

A Week in the Life of Chloe Bullock

Chloe Bullock is a Brighton-based BIID registered Interior Designer® running Materialise Interiors. She is one of the first interior designers in the UK to be VEGANDESIGN.ORG CERTIFIED™. Chloe has over 20 years design experience, including 10 years designing and specifying for The Body Shop International.

Monday

I like to start my week with a walk along Brighton's seafront, between the Palace Pier and the Marina. I always listen to my most favourite interior design podcast 'A Well Designed Business' by LuAnn Nigara. I've been helping fundraise for three of the beautiful but crumbling turquoise Victorian terraces 'Madeira Terraces' to be restored (#SaveBrightonTerraces) which span this section of the seafront. It's good to know the renovation work is starting soon. We're fundraising again this summer to save more arches.

I get to work and as I do every day - I spend an hour or so planning the day, answering emails and a bit of social media too. Last year I studied to become VEGANDESIGN.ORG CERTIFIED™. It means I can offer clients a cruelty free specification for their homes and businesses, which I've actually been doing sub-consciously for years. Veganism is so topical and it's fantastic



we are really thinking about what we consume or buy, but you don't have to be vegan to make your home or business cruelty free. I'm constantly sourcing better ethical specification choices for my clients. They are usually better performing too and certainly are healthier to live with. You might gather it's a passion of mine!

Later, I visit a college building project 'Kings Brighton' to meet the principal to look at some small changes. This new building has been in use for nearly 8 months now but there's the usual post-occupation fine tuning and furniture tweaks to make as the staff settle into the space. I have been involved with the project for over two and a half years,



working closely with the client and wider team to collaborate on the design, specification, implementation and installation. We are all so happy with the result. The 5 storey building is comprised of a cafeteria, reception, outside areas, offices, resource centre, 17 classrooms, student and warden accommodation (62 bedrooms) and student common rooms. The low environmental impact building achieved an 'Excellent' BREEAM rating which is the equivalent of Top 10% of UK new non-domestic buildings (best practice).

Tuesday

Today I'm working on the design for an exciting new restaurant in the centre of Brighton. Throughout this week where there's pockets of time free, I'm finishing off the fine details of the drawing pack which is about to be issued for pricing by the Trades.

I'm part of the CPD Assessment Panel for the British Institute of Interior Design (BIID), so I dash up to Shoreditch to their offices for an afternoon volunteering where we assess two interesting potential CPD providers. It's always really nice to meet fellow BIID members.

Wednesday

I'm rebranding my business to highlight the vegan design specification option, so I spend Wednesday morning working on logos with my fantastic branding and graphic design expert, Alex Borg. I liaise with two fellow interior designers who also did the VEGANDESIGN.ORG CERTIFIED™ course. We are planning



©KINGS EDUCATION 2017

ways to bring awareness to the cause. We send a press release to PETA UK and Veganuary and I approach some press and bloggers. We also schedule a conference call with Deborah DiMare who is the founder of the course that originated in the States (www.vegandesign.org). It's sounding as though we are going to be ambassadors for the course in the UK, which is wonderful news.

Thursday

I've been looking forward to today for a good while. I'm travelling to Wimborne in Dorset to take part in Farrow and Ball's professional painters workshop day. I've heard Joa Studholme - their international colour consultant - do her colour talk in the past and loved it. I'm a big fan of

their clever work on colour development plus they have great environmental credentials.

As attendees, we're talked through their formulations in detail, including the high-quality ingredients used. I ask lots of questions regarding environmental credentials, VOCs, durability and longevity. My questions are answered thoroughly and I'm impressed with their efforts to hit environmental targets early and their careful sourcing process.

Friday

Lots of emails to catch up on after being out all day yesterday! A beautiful business card design from Alex has arrived and I love it. The new branding will go live this weekend. There's also an email from Karen Campbell, a business mentor who I saw last week as part of Small Business Saturday. She loves the new branding direction and wants to publicise it in her Social Media, which is great news.

This afternoon I'm being filmed in an interview as last week I was told I was 'Vegan Designer of the month' for February. I don't love being filmed but it's done! I just get the restaurant drawing pack finished and sent off in time to start the weekend reasonably early for once. Must dash - we've got friends coming round!



©KINGS EDUCATION 2017