

MATTHEW ELTON

Designer - Innovator - Consultant

Designing and creating objects and spaces since 2001.

X Central St Martins.

Currently - I'm heading an impactful startup called BioTwin, focused on revolutionizing the construction industry's carbon footprint. Our mission involves developing zero-carbon materials using plant-based biomass and innovative binders. We've initiated R&D through a government grant, expanding into European and Middle Eastern markets. Prototypes are anticipated later this year.

Background - is rooted in design and manufacturing, which paved the way for BioTwin. Despite my role here, I'm deeply involved in daily design and production. I've crafted furniture, joinery, interiors, and more for renowned names like Liberty, Harrods, Heals, and Battersea Power Station, even receiving awards for furniture design. My experience ranges from bespoke luxury pieces to mass production and hospitality in collaboration with both small workshops and large factories.

Sustainability - From owning my factory, managing teams, and creating objects myself, I embarked on a quest for innovative solutions. My dyslexia spurred me to seek impactful change, leading me to the creation of materials with genuine stories. Sustainable design has become a core skill, where I've delved into Life Cycle Assessments, Environmental Product Declarations, and supply chain intricacies, influencing my design philosophy.

Asks - I offer my expertise on a contract basis, spanning design development, factory collaboration, client interaction, and holistic project management, including sustainability. Having delivered numerous projects from concept to completion, I bring a unique perspective to the table.

Flexibility is key, and while I embrace diverse opportunities, mutual respect for my background and current venture is vital. My daily rate is negotiable upon request.

Feel free to reach out at 00447803967845 or me@matthewelton.co

Explore my work at www.matthewelton.co, www.studio-hygger.com, and www.biotwin.co.uk.

Client
Inception Group/Nebular Projects/Ellis Design Studio

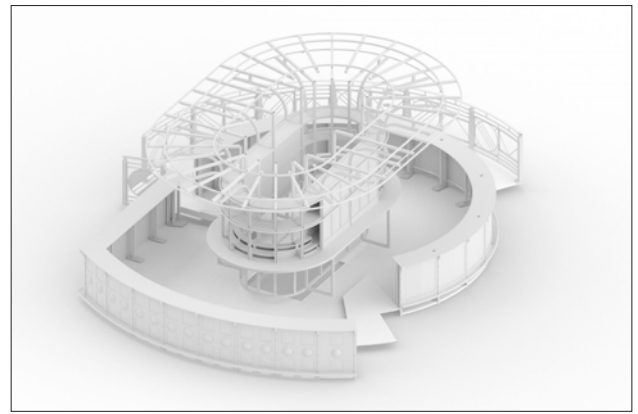
Project Scope
Design Consultant

Location
Battersea Power Station

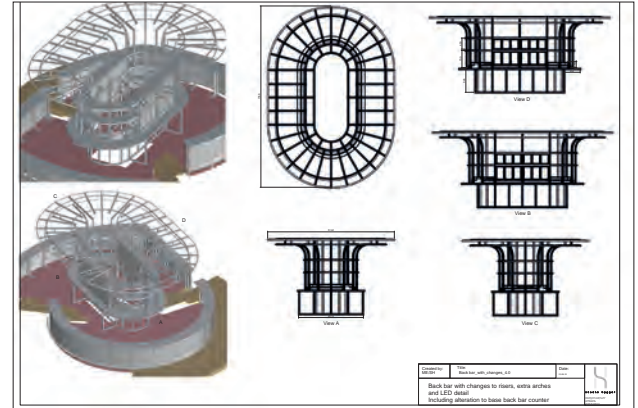
Completed
2022

I was contracted by Nebula Projects to re design and develop the Control Room B bar. The design had a few issues with passing heritage rules. I suggested the use of steel and re designed the entire bar in steel to be modular and assembled on site. My understanding of fabrication, metal, wood and hospitality meant that I could reach out to all my network of suppliers to achieve a high end finish in a short space of time.

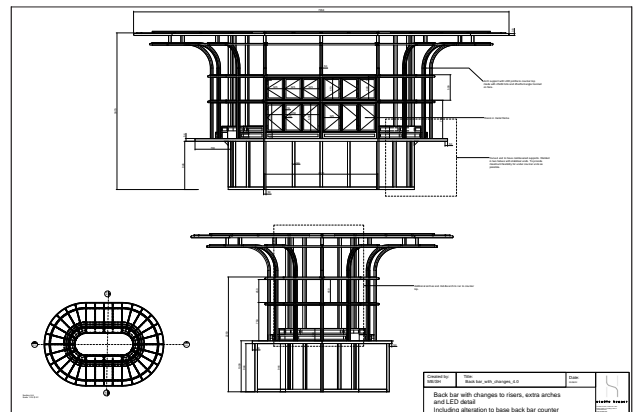
Scope - to supply working drawings of new bar design for multiple contractors.
Renders illustrating new changes for lead designers approval.
All manufacture drawings.



