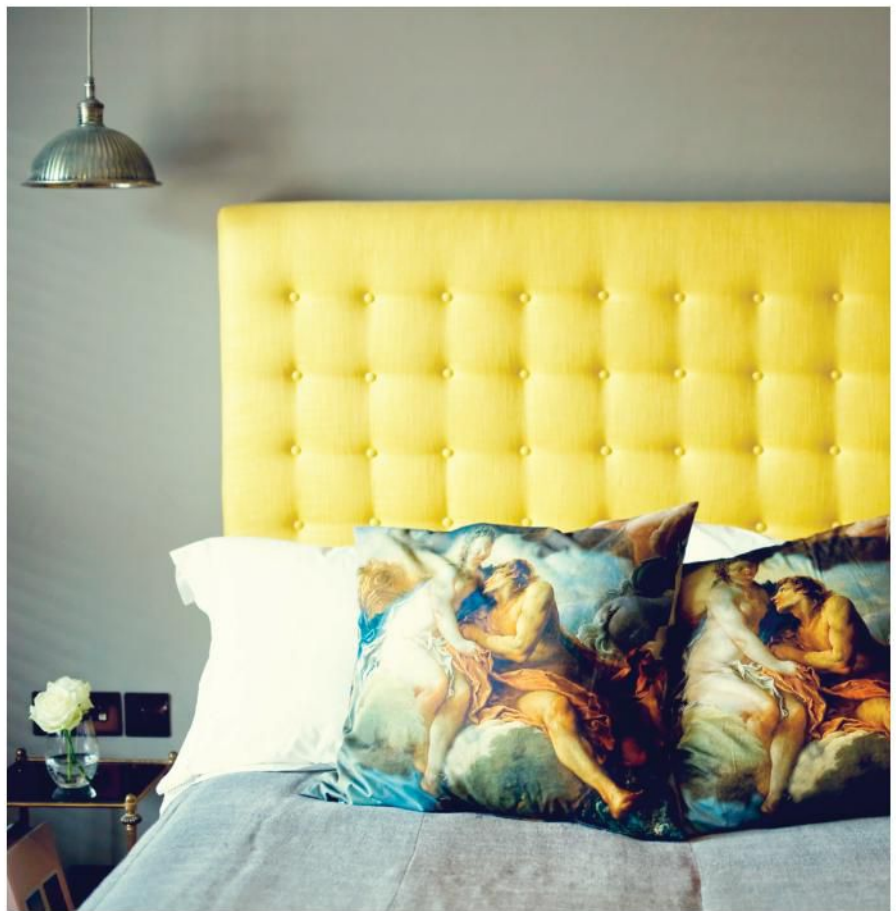


ALL-ACCESS DESIGN FILES

FOLLOWING THE LAUNCH OF HER LATEST HIGH-SPEC DESIGN CONCEPT, FLASH BIBLE, **JO BERRYMAN** DISCUSSES HOW THE NEW OFFERING OPENS UP A CREATIVE PATHWAY FOR CLIENTS AND A DYNAMIC BUSINESS AVENUE FOR HER STUDIO



Well-known for her cutting edge work on a host of prestigious residential, boutique and commercial projects worldwide, leading UK-based interior designer Jo Berryman has launched the Flash Bible, an exciting new high-spec design concept offering top-notch interiors expertise, ideas and inspiration.

Aimed at people looking for innovative design ideas but who want to carry out the work themselves, the Flash Bible (priced at £1,4990) is a cost-effective way for potential clients to incorporate Jo's irreverent and unique style into their interior schemes.

The concept allows clients to order and manage their own interior design installation from a bespoke shopping list created by Jo Berryman Studio, with ideas and inspiration on everything from colours and fabrics to furnishings, feature lighting and accessories.

The process is simple, after sending an initial brief, clients have an interactive meeting with Jo to discuss the space they want to refurbish. Jo and team then send a final shopping list (the 'Flash Bible') with sourcing links for everything needed to install and complete the new look. As a finishing touch, JBS also helps with final spruce-up, styling and snagging.

Here, Jo talks to Interior Designer about why she wanted to offer this service to clients and what it means for her design business as a whole.



WHAT IS THE FLASH BIBLE, IN A NUTSHELL?

The Flash Bible is an affordable and high-spec design concept, which offers inspirational interiors ideas and expertise in a neat, downloadable PDF package. The concept allows clients to order and manage their own interior design installation from a bespoke shopping list created by Jo Berryman Studio, with ideas and inspiration on everything from colours and fabrics to furnishings, feature lighting and accessories.

