

## O &amp; A DESIGN

*"When you create a project for a person, you must understand his rhythm of life, what he does and what he really needs. At the same time, in my opinion, the interior should not be a visible designer. After all, we do not express ourselves in the profession, we create beautiful space and beautiful things for very specific people". - Oleg Koldt*



Oleg Koldt and Anna Agapova are, respectively, the Founder and Creative Director of Oleg Koldt Architecture & Design with offices in London and Moscow. Even though they are Business Partners they describe their Work Process in different manners, but with the same purpose. Koldt is fully involved in the process of creativity and enjoy both the process and the result equally. On the other hand, the Creative Director Anna Agapova "experiences catharsis at the moment when I am already in the finished interior. I am a tactile person, it is important for me to physically experience the interior, to enjoy shades, textures, semitones and nuances"

Even though the Oleg Koldt Architecture & Design (O& A) is, nowadays, a Solid Design Studio in a fast-growing expansion things weren't always so brightly, Koldt remember that in 2008 during the Economic Crisis that affected the World. During these year, the number of orders decreased which led to some complicated times, but despite the harsh times that led to some sacrifices, Koldt is now very grateful to this crisis because during this period he realized what he like to do and this made him work harder to salvage the business. In this tumultuous time, the Studio managed to implement a project that immediately got on the page of the leading interior publications and received a number of professional awards, which gave a qualitative impetus to the development of this top architectural bureau.

Oleg Koldt Architecture & Design (O& A Design) accomplished in 2018 one main Business Goal when they released the first textile collection with Holland & Sherry, whose nearly two centuries of experience in the production of exclusive fabrics have no analogues in the world market. This first collection, that includes nine different designs, was devoted to Scotland and tells the story of a journey through this amazing land. Led by Agapova, this inspiring project his engaging in the second collection called "Cities", in which she will try to convey the feeling of every beloved city throughout the master of fabrics. Proud of this accomplishment, Koldt continues to look further and is still searching for new ways to grow the business. "It is incredibly exciting to solve new problems, to communicate with different types of customers", explained Olek Koldt. That's why Oleg and his Studio are starting to grow from private projects to cooperate with developers to do more commercial projects and even public spaces.

Credits by O & A Design

Website: <https://oa-london.com/>

Address: 22 Grosvenor Gardens Belgravia London SW1W 0DH UK





But does this continuous change in the business structure affects the motivation of the two leaders of this project? Not in the slightest way. The studio is expanding their business, but the motivation is well beyond the normal standards and we're not only talking about individual motivation, but also about a collective motivation: "Well, creating an interior is always a co-creation. For example, a musician, painter, sculptor or dancer create their own works on their own, they are engaged in pure art. In architecture and design, everything is different. You can not create in a creative vacuum, you should always be in dialogue with the customer."

Koldt loves to revisit spaces he created so he can reflect on his work and what the clients latter altered in it. This proves that Design is an Ever-Changing Industry, so what is created today can be changed tomorrow. This could be damaging for any designer's mind, but Koldt takes the higher road on this position and clearly defends that "a good interior is flexible" and that is all he need to know to continue to do his work. This idea is shared by Agapova that admits that for 20 years, O & A have accumulated vast experience in creating unique items for their own design projects and this experience has helped the studio understand what is really lacking in the market.

This past experience is not a legacy but rather an opportunity to improve because design is changing constantly. That's why they didn't

decide to stay in their safe zone in Moscow, but rather opened an international office in London and launched their own collection of furniture, lighting, textiles, wallpaper and carpets under our own brand O & A London. This studio regularly publishes their inspiring design projects in leading professional media outlets and have friendly relations with all publishing editors. They also pay great attention to social networks, because the world has changed and,

## **"OUR BUREAU IS A HUGE CLOCKWORK, COHESIVELY WORKING ON BRINGING THE PROJECT TO LIFE."**

if earlier publications in such magazines as Elle Decoration and Architectural Digest were the key to getting new customers, now this is not so. The presence on the pages of these respected media is more fashionable and serves to maintain the focus of brand.

Even though they are two Big Name in the Design Industry, Agapova and Koldt have some top design inspirations. They named their love for the furniture British designer Falkner, but also for the works of the British master Valeria Nascimento. But overall, American Design is closer to the Studio and Koldt, therefore top names like Hervé Vaan der Sträeten, Eric

Schmitt, Holly Hunt and Jean de Merry Galleries are at the top of their design preferences.

As for their clients time, both Agapova and Koldt describe them as educated, intelligent people who conscientiously perform their "work of the customer", that is, they try to convey their vision as clearly as possible, wishes that can argue, but also hear and find compromises. It is these dialogues that great ideas are always born and breakthroughs happen.

According to Koldt and Agapova, "the people machine" is a very big part of the studio's daily life. The staff of the Moscow and London offices of Oleg Klodt Architecture & Design has about 100 people and all of them are involved in a certain part of any project. That's why this studio prouds themselves of presenting a full cycle for any project because through several people they are always involved!

As for the newest design trends presented in the industry, Koldt defends since the end of the last century, new styles, like deconstructionism, did not appear in the interiors. Further on, the well-known styles, read in a new way, began to enter into fashion. Agapova is a bit more technical in her trend prediction because although she admits it's impossible to predict today what style will become fashionable tomorrow, it's easy to assume that high-tech items will become increasingly in demand.