



HOLIDAY HOUSE LONDON

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Celebrating its 10 year anniversary, Holiday House is coming to London for its first edition outside of the US and will be opening its doors to the public from the 9th of November. Much like New York, London seemed like an ideal destination for this remarkable concept due to its thriving creative energy and forever evolving appreciation for the design industry. Founded by Iris Danlauer and co-chaired by interior designer Rachel Laxer, breast cancer survivor and philanthropist Joyce Misrahi and Grant Ferrus as Marketing Chair, Holiday House London is an interior design exhibition which raises crucial funds for the prevention and cure of breast cancer. Proceeds from ticket sales benefit The Breast

Cancer Research Foundation® (BCRF).

The project invites leading names from the design and creative industry to showcase their talents by transforming the different rooms of each dedicated house, according to the theme of past holidays or experiences that have a personal meaning to them. Each in their own room, celebrated interior designers and brands will showcase their style, design trends, new products and cutting edge fine art. The two houses, which are on sale for £23m each via Saigol DDC, Savills and Knight Frank, are based in the heart of St Johns Wood and consist of 25 different rooms each.

The public will get the rare opportunity to experience the work of numerous talented designers first-hand. Through ticketed entry and pop up events taking place in the houses, Holiday House London will raise funds that will be specifically granted to Breast Cancer research programs in the UK.

The exhibitors that will be involved in the launch of Holiday House London include Amelia Carter, Fiona Barratt Interiors, Studio QD and Nicky Haslam, Patrick Lonn Design, Philippe Maidenberg, Justin Van Breda London and Nina Campbell, Sophie Paterson Interiors and Cambria, Iggi Interior Design, Natalia Miyar Atelier and LuxDeco, Oleg Klodt Architecture and Design, Rachel Laxer Interiors, The Invisible Collection by Bismut & Bismut, Turner Pocock, Taylor Howes, and Shalini Misra, just to name a few. Additional brands sponsoring this years event include names such as Farrow & Ball, Crucial Trading, Holly Hunt, and Oliver Sear Gallery, with many more exciting names to announced. ■

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THE DETAILS

Tickets available for entry and additional events from the website: www.theholidayhouselondon.com

