



‘SIMPLICITY’ THE ULTIMATE IN SOPHISTICATION

Simplicity as a result of a creative process is “the ultimate sophistication”. Indeed, simplicity is the essence for maximum grasp of a subject; at Clear Designs it allows the practice to provide a definitive architectural and interior design service with a difference.

The practice was initiated in 2005 by Melanie Clear who felt that there was the possibility for a niche business. Based in Loughton, Clear Designs’ philosophy is to create unique, innovative and practical architectural and interior design solutions that give equal consideration to a client’s space and their aspirations. Moreover, the practice provides a highly personal, informed and unpretentious efficient service, achieved without creating confusion with building terminology and technical information. This is, of course, particularly important when dealing with private clients on high-end residential projects.

This progressive approach has reaped considerable rewards for the practice, which has doubled in size over the last 12 months; an impressive feat at a time when many businesses are struggling and downsizing, especially in the hard hit construction industry. The team now consists of architects, interior architects and

architectural technologists for all the latest trends in environmental design, as well as the company car!

Anyone who has ever dealt with an architect knows that it can be a daunting task - especially trying to get to grips with industry jargon - and that’s without such minefields as planning and building regulations. The fact is that clients can often come away from a meeting knowing less than when they went in! Clear Designs, however, assists and guides the client through design, planning and the construction process ... in language that is understandable in all realms of professions.

At the present time Clear Designs, whose main client base is within Essex, Hertfordshire and the surrounding counties, is active on a number of fascinating projects. A barn conversion in Coopersale, a timber framed house in Loughton’s conservation area and a glass box extension also in Loughton as well as many others are currently in the planning maze. In addition to local projects, they have a fascinating undertaking in London’s Highgate; a conversion of a church in a conservation area into 14 high specification units. As with the majority of its

projects, this is carried out as an architectural / interior design ‘package’, an approach that helps to create a finished product that is bespoke to each client - be it luxurious, relaxed, minimalist, or traditional.

Design is an interpretation of specific requirements, whether they come from a private person or a collection of individuals. Architecture and design are the most visible and public of the arts. They impinge on our lives at every level of habitation, from our homes, workspaces, entertainment and retail spaces through to places of learning and worship. Good architecture and design brings benefits to people both as individuals and as communities. These benefits are both practical and cultural. Consequently, Clear Designs ensure that every aspect of their work not only exudes beautiful design but also fulfils its function for now and the future.

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