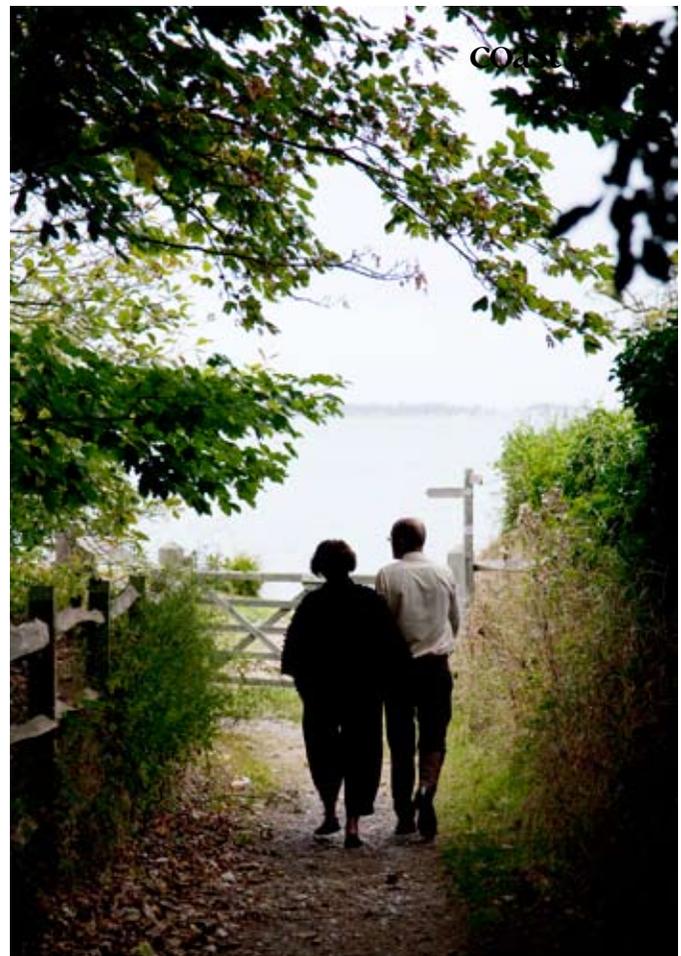




**THIS PICTURE** The Hemingways designed their house, which has the bedrooms on the ground floor with the living room above **ABOVE RIGHT** Gerardine and Wayne enjoy their easy access to the sea at Chichester Harbour



# WAYNE'S WORLD

Everything that designers *Wayne* and *Gerardine Hemingway* touch is clever, witty and ingenious. No surprise, then, that their home near Chichester Harbour is a master class in invention and functionality

WORDS **Janet McMeekin** PHOTOGRAPHS **Dan Duchars**



**THIS PAGE** The house is furnished with a mix of thrifty finds and top-end appliances: the hob is by Wolf, the fridge by Sub Zero. Wayne bought the giant Note table from graduate Tom Seymour **OPPOSITE, ABOVE** Wayne's vast record collection takes pride of place in the living area **BELOW** The family's old boat was split and remade into two sofas by a friend. The light is by Paul Cocksedge

Dawn breaks over Chichester Harbour and Wayne Hemingway is pulling on his training shoes and setting out for a run along the footpaths close to the water's edge. 'It's brilliant running here first thing in the morning because it's just so quiet,' he says. 'The views across the harbour are spectacular and there's always something different to see, from deer to egrets.'

Wayne and his wife Gerardine have come a long way since the 1980s when they emptied their wardrobes and sold second-hand clothing at Camden Market, inspiring the launch of the first affordable designer label, Red or Dead.

Having sold their fashion business in a multi-million-pound deal in 1999, Wayne (who has a background in town planning) and Gerardine set up Hemingway Design, coming up with ideas for everything, from innovative housing projects to funky wallpaper, tiles, clothes and water butts. One of their highest-profile projects to date is The Staiths South Bank – an 800-home development in Gateshead.