WHAT INSPIRED YOU TO LAUNCH THE FLASH BIBLE?

Fundamentally, we're a high-end residential design practice, so I'm aware that our service is a luxurious one. The Flash Bible came about as a response to the numerous enquiries for my consultation at a heavily discounted rate. I didn't want to shun these enquiries, so collectively, we became deeply impassioned with the idea of creating a service that was affordable, yet super-aspirational and deliverable.

HOW DOES THE CONCEPT REFLECT ON THE CURRENT INTERIOR DESIGN LANDSCAPE, FROM A BUSINESS PERSPECTIVE?

The concept is socially and economically on point. The industry is more fluid and people are less fixed to the traditional 'client and designer' dynamic. Social media allows for limitless access to imagery so it's easier to stay connected to interior trends. Everyone has a vested interest in space beautification, regardless of size and budget; space has almost become an extension of the self.

WHAT OPPORTUNITIES DOES IT OPEN UP FOR THE INDUSTRY TO BE MORE INCLUSIVE WITH ITS DIFFERING PRICE POINT?

We're committed to running a paperless and sustainable office culture, and the Flash Bible model supports this ethos. We're not mining into extensive company resources and there's less of a need to house endless reams of paper, dusty fabric swatches and material samples. I advocate socialism when it comes to good design and believe it should be within reach at any budget.

Jo Berryman

Set up in 2009 by Jo Berryman, the internationally recognised Jo Berryman Studio, based in London and Bath, is well-known for its non-formulaic approach, incorporating an innovative aesthetic, witty vignettes, flash metallics and harmoniously mismatched accents into its glamorously edgy interior schemes. Having spent her formative years working in fashion at Elle and Agent Provocateur, Hong Kong-born Jo was also co-founder of destination London clothes emporium, Jezebell, in the early noughties. She now leads a rock-steady team of designers and architects who understand and deliver her creative vision with expertise and conviction, both on projects throughout the UK and internationally.

joberryman.com



DOES THE FLASH BIBLE FOLLOW A PARTICULAR KIND OF AESTHETIC OR IS THERE SCOPE FOR A WIDE SPECTRUM OF DESIGN STYLES UNDER THE FLASH BIBLE NAME?

I'd never dream of imposing my own personal aesthetic on anyone's home, so there's plenty of scope to cover a broad taste spectrum. We urge clients to veer towards the left of centre rather than comfortably down the middle, of course, but the Flash Bible is a tool to help them conjure up and implement the designs that work for their lives. 'Love vivid, live vivid' is our mantra but I won't hold you to it.

WITH WHAT KIND OF CLIENTS DO YOU ANTICIPATE THIS BEING THE MOST SUCCESSFUL WITH?

First-time buyers, young professionals, house staging for sales and rental or anyone who simply doesn't want to commit to a whole house refurbishment and would prefer to stay on top of costs by staggering the process.

WHAT ARE YOUR PLANS FOR EXPANSION?

I'm heading towards a more interactive, online component or developing an app that doesn't require my physical presence within the space. I'd love to cast the net out further – we want this to be globally available.

HOW HAS THE FLASH BIBLE SLOTTED INTO YOUR BUSINESS AS A DESIGN STUDIO? DO YOU HAVE ANY SPECIFIC CONNECTIONS WITH SUPPLIERS AND PRODUCT DESIGNS AS PART OF THE CONCEPT?

Seamlessly. We're a small practice with a large network of tried and trusted suppliers and fabricators. I built my business around these relationships so naturally I have my favourites for textiles, flooring, lighting and artworks. However, being at the helm of a creative practice, it's essential for me to tune into current and future trends, so my antennae is perpetually poised, the list is evolving.

DO YOU HAVE A SPECIALIST TEAM TO SERVE THE CONCEPT?

Currently it's all done in-studio and the process is initiated by me personally.

WHAT IS ON THE HORIZON FOR JO BERRYMAN DESIGNS IN 2018/19?

We've recently opened up an office in Bath, as I now divide my time between Somerset and London. We're working on a handful of high-end residential properties in London and Los Angeles, and we've just completed our first commercial development: three city-luxe apartments in Kentish Town. Personally, I'm about to embark on the renovation and restoration of a sprawling Gothic manor, complete with wild river frontage and crumbling aqueduct.