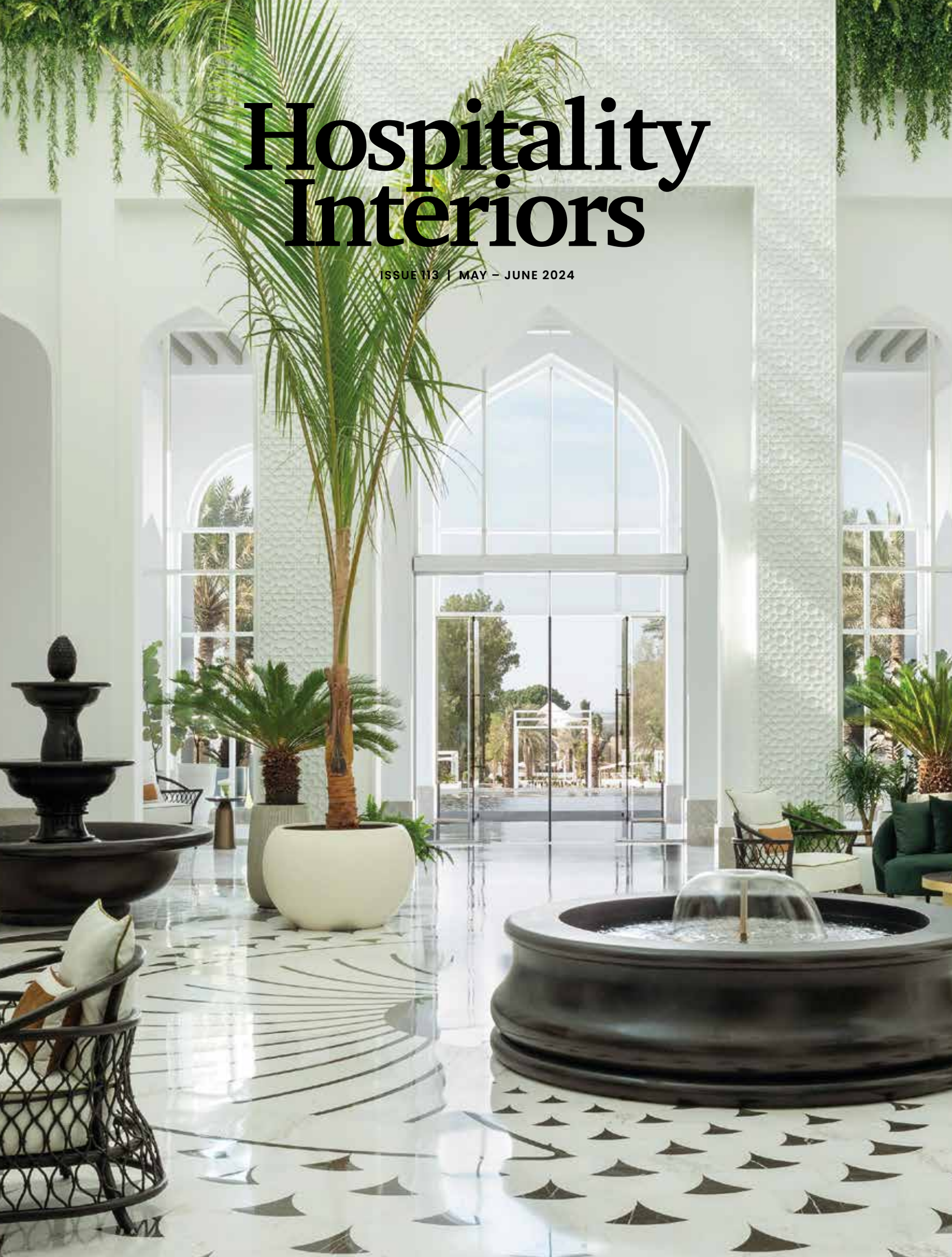


# Hospitality Interiors

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# Top ID Winner 2024 - Goddard Littlefair

Each year the NEWH UK chapter honours the creative talents of chapter members who are aligned with their mission of supporting scholarship and education with the much-coveted Top ID award. This year's Top ID awards were sponsored by Boss Design and held in its newly refurbished Clerkenwell showroom.

Words by Catherine McConkey

*Hospitality Interiors* is delighted to share exclusive interviews with each of the three 2024 Top ID winners. In this edition, London-based design practice Goddard Littlefair discuss what luxury design in the 21st Century means to them.

## What defines luxury design in the 21st century?

In today's fast-paced world, luxury goes beyond material possessions, it's about cherishing our most precious commodity: time. This fundamental concept shapes our perspective on modern luxury in design.