Matthew Elton



Hospitality Design



Client Tendeter

Project Scope - Architecture Design & Build

Location - Eswatini, Swaziland

Completed

December 2021 - June 2022

This project was a life changer. The design and build of a house from ground up. Very hands on, construction of a joinery and roofing. Project management and delivery of the completed house.
Scope of work:

Roofing and Joinery

Concept design

Furniture design

Specifying materials and finishes

Production management and delivery of finished items



Client
Square Roots Furniture Limited
Vietnam

Project Scope
New Furniture Collection Collaboration

Location
Vietnam, China, North America

Completed
2021

This collaboration allowed me to develop past works to add to the Square Roots range. Creating the new Londra drinks cabinet. And the Tala modular shelving adding additional bedroom elements to the range.

I also wanted to create a new family of mid-century inspired products. That were stand alone pieces. The hero pieces for me are the Mdoe dining chairs, the Mbok dining table, Bench and Dresser. With the use combination of Oak and Hickory we were able to create extremely delicate spindles and with a nod to the East incorporate interesting slots and details in the seat, back rest and top that really elevated the designs, along with subtle dimple in the legs all shows the level of skill the factory has.

The new exciting collection has been finished with their signature surface treatment. With the technical expertise of Square Roots. I was able to push my designs to create delicate mid-century inspired pieces and do away with unnecessary material to leave a clean and elegant product – functional and that can last the test of time.

Scope of work:
Furniture design
Concept design and creating the brief
Production management







Client
Groucho Club Limited

Project Scope
Furniture Design

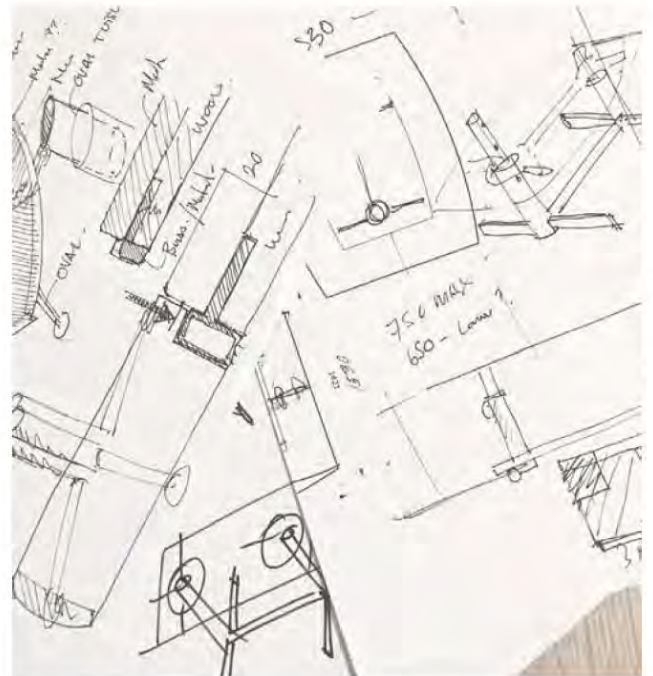
Location
Soho London, United Kingdom

Completed
March 2020

I was commissioned by the world-renowned private members club for the arts and media community to design a dining solution for their new Gennaro Room. (The first significant redevelopment in the club for many years.) The order consisted of 11 items. I created the Gennaro table, that offers both low sofa dining and regular dining height with a larger table top. The table legs were designed in a Seventies style, with turned feet and flat bar, coated with a hardwearing powder finish. The table base moves up and down by 100mm, with turned knurled nuts to tighten. Each table has two tops, the first smaller top with solid oak surround and low iron-toughened glass inset, each painted a different colour. The larger top folds open like a book on Soss hinges. Made from oak and veneered ply, it surrounds the small top resting on a steel edge like a Russian Doll. Once in place, this top can be locked from underneath. The finished result is a table that now seats up to ten people comfortably and retains its simplicity and elegance. A key feature of this product is that, once the large table is removed, it can be folded and stored away with minimum effort and space required. I retain all IP rights to this design for future orders.

Scope of work:

- Problem solving with client
- Concept design
- Furniture design
- Hand sketching
- 3D visuals
- Specifying materials and finishes
- Production management and delivery of finished items



Client
Heal & Sons Limited

Project Scope
Interior Design & Build, Retail Design

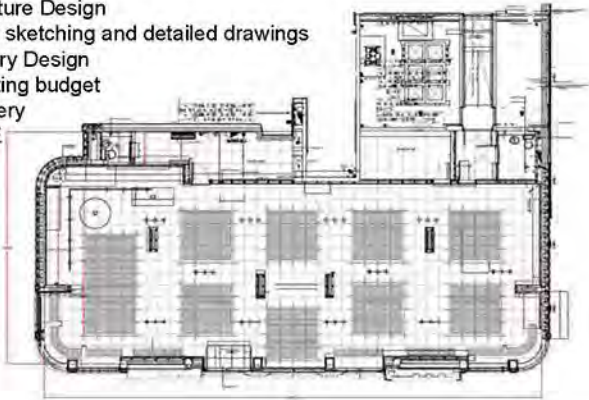
Location
Queensway London, United Kingdom

