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RISING STARS

Fresh thinking and bold visions from new voices in architecture, design, fashion and beyond

NEXT LEVEL

Canadian design steps up

BODY ART

Kudzanai-Violet Hwami's people power

TUBE LINE

SO-IL multiplies and divides at K11 Musea



GROUND BREAKERS

The world is changing, architecture is adapting, and a new wave of young practices in London is emerging. They're armed with bold ideas, digital tools, new studio set-ups and innovative design approaches. In our Next Generation series, we hail this nexus of exciting studios in the UK capital, the first ten of which, featured in the next pages, are just the beginning. More will be presented online throughout the year – next stop the USA

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THE WELLBEING ADVOCATE ▾

Natasha Reid
Matter Space Soul

Matter Space Soul is a small architecture lab and consultancy founded by Natasha Reid in Islington, London, in 2014. Placing a focus on people's emotional, social and psychological wellbeing, Reid's team follows a research-led path, working with psychologists and other specialists in an effort to create 'joyful, soulful' places.

'While we come from architectural backgrounds, our aim is actually not to design buildings, although this is the visible outcome,' says Reid. 'Instead, we see our work as creating experiences that can improve the 'human performance' of places, the impact they have on people's wellbeing, happiness, sense of identity and so on.'

By employing nature-inspired, biomorphic design principles, her design for the Mondrian Suites Berlin transformed a sterile space in an area of the city struggling with crime into one that feels safe, vibrant and welcoming to guests, as well as connected to its wider neighbourhood.

The studio has also created a workspace for a new progressive, female-led business, Cleveland & Co, which has set out to create an alternative type of law firm fit for the 21st century, built around a collaborative, non-hierarchical working ethos.

Reid's considerate yet innovative approach was spotted early on in her career, when in 2015 she won New London Architecture's international competition 'New Ideas for Housing'. Conceptual and theoretical work has always existed hand-in-hand with building and interiors

commissions and the studio's research work has taken on issues such as gentrification, placemaking and social impact.

Reid is also a fellow at international, interdisciplinary think-tank Centre for Conscious Design, and she co-curated (with Jenny Jones, Mark Bessoudo and Adalberto Lonardi) the 2020 London (and online) edition of the Conscious Cities conference.

Emotional quality, wellbeing and the human experience are recurring themes in Reid's work. 'We believe everyone should have the right to access places that enable them to flourish and grow in their lives,' she says. 'Empathy is a core value in our process, so we aim to go beyond the most obvious needs, and uncover solutions that attend to body and mind, and the stories we want the things in our lives to tell.'

matterspacesoul.com