Whether it's a lavish hotel stay or indulging in an experiential getaway like a spa retreat or fine dining, time is the ultimate luxury commodity. Our aim is to create spaces that honour and elevate this invaluable resource.

Our approach revolves around crafting a design narrative that seamlessly integrates with the property's context and embodies the surrounding culture's stories. This immersive experience ensures guests are enveloped in a world of refined comfort, akin to the warmth of a well-curated home.

## What are the upcoming trends in luxury hotel design for 2024?

The trends of wellness and self-care continue to dominate. We're witnessing a shift towards spaces that facilitate genuine relaxation and rejuvenation, allowing guests to truly disconnect from the outside world.

Moreover, there's a growing interest in exploring off-the-beaten-path destinations, from the mystique of the Middle East to hidden gems closer to home. Expectations are evolving, driving a quest for authenticity and novel experiences that redefine luxury travel.

## Who or what serves as your inspiration?

Travel remains our primary muse. Exploring new landscapes, delving into diverse cultures, savouring different cuisines, and soaking in varied design and art forms fuel our creativity. Since the inception of our studio, this insatiable curiosity has been our driving force, constantly pushing boundaries and seeking fresh perspectives.

Above: Martin Goddard and Jo Littlefair celebrate the Top ID award win with NEWH's Kevin Swart



“ *We’re witnessing a shift towards spaces that facilitate genuine relaxation and rejuvenation”*

**What guidance do you offer to interior design Students?**

Seek hands-on experience with diverse materials, textures, and mediums. The richness of British interior design lies in its fusion of various artistic disciplines, each contributing to a unique tapestry of talent within our industry. Embrace this diversity, immerse yourself in experimentation, and cultivate a deep understanding of craftsmanship to carve your path in this dynamic field.

**What significance does winning Top ID 2024 hold for Goddard Littlefair?**

Being recognized as one of NEWH UK’s Top IDs for 2024 is a profound honour for Goddard Littlefair. To receive acknowledgment from our peers is incredibly humbling and reaffirms our commitment to excellence in every project we undertake.

[www.goddardlittlefair.com](http://www.goddardlittlefair.com)



Above: The Top ID Awards were held at the BOSS Design Showroom on March 19th 2024



Above: The Goddard Littlefair winning entry - Four Seasons Sultanahmet in Istanbul

Education is at the heart of everything NEWH do and they continue to develop new initiatives to support members and students. The latest initiative is the Martha's Mentors programme, a pilot programme rolled out in the US with the intention to take global in the future.

NEWH Vice President of International Relations for UK and Europe Jonathan Young said:

*"The Martha's Mentors programme which has been piloted in the US this year is an opportunity for people within the industry to get paired with a mentor who can help them build and achieve personal and business goals. It's another great example of NEWH providing value to members, and fulfilling the mission of providing education and networking, and I am proud to be part of the committee rolling this out. If successful it will be rolled out across all the chapters globally."*

NEWH UK are thrilled to continue to support and celebrate the design community. Applications for Top ID 2025 are now open with a closing date of 14th June. For more information and submit your entry go to, <https://newh.org/newh-topid-nomination-form/>

**ENTRY CRITERIA AS FOLLOWS:**

- ◆ Current membership for at least one person within the firm.
- ◆ Your custom hospitality project must be completed between June 2022 - May 2024 and not pre-determined by a brand.
- ◆ Provide 150 words describing the unique elements that make the project distinct in the industry today.
- ◆ Provide a minimum of three and a maximum of six photographs of the ONE project submitted. Photographs must be a minimum of 300dpi.
- ◆ Entries must be from a design practice with an accessible website.

**HOW CAN YOU JOIN THE WORLD'S BIGGEST ORGANISATION FOR NETWORKING IN THE INTERNATIONAL HOSPITALITY DESIGN INDUSTRY?**

NEWH continuously welcomes new members into its UK chapter – there are two options for joining:

**PERSONAL MEMBERSHIP £100 (ANNUALLY)**

Are you an individual looking to join? This is the membership for you, with an annual fee of £90.

**BUSINESS MEMBERSHIP £300 (ANNUALLY)**

This covers two people from a company, with the option of two more to join at a 50% discount.

For an application form, please contact Mel Wetheridge [mel.newh@yahoo.com](mailto:mel.newh@yahoo.com), or visit [www.newh.org](http://www.newh.org) to find out more.

YOU CAN ALSO STAY ABREAST OF WHAT'S HAPPENING IN NEWH-UK THROUGH THE FOLLOWING:



# Join us in Paris June 2025



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