00 inc VAT) and Revo coffee table (£973.00 inc VAT), both perfect for home or office. Lever-arch file unit (£1,275.00 inc VAT).

