

CREDIT: GARDNER

PROFILE
**FLAT
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 GALLERY**



Louisa Guinness is a woman with a mission. "I'm trying to help people bring pieces of art into their homes," she confides. And to do this, she has, slightly strangely, elected to open a gallery on the sixth floor of a wealthy but anonymous block of flats in London's Sloane Avenue. It's a space that is unexpected and fascinating, and on the day of *Blueprint*'s visit, filled with Danish Judd-designed furniture.

However, as her vision unfolds, the logic behind the unusual address becomes clear. "I like the idea of the East End coming to Chelsea," she explains. "Also, we show furniture and objects for the house and garden, so it fits really well to show them in a domestic setting."

Guinness opened the gallery in May after spending 12 years working as a stockbroker. She says the volte-face was easy: "One day, I woke up and took my stockbroker's hat off and I said: 'I want to do what I really love.'"

And that, seemingly, was that. The gallery

like" came about after numerous conversations with collectors revealed a gap in the market.

"People kept asking me about other things artists made. There didn't seem to be anywhere in the country where you could source these types of work." The thinking behind the location proved to be a little more prosaic. "I just found it. And it has a really nice view."

Next up comes a show on Ron Arad – his first solo exhibition in London since his retrospective at the V&A in 2000. Guinness simply says: "I just think his work is fabulous, and it's not very easy to find." Concentrating on his unique pieces and limited editions since 1998, the show will include chairs, coffee tables, lamps, desks and sofas. It should prove to be very popular, although for her neighbours' sake, let's hope not too popular. GG

Ron Arad's table works, 1987-2003, run at the Louisa Guinness Gallery from 2 October to 21 November. T 020 7387 7047