Completed
2013

Size 300m2

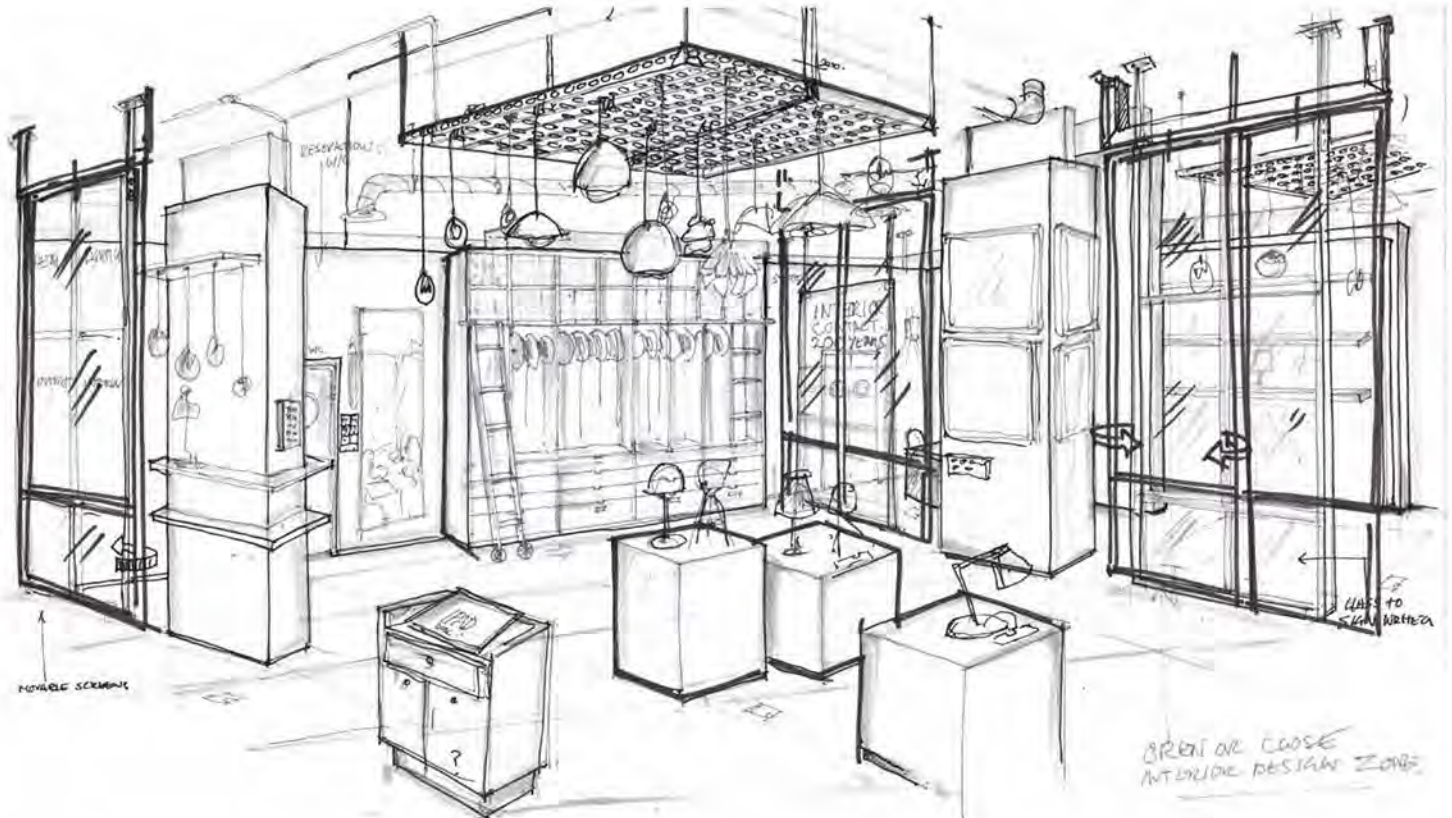
I was approached to Design and lead the project for the first new Heals bricks and mortar store in over a decade, Queens. The chairman commissioned me to design a concept for the new 300m2 shell in Queensway, a new site being renovated by Derwent developers. The new space was completely empty apart from services. My role was to create the concept and deliver a design and project manager, meet with the board to discuss the brief, budget and timeline. I was also given the role of presenting all plans, samples and overhaul estimates, finding contractors and dealing with building control. The project consisted of many bespoke elements, from the hanging metal grids to offer unlimited lighting arrangements, to the custom fixtures, plinths and in store kitchen that we also offered to customers.

Scope of work:
Concept Design
Retail Design
Furniture Design
Hand sketching and detailed drawings
Joinery Design
Creating budget
Delivery
FF&E



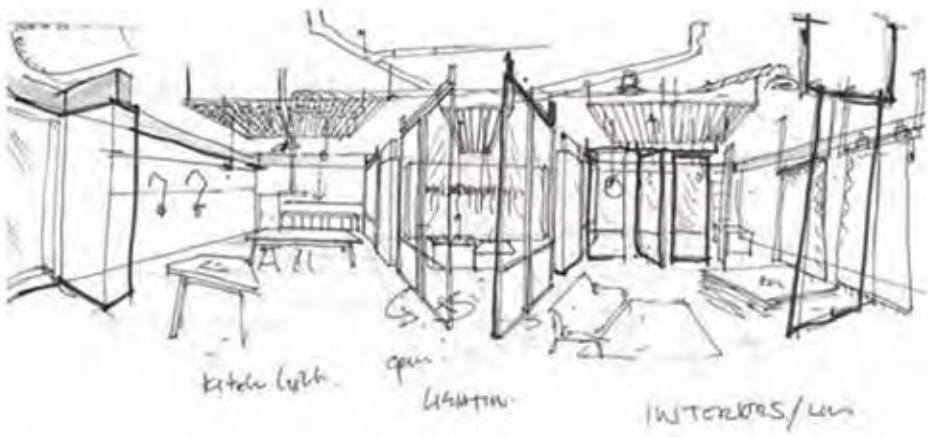
“ At Heals we worked with the best designers we could find to deliver great products with a modernist aesthetic. Over five years Matt worked with us designing and making furniture ranges in collaboration with our team. Matt worked collaboratively with us, designing and making ranges of furniture. I would strongly recommend Matt for his ability to design and deliver on time to budget ”

