

COUNTRY & TOWN INTERIORS

£12.99

2021/22



**THE 50 FINEST
INTERIOR DESIGNERS**

COUNTRY & TOWN
HOUSE

HUX

Beautiful bespoke joinery with innovative design and finishes



Bespoke storage solutions and cabinetry are often at the very heart of interior design schemes – and that’s exactly where HUX comes in. The company began life 10 years ago as the in-house joinery arm of London’s Zulufish, a premier architectural practice and interior design consultancy. Then, in 2017, it became a standalone brand with a mantra to shape and deliver a client’s vision for exceptional living spaces through cabinetry and furniture.

HUX specialises in bespoke kitchens and whole-house joinery packages, designing and producing everything from dressing rooms, media units and fireplace walls to studies, home bars and bathroom vanities for discerning private clients and industry professionals. While high street kitchen and joinery companies offer a degree of flexibility, fundamentally they are working to a pre-determined palette of styles, materials and finishes. At HUX, each commission is tailored to a client’s lifestyle, taste and the character of their home, as well as an understanding of their needs. The small, family-run Chiswick studio (since last year the company also has a new 8,000 sq/ft workshop 20-minutes’ drive away, just off the M25) comprises eight in-house designers who are backed by a team of highly skilled craftsmen and installers.

The process is as important to HUX as the end product. Designers encourage clients to explore ideas through Pinterest (or other mediums) before clearly defining the brief and putting together mood boards to help them visualise the look they want to achieve. Each client also has a dedicated portal to keep them up-to-date with installation timings and information during the design, sampling and sign-off process. Heritage and expertise are combined with the latest

precision manufacturing software and machinery, but technology alone cannot deliver the final product – for that HUX relies on the age-old skills of its master cabinet makers.

When it comes to finishes and product innovation, HUX always strives to stay ahead of the curve. The company produces its own range of metallic spray finishes and is up-to-speed with the latest cutting-edge surface materials, from metal inserts and antique mirrors to 3D grooved panelling. The latter is a major trend, whether chunky vertical strips of walnut veneer or thin scalloped veneers mounted onto a substrate that are stained or sprayed in any colour.

Other trends the HUX team are seeing currently include micro-Shaker cabinet doors (a Shaker door with a much thinner outer frame profile) and Art Deco Shaker doors that come with a small inset detail. ‘We are also seeing fireplace walls with integrated specialist joinery around a feature fire, be that gas, electric or gel,’ says Felix Milns, managing director of HUX. ‘Popular finishes for these include polish plaster and natural stone, as well as veneers and metal-trim details.’

The company thrives on collaboration, recently teaming up with interior studio Owl Design to create a standalone bar cabinet for singer songwriter Olly Murs. The curved scalloped doors in 1950s Americana colours open to reveal a glossy orange bar cabinet inside. ‘We’ve seen a real increase in demand for home bars during lockdown,’ continues Felix. ‘Sometimes these are combined with a television to create a drinks dresser, which is the ultimate in home entertainment.’

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FROM LEFT: Ultra-marine blue bespoke shaker style kitchen by HUX; stylish soft pink 3D panelled wardrobes with an antique mirrored doorway by HUX