

# WHEN AN IDEA COMES TOGETHER...



*Dmitry Velikovsky and his company Artistic Design deliver a range of architectural and interior design solutions for high-end residential and commercial projects. Each project is managed by a talented team of engineers, architects, draughtsmen and interior designers.*

BY LORNA DAVIES



**You have more than 20 years of experience in architecture and design. Did you always know you were going to go into this industry?**

I think it all started with my grandfather, Boris Velikovsky (1878-1937). He was one of the big names in constructivist architecture in Russia. Thanks to him, I always knew what I wanted to do in my life.

**You founded Artistic Design in 1995. How has interior design and architecture changed since then?**

The industry has changed dramatically since that time. Little knowledge, experience or brands were available back then, and now all the multiple choices are there. We were one of few 20 years ago, and now thousands of designers walk the streets of Moscow. It's a tough competition nowadays.

**Your projects range from 500 up to 10,000 square metres and include penthouses, villas, chalets in luxury boutique hotels and office space all over the world. How do you approach each project?**

Very personally. As a company, we are not on the run to do lots of projects. We are a kind of boutique business, and each project has to be the loved one, so it has to be carefully designed and crafted, one of a kind.

**Your current projects are in France, Italy, UK, Russia and Ukraine. Do you see varying tastes and trends globally?**

Yes, I would say that tastes may be quite different, but all trends are more or less the same internationally – it's a global world.

On a personal level, when working on a project in one of these countries, we try to stay away from trends; we just go local. No matter if it is a contemporary project or classical, we try to follow the feel of a place, whether it is a Tuscany country house, a stylish London apartment, or a chalet in Three Valleys, a contextual approach is of the utmost importance. That is what makes things really different.

**How has taste/interior design changed in Russia and the Ukraine in the past 10 years?**

Design is more mature and sophisticated nowadays than it used to be, even a decade ago. People travel a lot more, grasp new trends and ideas from around the world, and visual barbarism is slowly being replaced by something looking much more cultivated, and it is a great leap forward for the industry.

**How do you source your materials and furniture? Do you always source locally depending on the project?**

Yes, we always try to source locally as it adds a certain feel to the project.

We do a lot of things custom-made by dedicated craftsmen and artisans around the globe. And often it is the price/quality ratio that matters. A lot of our special finished furniture and accessories are

made in Asia (Indonesia and the Philippines). We work with artisans in Italy and France to produce European period furniture, whereas Portuguese and Spanish manufacturers are very good at contemporary style. It is a big effort to put a project together. We might end up having hundreds of suppliers to make the project look right.

**Describe your average day.**

I walk my pharaoh dog early in the morning, have breakfast with my family, and after that I head to my office to face all the beautiful challenges that I am offered by my profession. And I love it!

Half of the time I am travelling around the globe – meeting clients, sourcing art or antiques and visiting the projects, so life can be different (but never boring).

**Have you worked on many Mayfair projects?**

Not yet. Up until now we have had limited exposure in London. We did a full refurbishment of a six-storey Holland Park mansion, and a number of small apartments, but nothing in Mayfair yet. Now we work in cooperation with our partner company, AR Architecture, based in London, and hope to have some nice Mayfair projects. It is such a nice area!

[dvelikovsky.com](http://dvelikovsky.com)

