

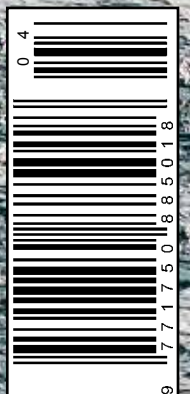
# LUXE ET AL

£4.80



## THE DESIGN ISSUE

THE KEY COMPONENTS  
OF YACHT & AVIATION  
DESIGN 2017







DESIGNER IN PROFILE...

**STEPHEN ROBERTS**  
MANAGING DIRECTOR

**CHRISTINA ROBERTS**  
MANAGING DIRECTOR

**TURNSTYLE**  
**DESIGNS LTD**

**Which sector do you specialise in?:**

Design led Architectural and cabinet hardware.

**Is the super yacht/Aviation market an integral part of your business/large percentage of your market?:**

Yes, currently around 35% of turnover.

**How long have you worked in this sector?:**

Around 18 years.

**What other sectors do you work in?**

Residential, Hospitality, Furniture and Kitchen.

**If able, please give details of your recent interesting projects and your direct involvement/participation in these projects.**

**(SR)** Unfortunately we have confidentiality clauses with most of our clients, we have worked on some really fascinating projects but I cannot give names of yards or yacht names. A recent commission involved designing and manufacturing a complete suite of hardware including specialist locks and latches for the furniture. French designer, USA yard, based on one of our existing door lever designs, the designer extended the design to include everything from fiddle rails to push button knobs. Using machined brass, mother of pearl, leather and some timber details too.

**(CR)** My involvement on the whole is less project based as I tend to work more on new product within the core range for TD. However I did enjoy contributing toward a fairly recent project here in North Devon. The owners of a stunning period property together with their architect commissioned TD to come up with lever handles that would complement its Elizabethan interior. Together with the help of local craftsmen, using a combination of amalfine and antiqued brass we were able to create a beautiful handle that was a perfect addition to this 17th century house.

**Please talk us through your process of design, build and application for your products, where applicable and how you work as a team:**

**(SR)** Turnstyle has three layers of product and design it offers. Firstly our catalogue range of products, which consists of over 40,000 options of design, material, size and finish. Our new website currently shows over 20,000 different renders and photos, clients can select and configure their own combination of materials. If one cannot find what one is looking for from the catalogue range, then we offer a Modify service, using existing component parts, clients can then modify by size, finish or grip design. Finally, we also offer a complete Tailored service, where we will work with a client to develop their design or an interpretation of what they are looking for. We work in so many different materials and use so many processes, it is rare for us to turn away a design because we cannot manufacture it.

For our own catalogue products, Christina and myself work very closely together to discuss and

develop new concepts, ideas and products, these are then prototyped, shared with staff, and if they are good enough will be tested at the many exhibitions we show at throughout the year for client feedback.

Turnstyle products are very much a marriage of machined precision and hand made craftsmanship. All our leatherwork is hand stitched and bonded to specifically machined metal work designed to accommodate the leather both functionally and aesthetically.

Our production teams work together with each element of manufacturing being quality controlled by those teams before being passed on for the next process. Most products will go through at least eight different pairs of hands before final checking and packing, with every member of staff checking not only their own work but the previous teams work, this ensures that Turnstyle's returns quota is next to zero.

**(CR)** Personally my main focus is geared towards the September Shows which tends to result in product being released slowly though out the year. This allows us time to test and make hard decisions about what we will and will not show. In the first instance Steve and I will discuss numerous thoughts and ideas, current influences and general directions. Then starting with a fairly weighty series of first sketches, we can choose which designs we wish to fine tune into more workable drawings. These are then worked up into cad technical drawings from which masters can be created in preparation for casting and finishing.

One always has to be very mindful of production costs and engineering possibilities. Steve has such an extensive understanding of what can and can't be made, consequently my ideas have to be reigned in at times!

But we both agree it is good to push the boundaries, which is after all the very foundation of our business. The use of amalfine and leather in door hardware was a first for TD. No one had worked in these materials before and it was a very big and bold step for Steve as he was unsure as to the suitability of both. Time has proven that these two materials are wonderfully resilient and combined produce uniquely beautiful door hardware.

**Can you explain how your design process has changed over the past 25 years?**

**(SR)** When we first started to design, everything was on paper, with masters and prototypes being made of wood or clay. Over the years we have brought in technology where we see it benefiting us. The designs are still hand drawn by Christina, but they would then be modelled on CAD, tweaked to improve and fine tune, then sent off for 3D prototyping. We do still work with artists to

produce some of our masters, but also combine with modern technology when required.

**(CR)** I have only been involved in the design side of the business for the last ten years so Steve was flying solo for a large part of the companies defining years creating and designing with the help of local craftsmen and women. Some of our best sellers were drawn on the back of an envelope in far less time than we have today. How he managed to design, build the business with all that that requires and then go to market is quite frankly beyond me.

But I guess it was only a matter of time before I jumped in on the design side of the business as I firmly believe that the shared process of design and development of ideas produces the best results. It is so useful to be able to bounce ideas off one another creatively and more importantly it is how most design based companies work.

**What do you feel separates you as a company from your competitors?**

**(SR)** Style and materials. Turnstyle has developed its own distinctive style over the years, which sits very comfortably between contemporary and traditional, depending on the designs and finishes our handles work very well in both camps. Our signature materials are leather (we were the first company to start producing leather handles, now much copied ) and Amalfine™, our proprietary range of composites. We also love custom work and have a dedicated department to help clients realise their own designs.

**(CR)** From a design perspective I feel it is our ability to mix and apply such a beautiful and varied combination of materials, all of which are engineered to such a very high standard that sets us apart. Our door hardware has a unique look and feel because of the variations that we bring to the design process and we have managed over the years to build up and stay true to some of the design combinations that are so distinctly Turnstyle.

**Working within the super yacht/ aviation sector must be different than domestic and commercial markets, have you found this to be the case?**

**(SR)** The super yacht industry is a fantastic industry to be involved in, yes it is very different in many ways to domestic and commercial markets, clients and designers are quite rightly very demanding in both levels of service and quality of the product and how it is delivered. What a handle has to do on a yacht is far more demanding than on a house, for a sailing yacht weight may be an important factor for example. All cabinet handles need to operate latches so cupboards stay shut in stormy seas, charter yachts can be heavily used so durability is also very important. Driving that level of demand only makes us a better company, from which the other industries benefit from.