- Will Hobhouse, Chairman of Heals & Son



- 1. Queens Building W2, London
- 2. Floor Plan of retail area and back of house
- 3. Completed interior with hanging mesh grids, west view
- 4. Empty interior before works
- 5. Entrance to store, showing AC and interactive fixtures.
- 6. Kitchen design
- 7. Concept sketch of interior front and rear
- 8. Completed Interior from rear of store
- 9. Sprayed plinths, floating floor, hanging mesh and light fixtures

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Client
Salon Sloane

Project Scope
Interior Design

Location
Pavilion Road, Chelsea, London, United Kingdom

Completed
August 2016

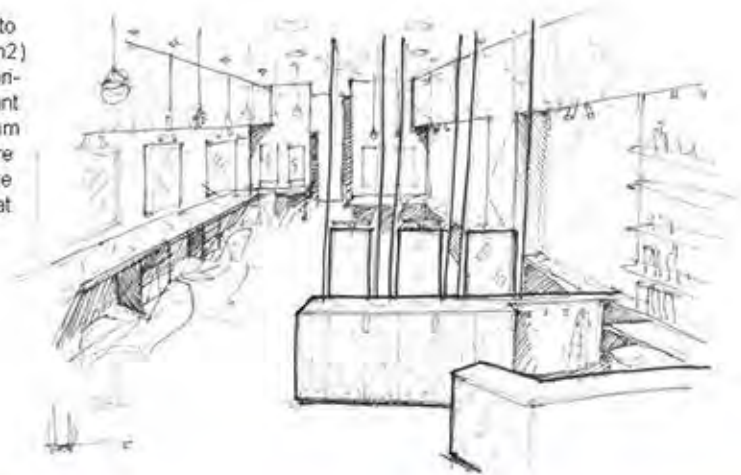
Size 55m2

I was commissioned by Salon Sloane and John Vial to design the interior for their new premises in Pavilion Road, London. The space was operating as a bakery and required full demolition. My role was to create the concept, provide full plans and drawings, sample and provide estimates for the build. The project was a combination of luxury materials such as walnut, marble and bronze – but it also had to be hard wearing, so I specified laminates and porcelains. The brief required plenty of storage, so I had to be creative with my joinery and fitted furniture designs. For a small (55m2) space, I managed to fit a kitchen with three backwashes, a reception, a private space out of sight of the street and a disabled WC. It was paramount that John Vial and his stylists could work freely, so a minimum of 1500mm was left between workstations. This meant my design had to create more space from – essentially – nothing, offering a small reception with private stations behind for the more discerning clientele. The project was a great success and is still in use today, looking as good as new.

Scope of work:
Concept design
Hand sketching
Space planning
Lighting design
FF&E
Plans, production drawings and specification
Procurement
Delivery

“ When looking for an interior designer for Salon Sloane I asked my friend Melodie from Zaha Hadid’s practice. She recommended Matt. His approach to design was conceptual yet simple. As a small unit every millimetre of space was vital, and Matt ensured was utilised to full potential with clever and innovative design tricks. The work was finished beautifully and on time. I would have no hesitation using Matt again for commercial or residential projects ”

- John Vial, Co Founder of Salon Sloane



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1. Hand sketch of Salon
2. Perspective visual sketch of salon
3. Central work area of salon
4. Back wash area display furniture and colour station
5. Entrance and reception
6. Completed interior from rear of salon



