

# interior design TODAY

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# DESIGN STORIES

**CHRIS GODFREY**, HBA RESIDENTIAL, LAUNCHED THE NEW SECTOR OF HBA TO WORK EXCLUSIVELY WITH THE WORLD'S MOST DISCERNING CONNOISSEURS OF DESIGN TO CREATE BEAUTIFUL RESIDENCES AROUND THE WORLD.

## TELL US ABOUT THE DESIGN BACKGROUND OF HBA RESIDENTIAL.

We pulled together the best in class; a passionate, finely attuned team of residential experts three years ago, when HBA asked me to launch the Singapore studio. Drawing upon my experience as creative director at 1508 London, which was formed with three ex-directors of Candy & Candy, and the decade before, my residential studio SCAPE Architects (which was voted amongst the world's top 50 young practices by Wallpaper\*), we created HBA Residential.

## WHAT DOES HBA RESIDENTIAL REPRESENT AS A DESIGN COMPANY IN 2017?

We design architecture and interiors for elite private villas, penthouses, luxury buildings and homes around the globe. Working intimately with HNWI, UHNWI and developers, our scalable approach addresses every project aspect equally and holistically.

## WHAT WAS IT LIKE LAUNCHING HBA RESIDENTIAL AS A NEW SECTOR FOR HBA?

Quite exciting! HBA Residential and HBA work quite differently. We create homes precisely tailored to individual preferences, whereas HBA's hotel concepts are for diverse personalities. HBA works on residences too, for example serviced apartments in hotels, but HBA Residential was launched for the intensely personal process of designing utterly one-of-a-kind homes, from the architectural shell down to the joinery's chamfered edge.

## WHAT DOES IT MEAN TO BE A COMPANY THAT WORKS GLOBALLY IN 2017?

We offer a boutique approach with a global outreach. Our clients are loyal to their cultures whilst also supremely international in their influence. With the London studio, we expand our quality of service by being available across more time zones. Moving to Asia has deepened my global perspective. Britain and Europe still set the benchmark for luxury through heritage and royal seals. We can leverage geography by bringing the best of British craftsmanship to Asia and the best of Asia's delivery capabilities to Europe.

## WHAT IS THE BIGGEST CHALLENGE FOR HBA RESIDENTIAL?

HNWI and UHNWI individuals are well-travelled, well-versed, and quite high status. Each defines personal luxury differently, so our challenge is to determine what they want above all else. We've become experts in reading people, navigating situations and manifesting their wishes, even ones they can't see themselves.

## WHAT ARE THE KEY DIFFERENCES BETWEEN THE SINGAPORE AND LONDON STUDIOS, OR DO THEY FOLLOW ONE SUCCESSFUL TEMPLATE FOR DESIGN?

We are two synergetic studios sharing the philosophy of "luxury by design" as we work in tandem on projects. This methodology refers to our meticulous, deeply personal process of creating completely bespoke designs that clients will love forever because they're made exactly for their tastes.

## HOW DO YOU REMAIN COMPETITIVE AND UNIQUE IN THE INDUSTRY, WHILE REMAINING TRUE TO THE HBA ROUTES?

HBA Residential's competitive advantage is our unparalleled level of individualised service. Every project is different because every personality is different. Clients are drawn to us for our commensurate experience and insights.

## WHAT DOES HBA RESIDENTIAL ASPIRE TO LOOK LIKE IN 20 YEARS TIME?

Our vision is to stay small and intensely focused, without growing too large, and with a third studio in NYC.

## WHAT'S NEXT FOR HBA RESIDENTIAL?

We have truly great projects in the pipeline and the potential of our next chapter is exhilarating. Highly talented creatives joining our team will provide greater opportunities to grow.

[www.hba.com](http://www.hba.com)