

Tour Wow!house, the Spectacular Decorator Showcase in London's Design Centre

By Alia Akkam

Photography by James McDonald

June 7, 2023

The showhouse, a fixture of the US design scene, is finally gaining momentum in London, courtesy Wow!house. The brainchild of Claire German, CEO of Design Centre Chelsea Harbour, the showhouse unveiled last year within the center's Design Avenue, and after a successful inaugural run the showcase is back for a second maximalist edition (through July 6). The 18 daring rooms featured in this year's edition were conceptualized by a lineup of top designers and are buoyed by soundscapes by harpsichordist Leslie Kwan.

"No one knew what to expect last year, and it was amazing to see the designers' personalities shine through their rooms," German tells AD PRO. "I'm totally thrilled with the level of creativity and the atmosphere of conviviality that coexist in this year's Wow!house. The biggest surprise to me was how the spaces are all completely different—each with its own story, but there's a golden thread that connects them."

JOIN NOW

Holiday Sale: Join AD PRO for only ~~\$20~~ \$12 per month. →



Once again there is a charity component to the event, with sales benefiting TP Caring Spaces. Run by Bunny Turner and Emma Pocock, founders of London studio Turner Pocock, the firm provides uplifting design to community refuges like women's shelters and youth centers.

Below, a look at the one of a kind spaces that await beyond Mamou-Mani Ltd's mandala-adorned façade.



House of Rohl by Studio Mica

House of Rohl by Studio Mica

In Studio Mica's calming, rejuvenating bathroom, La Pietra Compattata's recycled clay tile catches the eye, alongside sleek Perrin & Rowe fittings and the massage table's expanse of Italian terrazzo from 900 Project. Founding director Carolynne Shenton especially relishes "looking through the open beams to the luxury twin showers, where you are enveloped in a backdrop of an intricately woven textured pattern and surrounded by foliage, the suggestion of a tropical showering experience." Adds director Abigail Kendler: "The products and brands are all selected from some of our favorite suppliers—from Victoria + Albert's Vetralla bath in a matte finish that feels velvety to the touch, to the exquisite custom marquetry panels around the bath by The Joinery Fitting Company."