



An Interview
with Manuela
Hamilford,
Founder
and Creative
Director of
Hamilford
Design

Design That Transforms:

Living Beautifully with Manuela Hamilford

Since 2010, award-winning interiors studio Hamilford Design has been transforming spaces across Prime London, the Cotswolds and internationally. Known for creating elegant, luxurious and inviting homes, the studio offers a full suite of design services – from spatial planning and lighting schemes to procurement and project management. At the heart of it all is founder and Creative Director, Manuela Hamilford, whose signature blend of refinement and daring continues to redefine how homes are lived in and loved.

We asked Manuela to talk about bold design choices and how good design doesn't just change how a space looks – it changes how it feels, functions and enhances everyday life.



"Manuela, you talk about how design can change the way people live. Can you explain what you mean by that?"

Great design should go far beyond aesthetics. It should make daily life smoother and more effortless. We spend a lot of time finding out about our clients' lifestyles and how they use a space. Interior design isn't about cushion shopping – it can change how you wake up in the morning, how you entertain, how you wind down at night. We often hear from clients weeks later saying they didn't expect it to impact them so deeply. That's when we know it's working.

Making an Entrance

One hallmark of Hamilford Design is a fearless approach to space. In many of their projects, traditional layouts are reimagined to suit modern life.

"In London homes, you'll often find dark, long, narrow hallways that close the space off," says Manuela. "We often remove those walls to open up the flow; spatial planning is essential and maximising natural light in line with biophilic design principles. Similarly opening up kitchen and living areas really makes a difference and this trend is only growing. We are using glass crittall doors and brass screens to zone spaces whilst keeping them open"

Spatial planning drastically increases property value; well-designed spaces not only enhance aesthetic appeal but also improve functionality, leading to higher selling prices and faster sales.

The Spa Effect

Bathrooms are no afterthought. "These are intimate spaces that should feel indulgent, we are seeing a big crossover with commercial spaces and people are looking for more spa-like bathrooms with wet rooms, saunas and steam rooms," says Manuela. Think warm stone underfoot, tactile textures, layered lighting and spa-level fittings.

One Hampstead client said their newly transformed bathroom became their favourite room in the house: "I take longer showers now, just to be in that space."

Design elements like bespoke steam showers, deep-soaking tubs and heated benches don't just offer comfort – they elevate the everyday into something restorative.

Pattern, Texture and the Power of Colour

While calm dominates private spaces, entertaining zones get a bolder treatment.

"Colour and texture are great tools. A room can shift your mood instantly," says Manuela. We love creating games rooms with lacquered cocktail bars, velvet seating and bold artwork choices. These are spaces to enjoy, and the design can be more daring. We use a lot of layering in textures in these spaces and throughout the home."

A Cotswolds property recently had a pool table airlifted into a top floor to provide the ultimate relaxation zone. "It's the most-used room in the home now," the owners said.

Design That's Uniquely Yours

At its core, Hamilford Design is about personalisation. "We design for individuals, not for trends," Manuela explains. Every project begins with in-depth consultations to understand a client's lifestyle, heritage,



aesthetic and ambitions. The studio provides everything from concept development and 3D renders to the procurement of bespoke pieces and coordination with trusted craftspeople.

"Our clients want spaces that reflect who they are," says Manuela. "Sometimes that means elevating their vision beyond what they thought possible. We're here to help shape that."

Expertise at Every Stage

Hamilford Design's services extend beyond interiors. From planning applications and lighting schemes to Furniture, Fixtures, and Equipment (FF&E) procurement, Mechanical and Electrical (M&E) drawings and full project management, the studio ensures continuity and excellence throughout. Whether it's a listed townhouse, a Mayfair restaurant, or a new-build in the countryside, their in-house team and network of expert consultants are equipped to deliver precise, polished and timeless results.

Design That Adds Value

Quality interiors don't just improve quality of life – they drastically increase a home's value. "Buyers don't just want square footage, they want to feel something," Manuela says. By maximising natural light, improving flow

and using bespoke elements with high-spec finishes, the studio often sees a 10–20% uplift in property value post-renovation. "It's one of the few investments you can enjoy daily and still see a return on."

Whether it's creating drama at the front door, serenity in a bathroom, or a sense of fun in an entertaining space, Hamilford Design proves that great interiors are more than just decoration.

Client Testimonial – Notting Hill Project

"When we viewed the house before purchasing, it was run-down and in need of love and restoration. The team at Hamilford Design were involved from this stage, opening our eyes to potential we couldn't have otherwise seen."

About Hamilford Design

Hamilford Design began when our founder, Manuela, started her design career in New York. After relocating to London and renovating her own Holland Park home, her signature style quickly gained attention, leading to commissions through word of mouth. Since then, the studio has grown into an award-winning, internationally recognised practice.

We understand the challenge of finding a team that can truly bring your vision to life. That's exactly why Hamilford Design was founded: to offer a design-led solution, one that delivers with precision, integrity and creative flair from concept to completion. All our spaces are uniquely yours – tailored to your tastes and the way you live.

Our in-house team brings together interior designers and experts, ensuring full creative control under one roof. Alongside this, we work with a carefully vetted network of consultants and contractors, providing a seamless, professional service and flawless results, every time.

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