



Living Individualism

Images: Lambert—Words: Martin Higgins

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Functionality was the watchword in design when Gunter Lambert started his company in the 1960s. Walls were obscured by banks of fitted cupboards, the TV had displaced the fireplace as the focal point of the living room, and the housewife disappeared to an anonymous push-button kitchen command centre. The time when furniture was made by hand had been forgotten. Lambert introduced into his designs modern rattan chairs from Asia which were noble, natural and comfortable. Today they can be taken as the company's charismatic signature in many of their designs, and their work has contributed to a shift in the design landscape. Gradually a different perspective on living has displaced ephemeral fashion. To feel good in one's environment has become more important than abstract notions of style and taste.

Today, Lambert, the company, bestrides the world, designing and producing its high-quality furniture and acces-





sories worldwide, nearly all being custom-made from natural materials by craftsmen. One of their dictums states “organic material brings life to austere forms”. This ideal finds its best realisation in their Modern Country line where purity and simplicity triumph against artificial farmers’ worlds and imitation. Lambert attempt to create what they call an “aura of the authentic and honest”. When designing more extensively, their Modern Country style makes less radical changes than their other main trend, entitled City. Characterful stone and brick walls and old wooden beams might be retained, whilst other walls and elements are removed. A country feel is retained whilst avoiding false rusticality.

Their City style is even more strongly based on the less-is-more ethos: “Reduction





clears a space for free thoughts and feelings. Ballast, anything unneeded that diverts the view from the essential, is thrown off." Clean lines and proportions help strike an inviting symmetry and a sensual purity of form and material. Light washes in from

large windows that make the outside environment a part of the interior.

Lambert stands firmly with the times while also setting new trends, connecting the established to the innovative. Their designs transcend more prosaic combinations typified as merely "east meets west" because they use such an array of pieces in the same designs: ethnic, classical modern and pre-industrial designs, together with modern minimalism and a new grandeur. All of which implores: "Live your individualism and free your imagination".



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