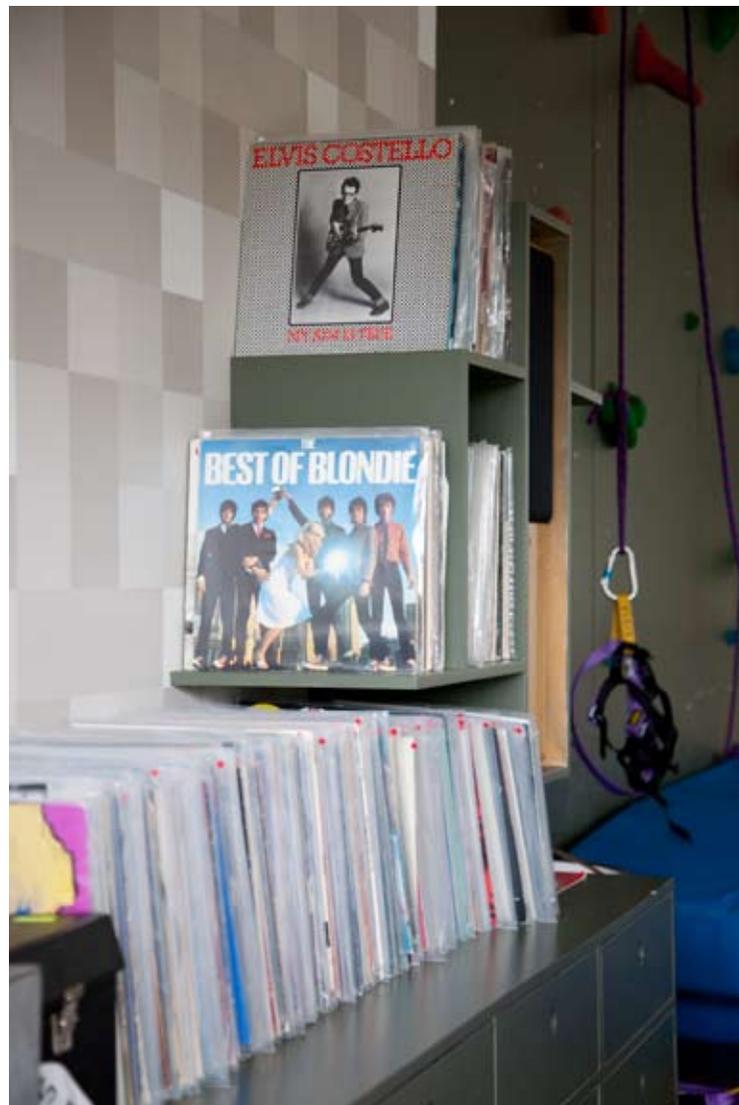
### DOREEN SAVES THE DAY

Although the creative duo enjoyed the buzz of London, when their third child was born they began to crave more space and the freedom of coastal living.

'With three kids and a dog, it became increasingly difficult to do things on our days off in the city,' Gerardine says. 'And when we wanted to get out of London for the weekend, driving through nose-to-tail traffic was horrendous.'

Although the couple hankered to relocate somewhere with a sandy beach that was still easily accessible to their city office, they had no idea where to start their search.

'Thankfully, a lady called Doreen in our accounts department saved the day,' Wayne says. 'Being a keen birdwatcher, she knew the British coastline inside out. When she mentioned the



### \* Wayne and Gerardine's shore things

**Where's your favourite place to hang out?** 'The garden on a summer's day, with the kids splashing about in the pool, having a barbecue and enjoying everything that we've created here.'

**Your best coastal stroll?** 'We love walking from Itchenor to the beautiful sand dune spit at East Head. It's owned by The National Trust and is a fabulous, unspoilt spot.'

**Where do you like to eat out?** *Wayne:* 'The East Beach Café. Sitting there, eating great food and admiring the view, you could be anywhere in the world.' *Littlehampton (01903 731903, eastbeachcafe.co.uk).*

**Where do you sit and dream?** *Wayne:* 'In our summerhouse, listening to music.' *Gerardine:* 'It all depends on my mood. Sometimes it could be sitting on the balcony, in our Dutch tub or in the garden. It's where I switch off.'