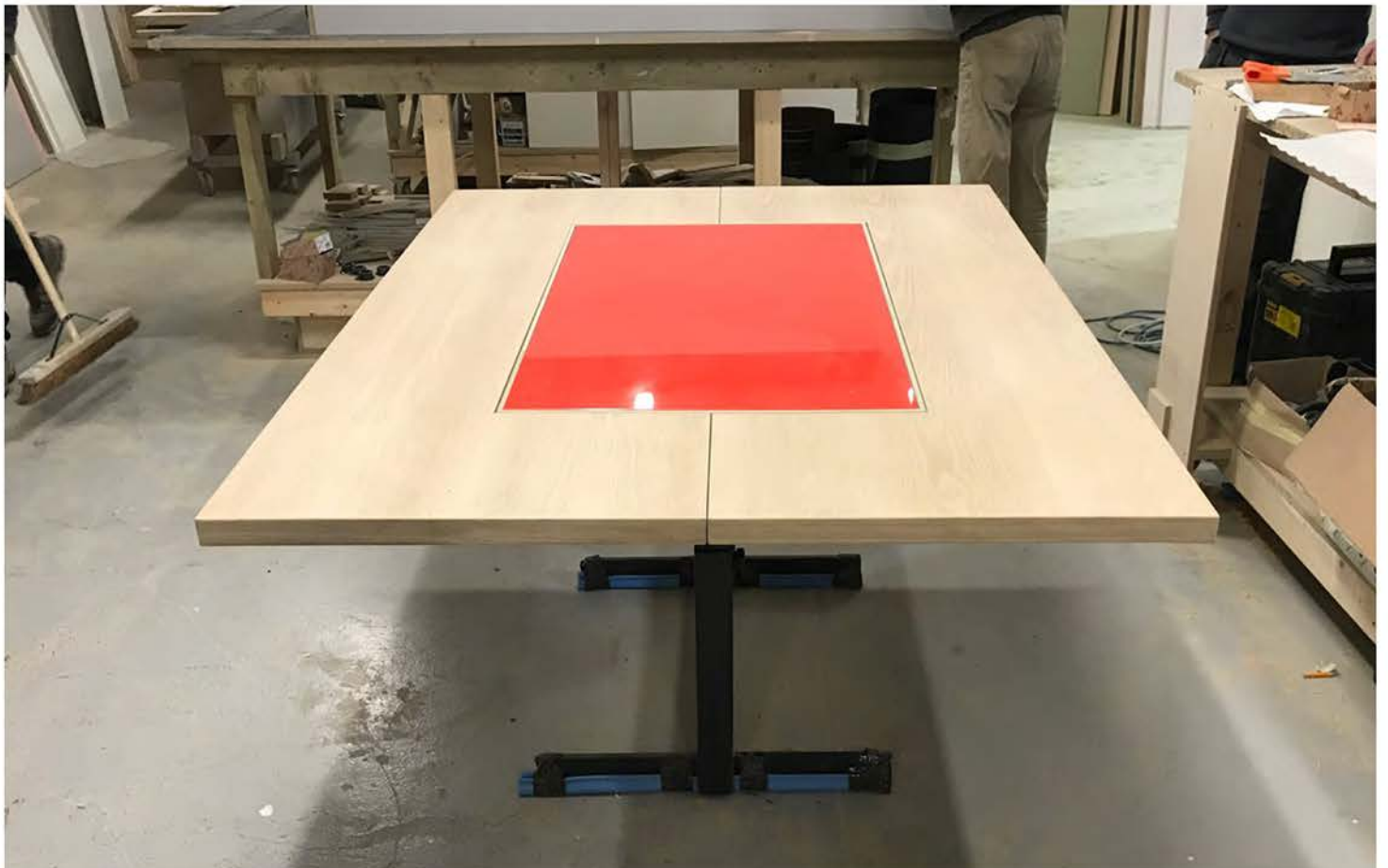
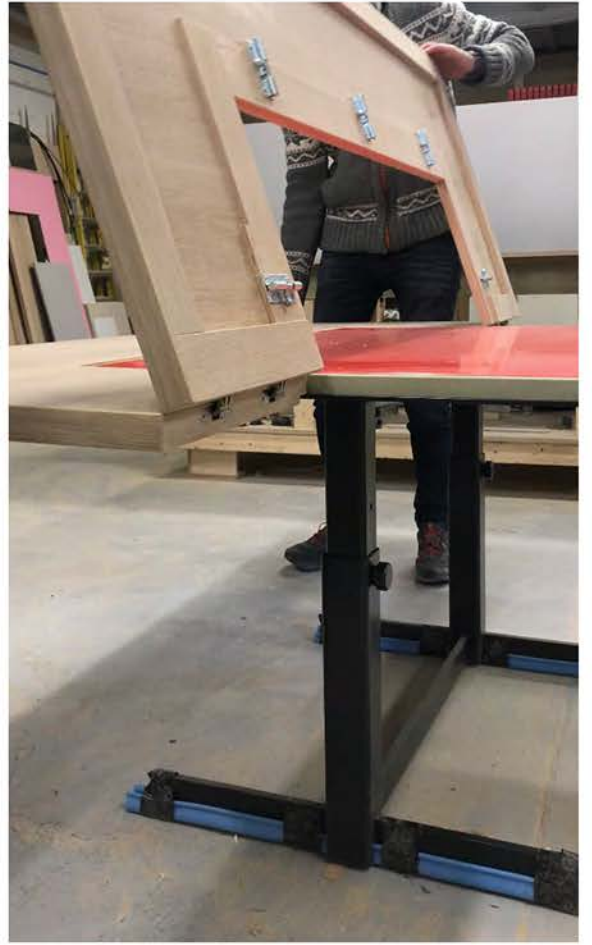
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Client
First Wave Coffee Limited

