



YOKO
KLOEDEN

DESIGN

Essence of Japan
Case Study



Evoking the Essence of Japan

In Spring 2023, Yoko Kloeden Design created a Japan-inspired peaceful haven in Ealing, London for a professional couple who recently emigrated from Hong Kong.

The couple had a deep appreciation for Japanese culture, and tasked Yoko Kloeden Design with bringing their vision to life. Sustainability and ethical sourcing were top priorities. The result is a pocket of peace in the urban area, where the couple can relax and retreat after a busy day at work.

Inspired by this transformation, we sat down with our client to discuss their experience working with the studio, the impact of these changes to their life, and their thoughts on the whole process - looking back just almost a year later.



What was your home like before?

“Our home, pre-renovation, was showing its age and outdated interior. It had not been lived for years and was badly in need of a comprehensive refurbishment to breathe new life to make it our home.”





What was it about Yoko's work that you liked, and that ultimately led to you selecting her over another designer?

"In our search for the perfect designer, Yoko emerged as a standout choice, thanks to her aesthetics and a design ethos that aligned with our vision. When we were in Hong Kong, we visited Japan many times and love its culture and design. The fact that Yoko's team manages the entire process and can recommend builders and engineers was a big plus as we had not done any renovation before."



How does Yoko's love of nature / use of natural materials in the home resonate with you?

"Yoko's profound connection with nature deeply resonated with our own appreciation for the outdoors. We wished to incorporate a minimalist style and her thoughtful choice of materials spoke volumes, expressing a design language that echoed our sensibilities."



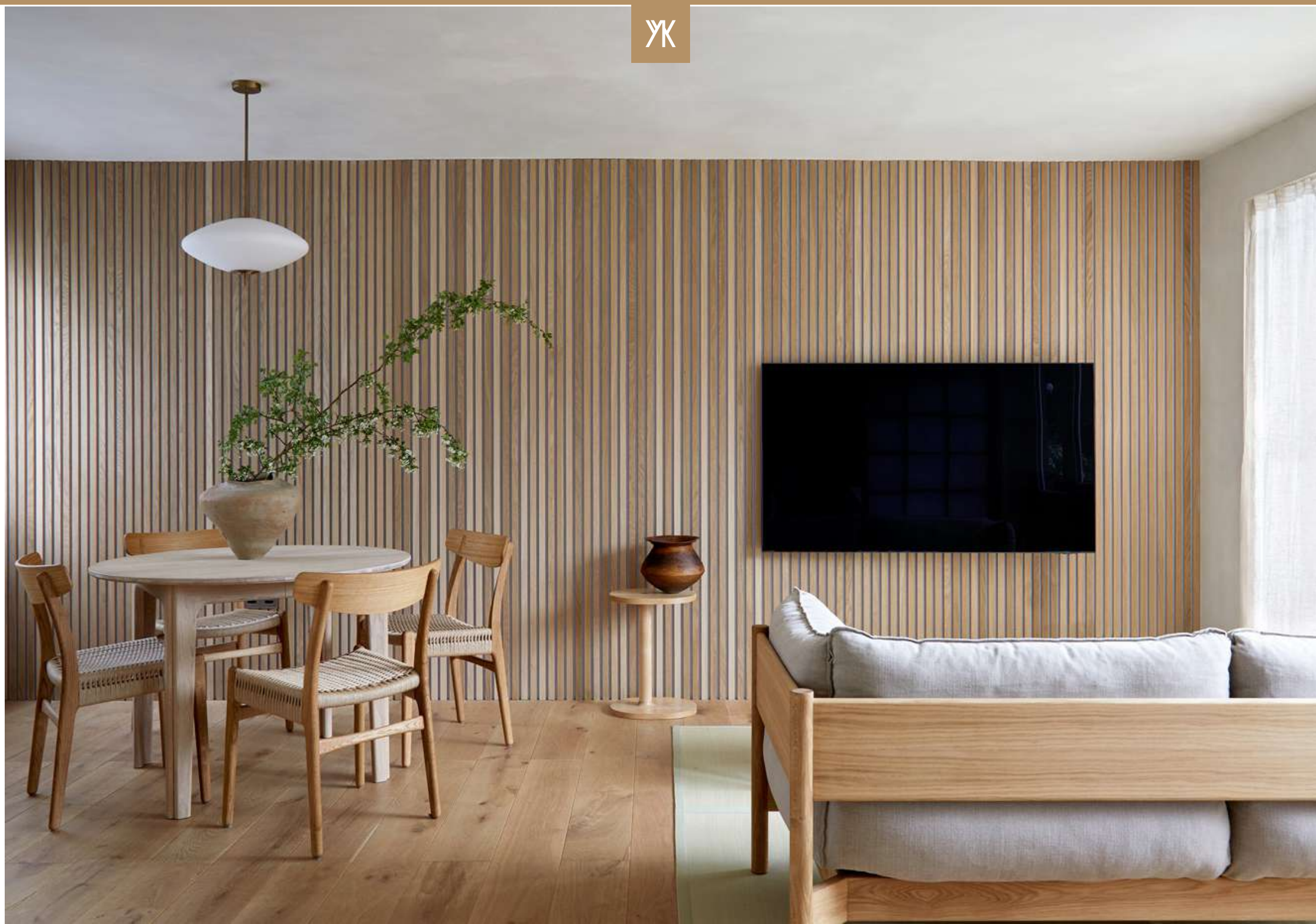
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How would you describe the roller-coaster of emotions that you experienced throughout the project?

“As we approached the project’s completion, the looming deadline introduced a surge in our stress levels. Despite this, we stayed optimistic and hopeful, rooted in the trust cultivated with Yoko and her dedicated team.”



What were some of challenges you overcame during the project?

“The project presented challenges, particularly in managing complex communications among various parties. Yet, Yoko’s team alleviated this pressure through their attentive and prompt follow-ups with builders, suppliers, and other involved parties.”

And what for you were the biggest achievements of the project?

“One of the project’s significant achievements was the realisation of our expectations in terms of quality and standards. Additionally, Yoko’s team efficiently addressed and resolved certain aspects that required follow up.”





What were your most valuable takeaways from completing the entire process?

“The design journey demanded substantial soul-searching, navigating decisions on the design and materials. It entailed a delicate balance between functionality and aesthetics, and it was a thoughtful and introspective process for us.”

What changes to your home
bring the most joy and make
the most difference to your
everyday life?

“With the evolving norm of increased remote work post-pandemic, the incorporation of dedicated spaces has significantly enhanced our daily lives. Notably, one of our workspaces, designed with storage flexibility and the option to seamlessly merge with the living space, stand out as valuable features..”





What is your favourite room of the house, and why?

“If we had to pick one, our favoured sanctuary is undeniably the master bedroom, adorned with materials sourced from Nara, Japan. Beyond aesthetics, the maintained sense of decluttered tranquillity in this space significantly contributes to our peaceful nights.”

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It is our joy to see past clients enjoying their new home and to look back on how the whole process came together. Home renovation is often cited as one of the most stressful experiences and periods people go through in their life time, while our job is to make it less stressful as possible.

Certified by the British Institute of Interior Design, Yoko Kloeden Design provides a highly personalised, boutique architectural design service to our small group of discerning and sophisticated clients.

If you would like to learn more about how we work and what we do, please get in touch.

Yoko



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