

## AN ECO-GENERATION OF INTERIOR DESIGN



Interior design often epitomises indulgence and extravagance, but at Inspired Developments' (ID) brand new show home on Heywood Road in Prestwich, it also embodies the eco-friendly ethos behind their Generation Eco Build development. Leading designers Kerry Jane Interiors was asked to design the unique 'eco' show home using environmentally-friendly furniture and accessories, to ensure it offers visitors the ultimate inspiration in sustainable living.

Kerry Tornetta of Kerry Jane, says:

*"We wanted the interior design scheme to reflect, as much as possible, the environmental credentials for the house, so all of the products we used were carefully selected for various environmental reasons."*

In the lounge, Kerry Jane selected stunning, handcrafted, solid furniture made by British manufacturer Benchmark, who prides itself on its environmentally driven policy. All of the woods they use are from sustainable British-grown trees, ensuring quality and reducing the carbon emissions commonly tied to imported wood.

The coffee table is a sculptured piece of interlocking planks of solid wood finished with a glass top to enhance the feeling of space. Using a pewter surface on the occasional table complements the dark wood frame, whilst the media unit complements all of the pieces and gives a practical yet stylish feel to the room. Natural coloured ceramics with fabulous splashes of colour complete the look.

A stunning, handcrafted table creates the centrepiece for the dining room. Designed by Julian Angus of Old Kitchen, the unique table makes use of recycled melamine from old kitchen doors and worktops to create stunning abstract table-top designs. These doors would otherwise have been put through the energy heavy process used for industrial wood recycling.

Most of the furniture in the study is vintage 1960's and 1970's pieces, creating a retro feel. Designed by Gordon Russell, the office chair is reupholstered in chocolate brown leather, whilst the twin pedestal desk is solid teak with chrome legs, offering functionality yet style. By recycling existing pieces of furniture, no energy is expended as there is no additional manufacturing process.

In bedroom one, an original 1950's design is brought up to date, with a headboard decorated in black chenille fabric by JAB, who has a method statement regarding environmentally friendly fabrics. Using recycled vintage glass products, Kerry Jane found a way to creatively reuse old materials in an environmentally friendly way whilst retaining a stylish interior.

All furniture is from British manufacturer Isokon, using traditional manufacturing techniques and sustainable wood. Simple designs also ensure no unnecessary materials are used in the construction of the products, whilst using hand tools and craftsmen wherever possible, resulting in a low energy manufacturing process.

Bedroom two boasts solid birch furniture with walnut handle details, produced within 40 miles of Heywood Road. This local factory uses a combination of modern machinery, handcrafted manufacturing and environmentally friendly varnishes and lacquers, to produce furniture that has the smallest possible impact on the environment.

Furniture in bedroom three is made using reclaimed and sustainable timber, imported from India and Indonesia. The businesses which produce these pieces are members of fair-trade agreements that ensure fair pay and safe working conditions for employees.

Denis Maddock, sales and marketing director for Inspired Developments, says: "We wanted to create an interior that echoed the environmentally friendly features of the show home, and Kerry Jane has managed to achieve this to stunning effect. "By combining local suppliers with environmentally-responsible manufacturers, we have lowered our impact on the environment, whilst still creating a beautiful interior. Designed to demonstrate the wonderful lifestyle that can be achieved on Heywood Road, the new show home has been met with a great response from viewers, and we look forward to welcoming many more over the coming weeks."

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**ID is the regeneration arm of The Seddon Group, one of the UK's major privately owned construction groups, with a turnover in excess of £240M, employing 1,700 people.**

- For more information on the development, to register your interest and get more information on the range of high specification homes available, call ID on 0845 600 5550.
- For more information on ID visit: [www.id4living.com](http://www.id4living.com)



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Heywood Road is a development of ten traditional three/four-bedroom homes offering unprecedented environmental credentials to home hunters in the Prestwich area.

Situated on the northern side of the River Irwell village, Prestwich has plenty to offer. Its diverse community is well served by the local town of Bury and all the fantastic amenities of nearby Manchester:

With two beautiful parks located close-by – Heaton Park and St Mary's Park – Heywood Road also offers a green oasis amongst the hustle and bustle of urban living.

Commuter links are second-to-none with the Metrolink station within walking distance, facilitating car-free journeys to Manchester. With the added bonus of major motorway networks nearby, Heywood Road offers the ideal location for today's traveller:

The Heywood Road show home 10.30am-5.30pm Friday - Monday  
or by appointment at any other times

**End**



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