Project Scope
Interior Design

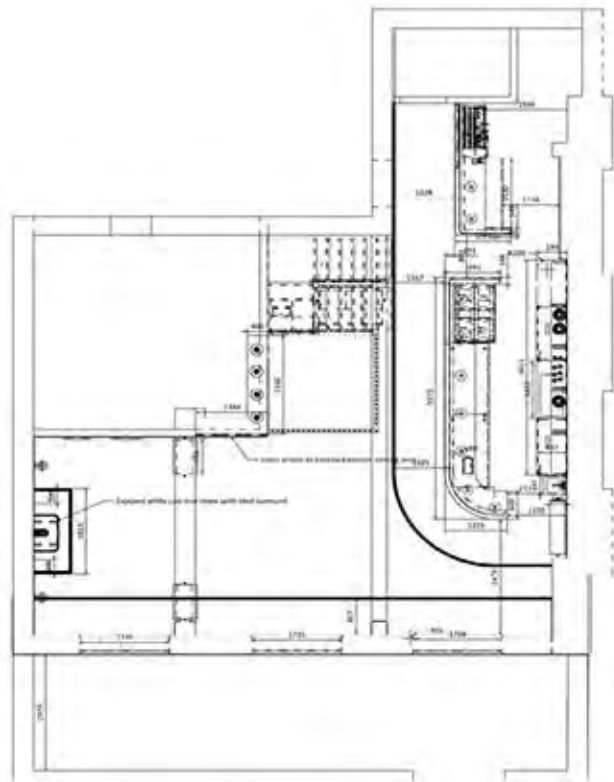
Location
Bromley London, United Kingdom

Completed
June 2020

Size 130m2

I was commissioned to design and project manage a Nordic-inspired interior for their new restaurant and bar in Bromley, South London. This consisted of designing the new layout, counter, lighting and ceiling details and assisting with procurement and specifications for materials. My scope included updating existing designs, producing detailed manufacturing drawings for tender and liaising with contractors on the client's behalf.

Scope of work:
Concept design
3D Visuals
Detailed plans
Survey
FF&E
Procurement and material specification



Matthew Elton

Hospitality



1. Hand sketching of design
2. Scale drawing for costing
3. Prototype of desk in factory
4. Sketch of home storage concept
5. Tall storage unit prototype
6. Small file draw unit prototype



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LIVING ROOM SIDE BOARD.
 RECORD DISPLAY
 By Matthew Elton
 10/12/2018

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Client
Yosis Kitchen Limited

Project Scope
Hospitality Design and Build

Location
Barkingside London, United Kingdom

Completed
April 2019

Size 180m2

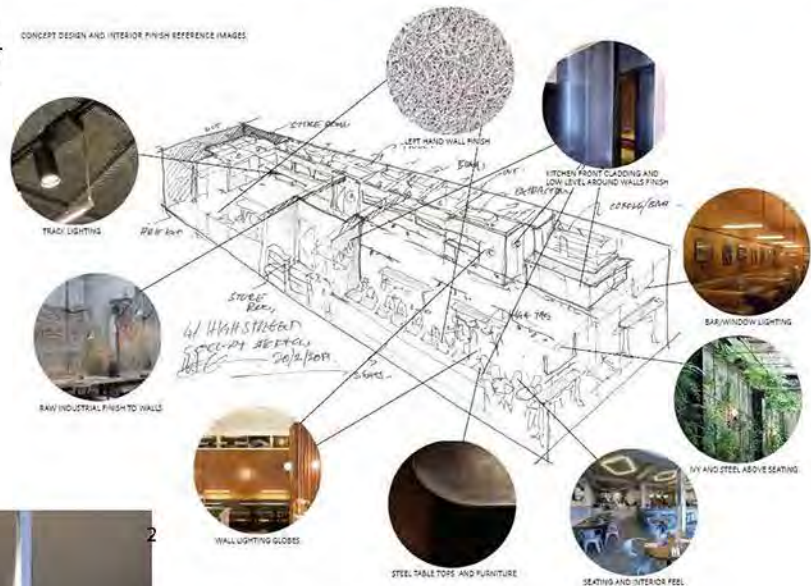
I was given the brief of transforming a bakery (approximately 180m2 in size) into an inviting food hall where a collection of small, chef-driven food vendors – each expressing their own identity – could come together in a comfortable, well-designed and organised space. The goal was to transform the space into a highly lucrative and popular North London food establishment known for its modern, fabulous interior and delicious selection of food offerings.

I designed an environment that has a rustic, functional feel with a nod to high-end finishes, warm lighting and an urban feel – as seen in central London restaurants and bars. This is a space where co-workers can eat their lunch or head for an after-work drink. It is also where families and friends congregate for dinner or drinks. Previous bakery clients can return and eat new types of food while paying homage to the original bakery site.

Scope of work:
Client facing
Setting the brief
Space planning and production drawings
Procurement and selecting materials
FF&E
Delivery



