



profile



▶▶▶▶being involved with and supporting the architectural projects within Sheppard Robson, we have always had our own clients.

‘That’s why the re-branding process really came about. We were all involved and consulted about how we saw ourselves and how the brand should move forward.’

We talk about the use of colour in conjunction with brand. ID:SR’s vibrant pink is a winner all round. ‘2010 has been a successful year for ID:SR. Our projects and the strength of the team have been recognised throughout the industry and I had the privilege of being awarded the title of Insider’s Young Property Professional of the Year in April.’

Moving on, we ask Anna what she likes most about the world of ID. ‘I really enjoy what I do. What I really like is that you have quite a lot of scope to shape the environments. You often have a lot of other elements feeding into what you do. It’s really wide open.’

‘When people ask what I do and I tell them I am generally involved with corporate design, they just lose interest. They don’t realise what goes into the work we do and how interesting a workplace can be. The workspace design strategy can have a huge bearing on the success of the business. It is about designing a space that will support the activities of an individual, team or organisation – for a space to work it has to successfully fulfil its function.’

‘I like simplicity, I like retro and vintage – so a lot of that goes into what I do. But I don’t think I really have a style – that really depends on what you’re working on at that moment in time and what your client aspires to. You have to be able to adapt. I think a lot of clients are becoming more open and receptive to new ideas though – and that’s great.’

‘I learn something new every day – I always harp on about that and believe it exemplifies how varied and interesting interior design is. I also think that you should try to do something different every day.’ ●