**What's your favourite view?** *Wayne:* 'Absolutely anywhere across Chichester Harbour.' *Gerardine:* 'Looking out over our garden, dreaming up the next landscaping project.'





Witterings to us, we decided to visit West Sussex ourselves and check out her recommendation.'

Driving up to the unspoilt beach at West Wittering, the Hemingways were captivated immediately by the large expanse of golden sand and the views across the Solent to the Isle of Wight. 'We loved the area and visited every spare moment we could, progressing from staying in a B&B to buying a little cottage,' Gerardine says. 'The kids loved it when we bought a wooden boat to explore the harbour. They had so much fun leaping in and out of the water. Many a day would end up with us having a barbecue or camping in the sand dunes.'

### NO PLACE LIKE 'HOME'

Having discovered such an idyllic spot, the Hemingways decided to put down more permanent roots and when a three-acre site – with planning permission for redevelopment of a Spanish-style villa – came on the market, they couldn't resist.

'Building my own house had been a life-long ambition,' Gerardine says. 'I wanted to create a loft-style home in the countryside, flanked by mature trees.'

Inspired by the American architect Frank Lloyd Wright and the Bauhaus Movement, the family, with help from Douglas Briggs Partnership, designed a bold, contemporary home with plenty of surprise elements. The house, which they moved into in 1998, is simply called 'Home'. It's an upside-down property with an open-plan living space upstairs incorporating not just an ultra-stylish kitchen but storage for part of Wayne's vast vinyl collection, a table-tennis table, snooker table and even a climbing wall.

Taking centre stage in this 2,500 square-foot room is the family's much-loved wooden boat, which has been chopped in two to make an unusual pair of sofas and then upholstered with cream towelling cushions.

### AN IDEAL SPOT TO REFRESH

A glass-panelled wall leads from the living room to a decked balcony with views over the couple's garden, which has also



IT'S AN UPSIDE-DOWN PROPERTY WITH AN OPEN-PLAN LIVING SPACE UPSTAIRS INCORPORATING AN ULTRA-STYLISH KITCHEN, STORAGE AND EVEN A CLIMBING WALL



THIS PAGE The couple's youngest son Beck and friend on the 20-foot climbing wall OPPOSITE, ABOVE Gerardine in the living room. The wallpaper is the Hemingways' Pixel 4 BELOW Gerardine designed the garden for outdoor living



THIS PAGE In the den is Vladimir Tretchikoff's *Lady From Orient* made large from the Hemingways' Surface View range ([surfaceview.co.uk](http://surfaceview.co.uk)) OPPOSITE, ABOVE Hammocks and the pool by the summerhouse BELOW The couple's bedroom has a semi-circular glazed wall. The cushions are from Habitat

been designed by Gerardine. A giant wooden tepee sits beside a jungle walk, where wisteria, clematis and honeysuckle clamber over reclaimed telegraph poles.

On the other side of the garden is a swimming pool and barbecue area, ideal for the Hemingways to enjoy outdoor living with friends and family. Next to this is a chic wood-and-glass summerhouse boasting a gym, jukebox and several turntables with which Wayne indulges his love of music and DJing.

Back in the house, on the ground level, there are five bathrooms and seven bedrooms, many papered with the couple's own designs produced for wallpaper manufacturer Graham & Brown. 'There were originally going to be six bedrooms,' Gerardine explains. 'However, when I discovered that I was pregnant with our fourth child, Beck, we had to go back to the drawing board and rejig the plans to squeeze in a seventh.'

Also on the ground floor is the den, where the family chill out. It's dominated by a wall-sized print of Vladimir Tretchikoff's *Lady From Orient* – one of Gerardine's favourite pictures from the Hemingways' Surface View collection.

'Although it's a large house, we've actually been fairly thrifty when furnishing it,' Gerardine says. 'For instance, the kitchen carcasses are from Ikea and faced with MDF and Formica. We don't really buy new furniture – we prefer to choose second-hand items and recycle where possible.'

Both Wayne and Gerardine feel lucky that they've been able to create their own fit-for-purpose home in an area that offers so much potential and a chance to escape the pressures of their demanding business.