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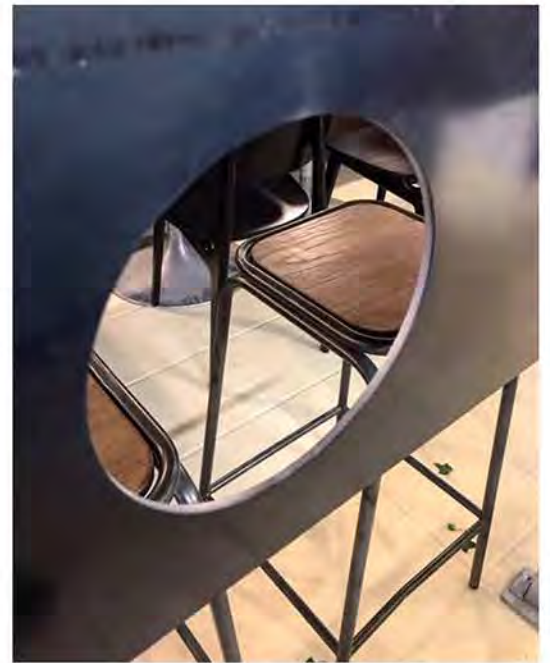
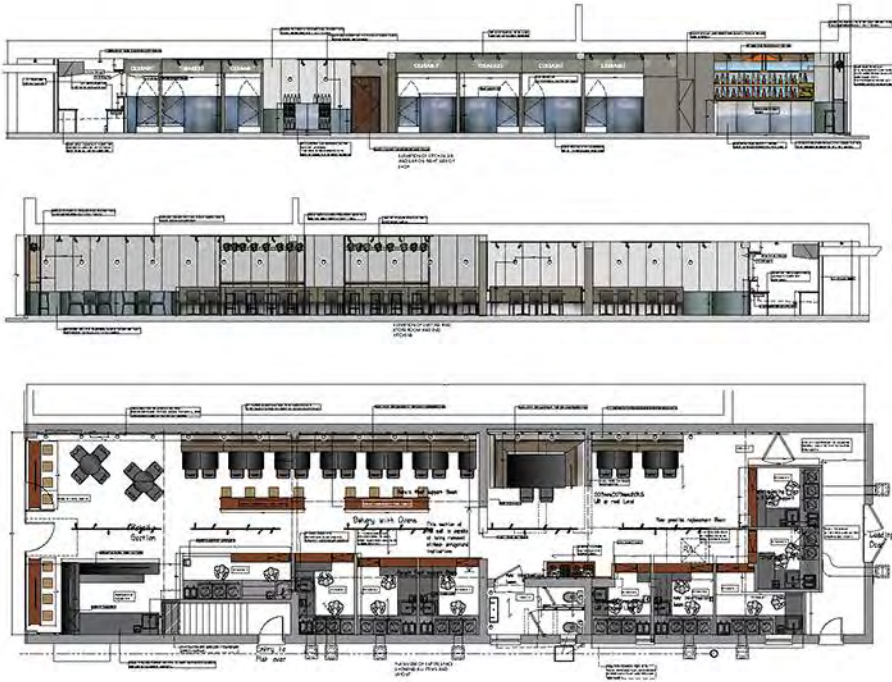
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1. Demo, new beams and start of build
2. Concept sketch of space
3. Completed interior with tables and kitchens
4. Bar counter from 6mm steel
5. Elevation and Plans
6. Laser cut detail in folded high tables
7. Bar with re used backer shelving in progress
8. Acoustic wall panelling and LED lighting
9. Completed bar in operation

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Matthew Elton

Hospitality

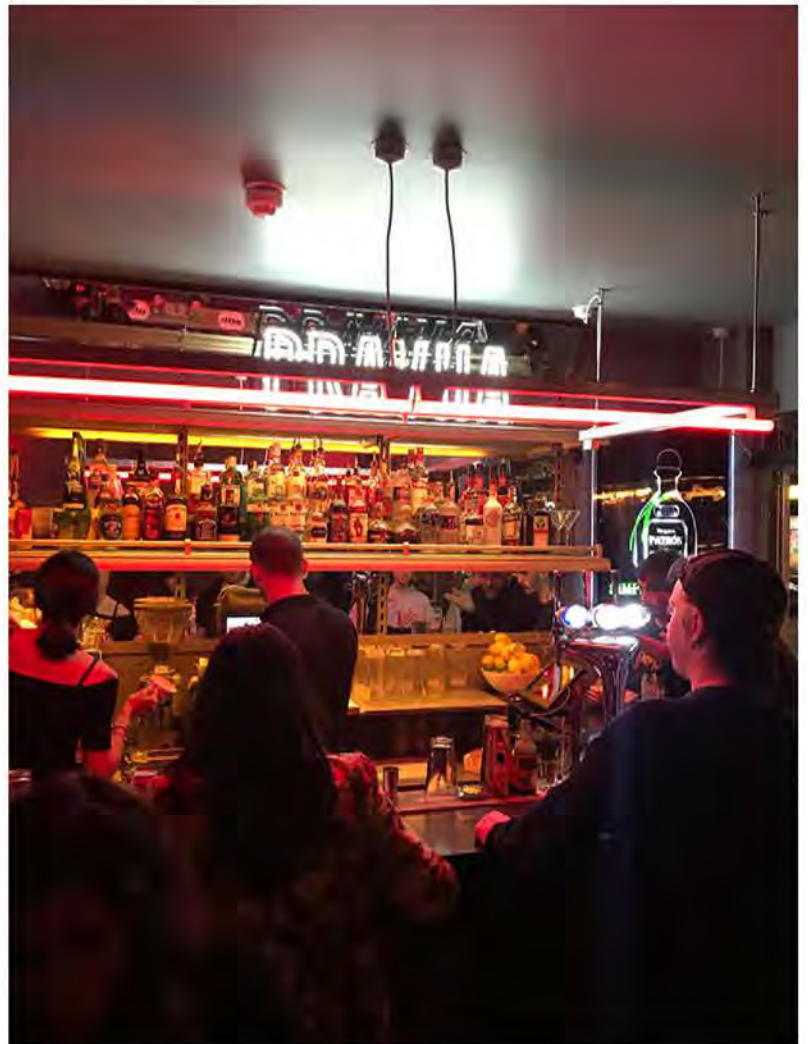
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Client
Studio-Hygger

