

The tones of tranquility

In London, not far from Westminster, Little Venice House embodies an atmosphere of calm and a contemporary design approach. Light, fluidity, and purity are the hallmarks of the project by Alta Idea Design Studio

In the picturesque neighborhood of Little Venice, known for its charming canals and Victorian and Edwardian architecture, an early 20th-century resially and metaphorically – to a new way of experiencing domestic life. In this context, the need for privacy, which remains unchanged, is redefined around new standards of physical, visual, and psychological well-being. The tools the designer uses to craft this graceful and elegant living environment are the selection of colors, the choice of materials, and the creation of custom-designed furniture. The color palette is expressed through a strategic range of tones from white to beige, which enhance the effect of natural light, and extends to brown, which echoes the color of the garden soil and the cladding of the yoga pavilion, visible through large glass surfaces. The primary materials, wood and microcement, help to make the rooms feel enveloping and fluid, conveying an image of tactile and visual purity.







“For us, it was very important to use a flooring material across both levels that would flow seamlessly from one room to another,” Baydyk continues. “We absolutely did not want to see any thresholds or joints. The space had to feel clean in every sense – both visually and functionally. That is why we chose microcement: a beautiful contemporary material that feels warm and pleasant to the touch and at times almost resembles soft velvet.” Most surfaces feature a smooth, uniform texture, with a few intentional exceptions, such as the wall and sink in one of the bathrooms. Here, the sculptural effect of the former and the strong materiality of the latter seem to serve as a tactile reminder that the home’s dream-like atmosphere is, in fact, a blissful reality.

Interior design: Alta Idea Design Studio
Main contractor: Brookcraft Construction
Joinery: Bassa Furniture
Furnishings: Aromas Del Campo, Focus SB, John Lewis, JTP, Lualdi, Miele, Olivari, Rak ceramics, Woo Furniture, Zafferano Italia
Styling: Julia Baydyk

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