

# NEXT IN DESIGN 25 Rising stars

We've been spotlighting the winners of our Next in Design initiative which champions fresh talent and diverse perspectives – this month, the designers we're introducing discuss what's essential for a successful scheme



Bee's designs blend warmth, nostalgia and storytelling



FEATURE PIP RICH PHOTOGRAPHS (PORTRAIT) YOLANDE DE VRIES; (BEDROOM) VIGO JANSONS

## JANAYE

Scientific studies are rarely cited as key inspirations by interior designers, but for Bee Janaye, founder of JANAYE, the research into neuroaesthetics has been the driving force behind her work. 'Originally, scientists were looking at sculptures and artwork and how the look and feel of them could influence people and shape their minds and I can see how decor can do that as well,' Bee says. 'What our homes feel like, how we engage with them and how interactive they are can truly make a difference to how we feel about ourselves.' This interest came from Bee working with clients who were neurodivergent but it's now a theory she applies to every project, making homes that are tailored to the brains of the people who live in them.

Her projects have so far been all over London and a recent completion was one she named Deja Vu House. 'I wanted something that felt really familiar yet also brand new, an accumulation of memories and references that spoke to the client's experiences of travel and life.' The result was a palette of dusky pinks and a haziness that came from the chalkiness of encaustic tiles. 'I take a special interest in each client's journey and build my narrative around theirs,' Bee says. 'I want to shape spaces so that they feel like a person's next memory.'

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### Jessica Adams

'I've had a very good formative training, able to absorb all sorts of influences,' says Jessica Adams, founder of her eponymous studio. 'From my time at Sibyl Colefax & John Fowler I've learned how to use muddy colours and grown a love of arts and crafts furniture, while from a stint at Cindy Leveson I was shown how to be commercially minded.' Branching out on her own, Jessica's decorative style has evolved, confidently spanning eras, crossing colour palettes and finishing every detail with a perfect layering of piping, trim or other flourish. 'Those extra elements make such a huge difference,' Jessica says.

Her key passion is making design accessible to more people and she believes that even intricately layered interiors don't have to be super expensive. 'I know how to find something really beautiful from more affordable retailers like Heal's and Zara Home and place some in such a way so they look a lot more expensive.' Vintage Ikea pieces also often catch her eye and she sells a beguiling curation of them and more traditional antiques through her website. 'I've started buying a lot of upholstery, redoing the fabrics and selling them on,' she says, of her multi-hyphenate approach to being a designer. 'If I like it, I can be pretty sure someone else will, too.'

[jessicaadams.co.uk](http://jessicaadams.co.uk) 📧

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(SITTING ROOM) JONATHAN BOND