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WARM MINIMALISM



Recently, Laminex and CJH Studio started a lucrative collaboration that originated out of a common passion for custom joinery. This turned out to be a solid foundation since the result is a convincing union of pure designs and high-end laminate. Laminex Woodgrain comes in different colours and variations; and with the creative eye of the studio, four rooms were developed that wholeheartedly put the qualities of this material at the front.

At Laminex, you find high-end laminate products that always create an authentic charm in a room. Their range includes the Woodgrain collection, which consists of finished panels with beautiful woodgrains. The material looks warm and is ideal for a wide array of uses, among which detailed joinery and high-end furniture. With this laminate, you give your home a unique luxury atmosphere. In order to convince the great public of this, Laminex joined forces with CJH Studio. Both operate from Australia. The studio was asked to design four contemporary spaces that each aesthetically clarify the potential of Laminex Woodgrain. This resulted in an amazing concept that has the warmth of the material and creative joinery as central pillars. The tactile and timeless character which the designs exude, are a big hit. Imagicasa had the opportunity to ask Cassie James-Herrick, who founded the CJH Studio in 2017, a couple of questions about this interesting co-operation.

WHAT WERE THE INITIAL INSPIRATIONS FOR THIS PROJECT?

‘When Laminex approached us, there was an obvious love we shared for custom joinery, considering that this is a large part of what we do at CJH Studio. In this collaboration, we

nevertheless didn’t only want to challenge the traditional applications of the material in various ways, but also to show that you can completely customise this product with various techniques and bespoke details. The spaces needed to be functional and practical yet possess a timeless aesthetic. Next to this, we intended to include as many Australian brands, designers and companies as possible.’

WHAT IS THE BIGGEST ASSET OF LAMINEX WOODGRAIN?

‘The biggest asset of Laminex laminate was the versatility and flexibility. The fact that you can manipulate the material influenced many elements of the design. Moreover, the Woodgrain collection is durable and practical; you can incorporate it in your bathroom and kitchen without any issues. Personally, I am mainly attracted to the consistency of the woodgrains and stain colour, because you have a complete control of the final outcome.’

IN WHAT WAYS IS LAMINEX THE COMMON THREAD THROUGHOUT THE DESIGN?

‘Laminex provided a brief for each space that clearly outlined what they were looking for. First of all, they wanted a kitchen space that focused on a lighter tone Woodgrain with their Chalk finish. The space was to incor-





Photography by James Greer

A lucrative collaboration out of custom joinery

porate an additional use, which in this case happened in the form of a bar. I wanted to show that Woodgrains can be mixed successfully in one space. Next, we designed a living space with a light-mid tone Woodgrain. Here, it was crucial to challenge a creative use of storage and to provide multifunctional joinery. This space was designed during a long lockdown in Melbourne, so I was influenced by the need for multifunctionality. For example, the desk area can be completely reintegrated into the design. In the bathroom space we had to use as much laminate as possible and we had a free choice of Woodgrain. They did ask to conceal the laundry space. Although it is minimal in its design, this intentionality ensured that the strength of the product was amplified across large curved elements. Finally, a robe space was created as well, which focused on the full-length floor to ceiling style joinery to show how you can use the laminate to create versatile storage ways.'

WHICH OTHER MATERIALS WERE CRUCIAL IN THIS PROJECT?

'We used tactile and softening elements to balance the joinery surfaces. For example, think of linen curtains, tactile ceramics and carpets out of natural wool.'

HOW DOES THIS COLLABORATION FIT IN WITH YOUR GENERAL DESIGN PHILOSOPHY?

'This project perfectly fits in with our well-resolved use of materiality and functionality, without forgetting impactful and intentional design. Our design approach is heavily detailed and often highlights bespoke joinery that amplifies natural materials. In this way, the character of the home remains intact, but also the taste of the client shows through. Usually, we start from a neutral tone colour and we add layers of texture and warmth. Next, we inject colour and personality through soft furnishings and art. We like to experiment with monotone qualities and to focus on key materials, textures, and high-level details. We do not only do this within the palette, but throughout the entire design.'

HAVE YOU NOTICED ANY SPECIFIC DIFFERENCES BETWEEN LAMINEX AND OTHER MATERIALS?

'The possibilities are truly endless when it comes to Laminex laminate, because their products are available in varying tones and textures. Moreover, it is a flexible material that allows you to create gorgeous curves.'

WHAT IS THE GENERAL EMOTION THAT YOU HOPE TO EVOKE WHENEVER PEOPLE ENTER THESE ROOMS?

'A sense of calm and retreat. An interest and intrigue to uncover all the highly intentional details throughout.'

Laminex Woodgrain is an ideal material to head in different creative directions. This collaboration with CJH Studio is the perfect evidence that your personal style is easily compatible with this high-end laminate, which, besides, is available in several variations. The studio succeeded in effortlessly highlighting Woodgrain without having to compromise on their own aesthetic philosophy. The qualitative finishing and authentic warmth that characterise this material ensure that it is a trustworthy addition to your entire home. At the same time, the extensive options mean that, with Laminex, you embark on a creative discovery journey that you can personalise as you please. The minimal look that James-Herrick developed for this project makes our hearts beat faster. Together with excellent quality and disarming charm, the pureness of Laminex is optimally presented thanks to CJH Studio. (Text: Cara Jacobs)