

Spanish styling

bdm is a design studio established in London back in 1999 by Spanish product designer, Beatriz Matud. Today the studio is run in partnership with German designer and illustrator, Volker Straeter. They recently relocated to Valencia. bdm design is our Bespoke interviewee this month

How did you get started?

I (Beatriz Matud) set up bdm design in 1999 in London. I arrived in London from Milan a couple of years before and then worked for a design consultancy called Lyons Associates, in Farringdon Road. After one year I decided to start my own business as a furniture-lighting designer. Mazorca Projects were very helpful and supportive, especially in the beginning. I also made a few very good friends there.

Who/what are your influences?

I enjoy going to the cinema and to concerts, including classical, jazz, contemporary, and roots; visiting exhibitions and museums, and reading. I very much like socialising and having good conversations with friends; so I suppose my influences are the result of all of these.

Whose work do you admire and why?

I admire effort, honesty and consistency. Any professional, whatever they are dedicated to, especially vocational and creative professions, require a great deal of self-belief and sacrifice to go through every day difficulties, but I believe that if you do what you have to do, then the results will arrive.

How do you define

yourself? Artist/designer/maker, crafts person, or designer?

I studied Fine Arts in Madrid and specialised in Milan as an Industrial Designer.

Where can we buy or commission your work?

From our studio, bdm design. Our telephone number in Valencia is +34 963 519 928 and our website is www.bdmdesign.com.

Where did you learn your craft?

I studied a 5 year career in the Universidad Complutense in Madrid and a 3 year specialisation course in the Istituto Europeo, Milan, in Italy. After that I worked as an assistant in Studio Santachiara, Milan. I learned a lot of the practical side of this business there.

Where do you get your inspiration from or how do you get your creative juices flowing?

I think inspiration is nothing other than hours of work and research.

Describe your practice i.e. what do you make and how do you make it?

bdm is run in partnership between me and Volker Straeter, my partner. He is a designer/illustrator and apart from doing illustration work, he is also responsible for creating new business. We are learning everyday to deal with new situations, but in general we work in tandem on any new project that comes in, be it furniture, lighting, or illustration. At the moment we are working on 2 new lighting projects - a new range for a French company and another light for an Italian company - and a cover for the New Internationalist.

How is it possible to sustain a financially successful studio practice, maintain artistic integrity, and still have time for yourself?

We are still trying to work out the best way of doing all this, but probably passion and a high capacity to work long hours are very important.

What is your advice for budding crafts people?

Advice is seldom of much use, but if I have to say something it is to be sure of what your aims are and put all your positive energy and work into it. Listening and keeping an open mind are helpful too.



Swan by bdm design