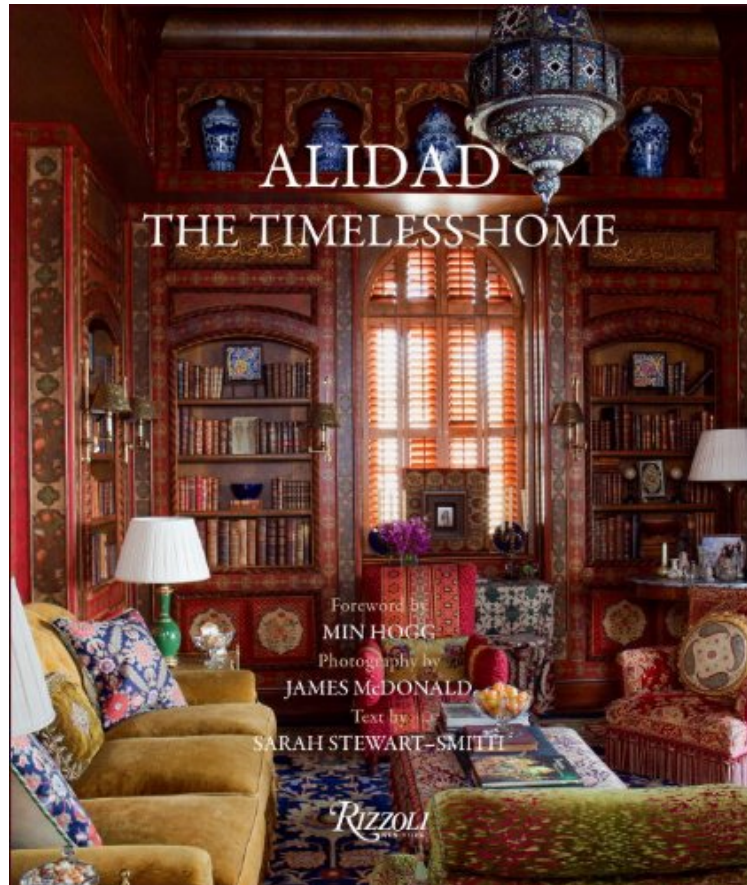


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## Alidad: The Timeless Home

*Sarah Stewart-Smith*

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**Sarah Stewart-Smith : Alidad: The Timeless Home** before purchasing it in order to gage whether or not it would be worth my time, and all praised Alidad: The Timeless Home:

12 of 12 people found the following review helpful. alidad: haunting yet finely edited luxury and layering By Merrily Baird Min Hogg's brief foreword to "Alidad: The Timeless Home" notes that this Persian-born interior designer entered the field after studying mathematics, statistics, and computer sciences. If this seems initially puzzling, it will, upon further familiarity with this book, appear to be quite the blessing. Alidad's design style, like those of Ann Getty, Howard Slatkin, and the maestros who orchestrated the decor of Yves Saint Laurent's homes, is one of an enveloping, highly-detailed luxury. At the same time, it stands apart in the discipline and editing that Alidad has brought to bear in his use of space, proportion, and pattern. The welcome result is a lasting impression of refinement. In presenting the work of Alidad, Rizzoli chose not to link individual chapters to individual homes. On the one hand, this makes it difficult for the reader to mentally relate pages widely scattered throughout the book to one another. On the other, it has paved the way for a stronger development of theme and design approach, producing in the end a worthy tutorial for better understanding the challenges faced in interior design and the genius that underlies the best results. These themes focus on vision, the creation of home, flow and movement in space, details in made-to-measure furniture and

fittings, mood, light, and timelessness. The book has an unusual amount of text, providing interpretations by Sarah Stewart-Smith as well as numerous quotes from Alidad himself. In some of the homes showcased in this book, Alidad has opted either for a modernist look with off-white walls, light-colored furniture, and a generous use of glass, or for a light-colored English garden aesthetic. But the prevailing style that defines Alidad's work, especially when the client lives in the Middle East, is a blend of dark walls, Persian carpets, textured fabrics, and a layering of geometric patterns. Carmine reds, forest greens, and medium-tone yellows predominate in these rooms. Persian and Ottoman touches are used, adding to the effect of richness, but Alidad uses them with discretion. All told then, Alidad's work is exceptionally beautiful and tasteful, and Rizzoli has done a superb job in producing a book to his high standards. 6 of 6 people found the following review helpful. *Luxury at its best!* By M Burnswow! I am slathering over this book! a very well made, handsome book with a beautiful dust jacket, gorgeous detailed photos on each page. Alidad writes descriptions of each of the rooms he features while a running text by Sarah Stewart-Smith is available. Ms. Stewart-Smith's commentary is pretty much fluff but it is fascinating to read Alidad's motivation and thought process behind each of his fantastical creations. I love that he incorporates completely hidden storage in the most unexpected places. Even the doors to some rooms blend invisibly into the walls. He spares no expense on using only the BEST materials: linen velvet, unexpected ways to incorporate marble, mirrors, tiles, lighting - all in a way I have never really seen in my Elle Decor and Veranda magazines. Another thing I love about this book is that it is easy to see ways to replicate some of his ideas - but in a modified and affordable way. Rather than installing walls of gorgeous stripes of marble, I could use a great quality paint in a similar color and have my own version of the look. Inspiring and dreamy! 12 of 13 people found the following review helpful. *Wow!* By Patricia Don Diego What an interesting book. Have never seen decorating like this, Each page is a delight to look at. Most people could never afford to decorate rooms like this, but you can use what you see for inspiration in your own home, or just look and marvel. Very happy to have this book.

The work of London-based, Persian-born interior designer Alidad is the realization of a fantasy of splendor in elegant brocade and rich damask. Award-winning interior designer Alidad is renowned for creating interiors of comfort made from a warm, glowing elegance with richness, color, and sumptuous materials. His work is associated with the exacting use of intricately patterned antique and modern textiles, upholstered furniture, and a high quality of craftsmanship. This book presents his unique aesthetic a kind of controlled glamour that embraces exotic forms, patterns, and fabrics while at the same time evoking the timeless and comforting. Alidad offers a compelling visual survey of his projects, from apartments in London and Paris and villas in Beirut and Kuwait to seaside homes in Sardinia and Cornwall. The work of Alidad is a resplendent tapestry, sewn through with color upon color and texture upon texture. The book also illustrates creatively for the reader Alidad's approach to the practical issues of interior decoration, from architectural alteration and furniture design to choosing appropriate textiles, and it serves as an intimate resource and an entry into the secrets of evocative design.

"One of the Best Design Books of Fall 2013" ~Elle Decor We've been smitten with London-based designer Alidad for eons. In the first book dedicated solely to his work, we are bewitched by his bravura performance of Orientalism and chinoiserie spanning baroque to neoclassicism, mixing, layering and patterning. ~PaperCity Magazine About the Author Sarah Stewart-Smith is a writer and interior designer based in London. Min Hogg, founding editor of the *The World of Interiors*, is an author and principal of Min Hogg Design. James McDonald is a widely published British photographer and writer whose work has appeared in *The World of Interiors*, *Saturday Telegraph Magazine*, and *House Garden*, among other publications.