

Interiors with Art and Ideaworks to unveil *Becoming Architecture: From Line to Form* for London Design Festival 2026

Interiors With Art will unveil its Ideaworks x LPF Window Display Residency, "Becoming Architecture — From Line to Form" at the Ideaworks London Experience Centre on Great Portland Street during London Design Festival 2026. Designed and made entirely in-house by the studio's own design and construction teams, the installation stages the journey from idea to built form across the centre's window.

Staged across the window's three sections, the installation follows a single architectural element on its journey from abstract wireframe sketch, through scaffolding and machinery, to a fully realised interior. Read right to left, it is an idea taking shape; read left to right, a finished space stripped back to its concept form. The palette moves with it, deepening from pale and light to rich and anchored.

At the centre stands a pillar: at once structural and sculptural, carrying the weight of a building while catching the eye, with neither role separable from the other. For IWA, the piece is a self-portrait, as the practice both designs and builds. The studio conceived and fabricated every feature of the window in-house, giving its design and construction teams equal authorship. The finished column holds both signatures: the creativity of one, the craftsmanship of the other.

"The installation reveals the experimentation and craftsmanship behind the finished space. Read in both directions, visitors experience construction and deconstruction as equally important parts of the design process." Ely Ilhem Ben Khelil, Design Lead, Interiors With Art.

"At IWA, art is in the hands of everyone who touches a project; from the designer selecting a material, to the site team bringing it to life. It isn't only found where you'd expect it. True luxury is beauty and function fused in every detail." Shailja Vohora, Founder, Interiors With Art.

Lighting forms an integral part of the installation's narrative. Developed in collaboration with Ideaworks, task lighting, ambient light and atmospheric illumination are combined to reinforce each stage of the architectural journey, revealing materiality, texture and depth.

"It's been a pleasure collaborating with Ideaworks and our other design partners on this project. These longstanding relationships and close collaborations allow us to continually push creative boundaries, experiment with new ideas, and deliver exceptional results on every project." Shailja Vohora, Founder, Interiors With Art.

ABOUT INTERIORS WITH ART

Interiors With Art is a London-based luxury design-and-build practice creating homes for ultra-high-net-worth clients worldwide. Founded in 2002, the studio is distinctive in uniting design, construction and wellbeing under one roof, drawing and making in the same place so a vision survives intact from first sketch to final handover. From its London headquarters and offices in Chennai and Delhi, more than 30 designers and architects work alongside a 60-strong team of

skilled tradespeople, with over 400 design projects delivered globally and more than 300 construction projects across the UK.

ABOUT IDEAWORKS

Ideaworks is a global leader in the design, supply, engineering, and aftercare of technology that enhances everyday living in luxury spaces on land and at sea, including private homes, superyachts, and commercial projects. Privately owned and independently managed, we combine long-term stability with deep technical expertise built over 40 years.

We specialise in seamlessly integrating lighting, AV, IT, environmental control, and security systems into the fabric of the world's finest environments. Our in-house, multidisciplinary team delivers every stage of a project, ensuring consistency, accountability, and peace of mind for clients and design teams worldwide.

Collaborating closely with clients, architects, designers, and main contractors, we deliver tailored solutions that are beautifully considered, highly functional, and built to last. We transform complex technology into elegant simplicity, from concept to completion and beyond, with ongoing support.

INSTALLATION DETAILS:

Becoming Architecture — From Line to Form runs throughout the London Design Festival in September 2026 at the Ideaworks London Experience Centre, 206 Great Portland Street, London W1W 5QJ, on the border of Fitzrovia and Marylebone.

PRESS CONTACT

Anushri Sharma
Anushri@interiorswithart.com
+44 7788 158219