

MY LONDON



Joanna Berryman

may have constantly evolving tastes when it comes to interiors, but her love of Hampstead is steadfast and enduring

How long have you lived in Hampstead?

Well over a decade. The pull of the Heath and being this high above sea level is so alluring that I think I'd find it hard to live anywhere else now. The cityscape is positively Oz-like from the top of my house on a crystalline day.

Why did you decide to buy here?

I fell for the Dickensian alleyways and the Heath's verdant splendour.

What's the best thing about it?

The villagey vibe, the café culture and the lively pockets dotted around Perrins Court. A fave haunt is a gem of a quilt shop called the Antique Textiles Company, which is hidden within the Hampstead Antiques Emporium.

Describe the area in five words?

Disney-pretty, cobbled, cultured and eccentric.

What are your favourite local cafés and restaurants?

Jin Kichi is by far the best Japanese in London; it has a spartan and unassuming interior that simply adds to its charm. When it comes to cafés, the Coffee Cup's hot buttered teacakes are a perennial treat and source of comfort at the most trying of times.

Where do you go for an after-work drink?

You can't beat The Holly Bush for a pint of prawns and a chilled glass of Albarino.

What about local shops?

The TeaCup Boutique stocks a healthy selection of fashion staples including Alexander Wang tees and cashmere. I love The Hampstead Butcher &



The Hampstead Butcher & Providore is a neighbourhood butcher, deli and wine shop (above); The Buttery Café at Burgh House offers an array of delicious home cooked food (below); spruce up tired interiors with Matrushka's new collection of zesty scatter cushions (bottom right)



Providore, where the cheese and chocolate offerings are sublime. And finally, Jamie's deluxe pedicures at California Nail Bar are truly transformational.

Describe your perfect day

It would be a Saturday. The morning would begin with an Iyengar yoga session at home with my instructor Sarai Harvey-Smith, followed by boiled eggs and soldiers at Ginger & White. Then I'd take the girls – Dolly the Daschund and Nico, my seven-year-old daughter – for a vigorous jaunt around the Heath, before heading home to prepare an impromptu, Middle Eastern-inspired luncheon for family and friends. Nico loves to help in the kitchen – she'll concoct a salsa, which I always serve at the table. I often enjoy an idle meander down the High Street on Saturday afternoons, and I'll pop into Burgh House for a cup of Earl Grey and a scone. I'd round the day off with a late show at the Everyman.

What did you look for in a property?

It was an absolute requisite to be within walking distance of Nico's school, beyond that, a property that felt light and had masses of extension potential.

Have you done much work on your home?

Other than the ever evolving interior decoration, I've added a '70s inspired sunken garden room and a loft conversion. My offices are located across the entire ground floor, so home is an important showcase for potential clients, and a canvas where I can be my boldest.

If you hadn't chosen here, where else might you have looked?

Maybe a modernist pied-à-terre in Marylebone, or a parkside dwelling in Queen's Park.

Describe your interiors style

If my style were personified, she'd be a gypsetting granny with a penchant for acid florals, terrariums and gold mirror.

Finally, what's new for you?

Aside from the ongoing residential and commercial projects, we'll be replenishing the online store (www.matrushka.co.uk), which is currently selling highly collectible rugs by Zeki Muren and an extensive selection of graphic tiles. I'll also be spending some time in Los Angeles this year, as I'm developing a London-centric furniture collection for a well know furniture emporium.



Antique Textiles Company, 1 Village Mount, Perrins Court (020 7433 3311; www.antiquetextilescompany.co.uk); Jin Kichi, 73 Heath Street (020 7794 6158; www.jinkichi.com); The Coffee Cup, 74 Hampstead High Street (020 7435 7565; www.coffeecupuk.com); The Holly Bush, 22 Hollymount (020 7435 2892; www.hollybushhampstead.co.uk); TeaCup Boutique, 13 Heath Street (020 7435 7854; www.teacupboutique.co.uk); The Hampstead Butcher & Providore, 56 Rosslyn Hill (020 7794 9210; www.hampsteadbutcher.com); California Nail Bar, 78 Heath Street (020 7431 8988; www.california-nail-bar.co.uk); Sarai Harvey-Smith (07940 350431; www.saraiharveysmith.com); Ginger & White, 4a-5a Perrins Court (020 7431 9098; www.gingerandwhite.com); The Buttery Café, Burgh House, New End Square (020 7794 3943; www.burghhouse.org.uk); Everyman Hampstead, 5 Holly Bush Vale (0871 906 9060; www.everymancinema.com)