

New design studio and refurbished showroom now complete at Chiselwood's Saxilby HQ



NEW DESIGN STUDIO

The stunning new design studio with panoramic windows allows light to flood in with views over the Fossdyke canal. Design Director, Martin Holliday, heads up the Design Studio. "After 27 years designing in a small studio it is great to have all this light and lovely views," comments Martin who is a former winner of the National Kitchen Designer of the Year award.

Mel and Martin

Clients can sit out on the lovely balcony or in the Studio now to discuss their ideas and dreams before walking downstairs for a tour around Chiselwood's extensive workshop and actually see their kitchen and furniture as it is being made.

"It's a real treat for clients to walk into our workshop and see our craftsmen at their benches, smell the wood and see some real furniture being made by Lincolnshire people who take great pride in their work," adds Martin. "As our furniture is designed to be sympathetic to the architectural detail of the client's house we can replicate details such as architraves, skirting and mouldings to ensure the kitchen or furniture is truly individual."

WORKSHOP

The 8000 square foot workshop adjacent to the Design Studio is a hive of activity where Chiselwood's own team of hugely talented cabinet makers meticulously create each individual, bespoke project. Here the word "bespoke" really means "bespoke" and every item of furniture is individually made and designed on-site to a client's

specific requirements and is not simply a "jigsaw piece" churned out of a huge automated factory as so many "bespoke" kitchens are these days, "fine-tuned" to make a standard range appear bespoke. There are no standard ranges of component units here just highly individual pieces of furniture.

"We have been making bespoke kitchens and furniture for over 27 years at our workshops in Lincoln for loyal local clients who have commissioned 3 or 4 kitchens, central London clients and overseas projects including homes in Portugal and the Caribbean. We have trained many apprentices over the years and helped to keep alive the art of English cabinet making.

Since the furniture is truly bespoke and made right here on the extensive site we own, adjacent to our family home, we have the ability to design cabinets without compromise. The quality of materials and cabinet making is of the highest order," adds Martin. "We always encourage our clients to ask the question: "Where is it made?" and then check for themselves. It's important to know what you are buying and who you are supporting," adds Martin.

REFURBISHED SHOWROOM

Adjacent to the workshop is the extensive showroom featuring examples of a wide range of painted and wooden kitchens including an Aga display, as Chiselwood is an official Aga retail partner. A selection of the latest ovens, refrigeration, flooring, lighting and the successful Chiselwood Paint Collection are also displayed. A new showroom display featuring Wolf range, Miele appliances and Dekton stone worktops is currently being installed and will be launched late Autumn.



ACID – ANTI-COPYING IN DESIGN

"Our designs are regularly featured in the national, luxury home interiors magazines and have won national awards so we take great care to protect them. We are a member and supporter of the national body ACID (Anti-Copying In Design) who believe the UK's designers, the majority of them small to medium size businesses, deserve better; to protect their livelihoods, to maximise growth and minimise Intellectual Property infringement. It is something we believe in passionately as we have been victims ourselves," comments MD Mel Holliday. We agree entirely with the view of Kevin McCloud of Grand Designs,

"A culture that values and respects intellectual property is one where ideas flourish and their progenitors are fairly rewarded. We need bodies like ACID to create, maintain and police that culture."

PROJECT MANAGEMENT

Design Director, Martin Holliday has many years of project management experience, advising on and overseeing extensive building work, lighting design and interior furnishings throughout an entire house project. Whether it's an extension, a renovation or a new build Martin's knowledge and contacts can help when making important decisions along the way.

For more information on this local company with a national and international reputation, visit: www.chiselwood.co.uk