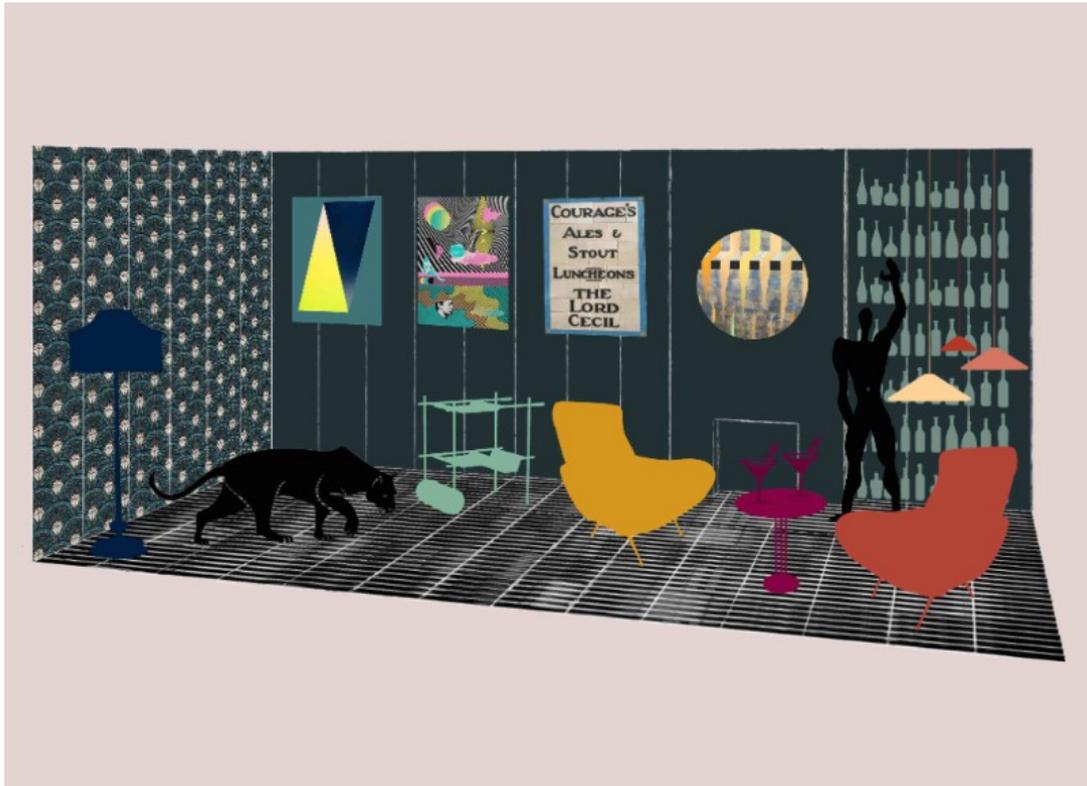


Raising the Bar

Mad Atelier (re)makes memories of the Lord Cecil pub for London Design Festival

14-30 September 2018



Visual of Mad Atelier's pop-up pub.

In 2006, the Lord Cecil in Clapton, E5, closed its doors for the last time, ending a picaresque era of sticky floors and lock-ins, punk and reggae, boozing. Like many classic East End waterholes, it was a repository of stories, and to this day, many local residents cherish fond and/or outrageous memories of the pub's chequered past.

For their first appearance at London Design Festival this year, the Victorian building's new residents, Mad Atelier – the design boutique sister business of architecture practice MAD– are revisiting the Lord Cecil's history by creating a **pop-up pub** inspired by its legacy.

Having taken over the space after 12 years of boarded-up dereliction, Mad Atelier opened the doors to their store and studio in November 2017, revealing a bright and welcoming warren of **eclectic contemporary and vintage design**, spanning furniture, homewares and contemporary artworks. Where once you'd have found worn bar stools and beer-infused carpets, you now find custom-made lounge chairs and quirky wallpapers.



The exterior of Mad Atelier, formerly the Lord Cecil pub.

'We chose our premises largely because we wanted to show how striking Mediterranean design can be in the British context, and nothing is better than a pub to demonstrate that. We have had such a warm welcome here and heard such great stories about the pub, we really wanted to pay tribute to Mad Atelier's home.'

– Chantal Martinelli, co-founder, Mad Atelier

In September, fusing the memories of locals with their own distinctly Mediterranean design sensibility, husband-and-wife founders Chantal Martinelli and Julien Desormeaux will unveil the **immersive installation 'Reconstructing Lord Cecil'** – a functioning pub that tells the Lord Cecil's story through colour, form and object.

In the months following Mad Atelier's opening, Chantal and Julien have been speaking to customers and local residents with memories of the Lord Cecil, harvesting a collection of stories and experiences ranging from the affectionate (the client who met her husband in the pub 20 years earlier) to the tragic (a devastating fire and a bus crash into the pub frontage) to the downright incredible (the tale of the live black panther that once roamed the premises in the 1980s).

'I like to think of design as a representation of how people live, think and dream. We had the idea to reverse this relationship and tell a story through design. So we started exploring the theme of memories. The project is inspired by the concept of reconstructive memory – the idea that memories are shaped by the beliefs and emotions of the person doing the remembering.'

– Julien Desormeaux, co-founder, Mad Atelier



Chantal & Julien, founders of Mad Atelier, at their BataBasta Wallpaper launch. Dan Weill Photography.

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These strands of memory will be interpreted and interwoven into the installation. Mad Atelier will create the shell of a pub room and fill it with furniture, decorative features, sounds and scents that each reflect a different facet of the **Lord Cecil's remembered past, refracted through the prism of Mediterranean design.**

The fusion of British and southern European will also be expressed through the **menu of drinks available**, with traditional British spirits paired with Mediterranean mixers or spices and vice versa – expect combinations such as gin-limonata or vermouth and tonic.

Throughout the festival, Mad Atelier will thus be the place to come to sample inventive and flavoursome fusions, explore intriguing cultural design juxtapositions, and delve through the layers of local memory on an intriguing journey into a building's social past.

CONTACT

For more information about **Mad Atelier** or for interviews with **Chantal & Julien**, please contact **Jessica Knowles** at j.knowles@zetteler.co.uk or on + 44 (0)7921 579524.



Mad Atelier was formerly the Lord Cecil pub.

NOTES TO EDITORS

About Mad Atelier

Established by Italian architect Chantal Martinelli and her French husband Julien Desormeaux, Mad Atelier is a little pocket of Mediterranean style transported to London's East End. Opened in late 2017 on Lower Clapton Road, the store specialises in hand-selected playful pieces by contemporary designers, as well as vintage finds picked up by Chantal and Julien from galleries in Milan, Paris and Barcelona. This sun-kissed oasis is also home of Chantal's architecture and design studio MAD, established in 2013, which has a track record in giving characterful, historic buildings a contemporary reimagining.

Website mad-atelier.com

Instagram [@madateliermadatelier](https://www.instagram.com/madateliermadatelier)

Facebook [/MADMartinelliArchitectureandDesign](https://www.facebook.com/MADMartinelliArchitectureandDesign)

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Opening Times during London Design Festival:
Mon-Fri 10am-6.30pm, Sat 10.30am-5pm, Sun 11am-3pm