'The design industry is quite full on,' Wayne says. 'It's hard work, but we've found that this is an ideal place for us to refresh. While I'm out running here, I'm definitely at my most creative. With the coast, South Downs and Chichester so close to hand, we couldn't think of any better place to live.'

For more information on the Hemingways' projects, visit [hemingwaydesign.co.uk](http://hemingwaydesign.co.uk).

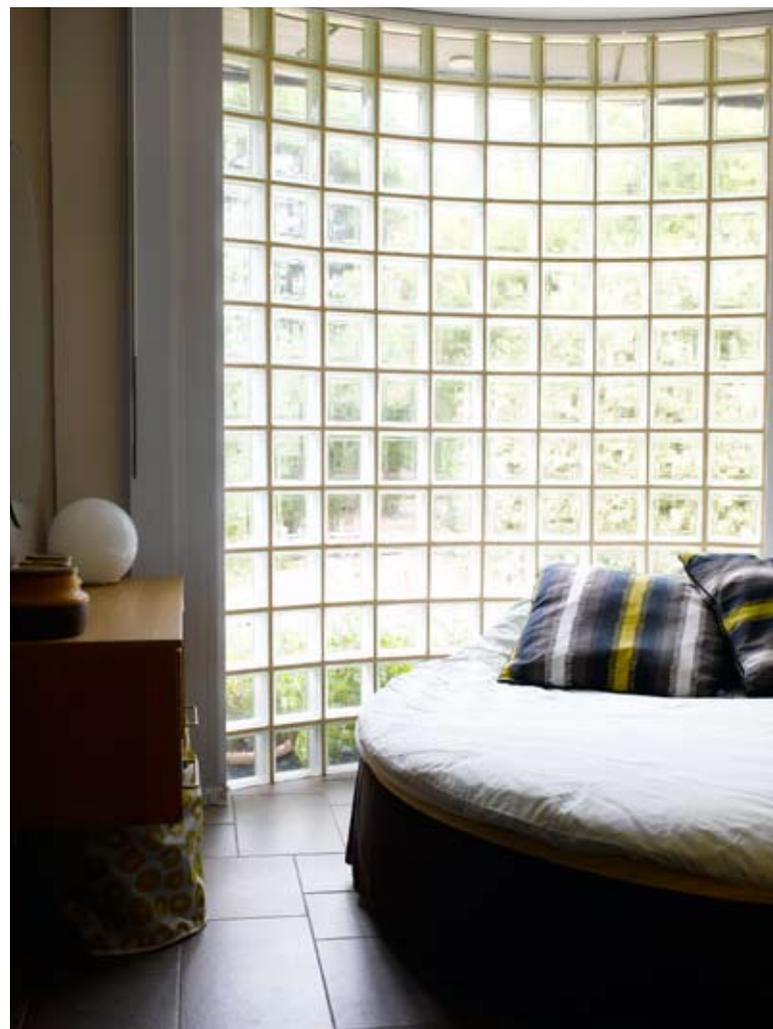
 For more coastal houses, see [allaboutyou.com/homes](http://allaboutyou.com/homes)



## \* Coastal pioneers

### Boscombe's Overstrand Project

The Hemingways, who have a keen interest in seaside regeneration, have recently spearheaded the exciting redevelopment of the derelict 1958 Overstrand beachfront complex at Boscombe in Bournemouth. The pair have been instrumental in transforming the building into individually designed beach pods to accompany Europe's first artificial surf reef. Pods, complete with bespoke seaside furniture and a kitchen, can either be bought or rented. A single pod costs £64,995 and a double costs £89,995 (both prices include VAT). Sales are being managed by Glynn Evans at Savills (call 01202 255552 or email [gevans@savills.com](mailto:gevans@savills.com)). Rental prices for 2010 have not been confirmed. For further information, contact the Bournemouth Beach Office on 01202 451781. For more details about the project, see [boscombeoverstrand.co.uk](http://boscombeoverstrand.co.uk).





THIS PAGE Wayne and Gerardine spotted the striking wooden cabinet in the den while they were on holiday in Australia. They got it shipped over and use it to store everything from speakers to records