

A Lincoln designer with a national profile



Martin Holliday, Design Director of Saxilby based Chiselwood, is a modest man and in his own words is “uncomfortable with the idea of saying too much” about himself. Others however understandably recognise Martin and his designs as being amongst the very best in quality, design and workmanship in the UK, culminating in June with a two page editorial profile of his

work in the prestigious national Homes & Gardens magazine.

Martin with his wife, Mel, founded Chiselwood in 1989 with the aim of designing and manufacturing kitchens and furniture of the highest quality. Martin heads up the design team at Chiselwood and spends much of his time travelling to projects throughout the UK and abroad to design schemes for individual and corporate clients.

In 2005 Martin was awarded the national title, Kitchen Designer of the Year and received the National Design Innovation Award in 2006.

Martin and Mel were recognised as Institute of Directors East Midlands Family Business Directors of the Year last year and in the same year won Best Interior Design East Midlands for a Private Residence at the prestigious International Property Awards.

Over the years, Martin has developed a national reputation for designing kitchens and furniture that represent British craftsmanship at its very best. In particular, he has become known for his imaginative use of wood in the design of furniture, using a balance of traditional and modern techniques to achieve the best possible result whether for an individual piece or an entire room.



The ethos of Chiselwood is to fuse contemporary design with exquisite cabinet-making produced by the skilled team in the Saxilby workshop. Woods used range from the more traditional walnut and sycamore to bold and exotic Macassar. Painted furniture is also popular and has culminated in Martin researching and creating his own palette of colours for the highly successful Chiselwood Paint Collection.



Project recently featured in Homes & Gardens magazine.



Martin injects bold use of colour using Gooseberry from the Chiselwood Paint Collection.

With his innovative approach to furniture design, Martin has been responsible for designing kitchens and furniture for town houses, penthouses, apartments, country houses and villas and corporate projects for clients including Ping and Eon. He has recently completed projects for clients in Portugal and the Caribbean and examples of his work are regularly featured in national interior magazines.

Martin particularly enjoys his consultancy work locally and regionally advising on entire room design for new build and large refurbishment projects.

“I am passionate about achieving the most outstanding impact and aesthetics for a space and I enjoy working with clients at a very early stage advising on removal of walls, building works, state of the art sound systems and lighting design as part of an entire design scheme. This ensures that a completed project has continuity and integrity and flows throughout the home from the boot room through to the kitchen and beyond with materials, texture, colour and lighting working in harmony,” comments Martin.

“A client I am working with at the moment approached us two years prior to building work commencing for his contemporary new build project. This is an ideal scenario as it ensures project management runs more smoothly and time and money are not wasted on last minute decisions and changes,” adds Martin.

“It is reassuring to know that clients are impressed by the quality of our work and have the confidence in us to produce the very highest standard of cabinet making here in our Lincoln workshop.”

No standard ranges are produced at Chiselwood and each project is designed individually to suit the architecture of the room and the lifestyle of the client. The reputation for superlative quality and attention to detail has brought some high profile clients including Premier League footballers and Blenheim Palace.

It is refreshing to discover that some of the UK’s most prestigious furniture is being produced from a humble Saxilby workshop and created by a modest Lincoln man with exceptional talent.

To find out more about Chiselwood visit www.chiselwood.co.uk or call 01522 704446 to arrange to visit the Saxilby showroom and meet Martin personally to discuss your project.



Chiselwood bespoke boardroom furniture for Eon.