Project Scope
Furniture Design

Location
London, United Kingdom

Completed
2019 - Present

The Reflection collection has been developing over time. Following on from my more traditional pieces, I wanted to re-introduce my love for designing with metal and stone. Inspired from my travels in Japan, the collection is designed around monolithic forms, with intersecting pieces to allow flexibility whilst retaining strength. The new range is designed to allow for collaborations: at present I am developing prototypes with a factory in Italy in cast concrete. This is a prime example of my furniture design language and awareness to detail and form.

Scope of work:
Product development
3D visualisation and management
2D design drawings and plans



Client
Richmond Hill Hotel Limited

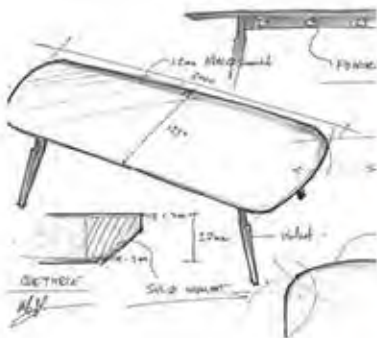
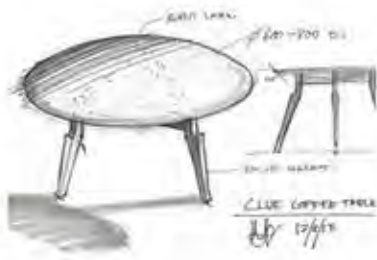
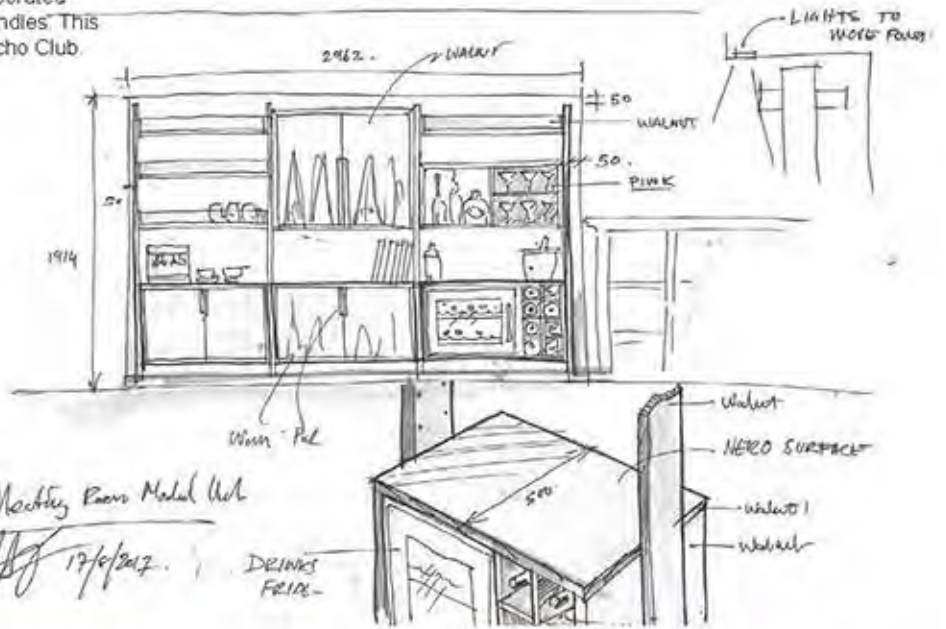
Project Scope
Hospitality Design and Project Management

Location
Richmond London, United Kingdom

Completed
2018

I was approached by the RHH to develop my modular furniture range and Clue Table in order to create a new meeting space for the hotel. The furniture was designed to be adaptable, making it a perfect fit for this project. My workshop produced each item by hand – including a 3m-long meeting table with integrated power, made from solid walnut and walnut veneer. The order included 12 Beatrice chairs, made from solid walnut and leather upholstery. The modular shelving, meanwhile, incorporated fridges in walnut and Formica with custom-made handles. This has led on to other commissions including the Groucho Club.

Scope of work:
Interior design
Hand sketching
Furniture design
Production management
Delivery



Client
David Linley

Project Scope
Interior Design

Location
Burlington Arcade, London, United Kingdom

Completed
2016

Size 50m2

After completing the design for the Linley Master Piece stand, I was asked to design the interior for their new pop-up store in Burlington arcade. We had a small budget to play with, so I included in the concept the re-use of the wall panelling from the show, which was mirror-glued to MDF. I specified that the entire space be clad with mirror to allow you to see all sides of the furniture and products. I designed new fixtures and the reception desk. I also managed the production of all joinery elements and trades on site. I dealt with Burlington arcade staff and made sure quality was maintained throughout the project to delivery.

Scope of work:
Space planning and drawings
FF&E
Lighting design
Project management
Delivery



Client
Whittington Investments Limited

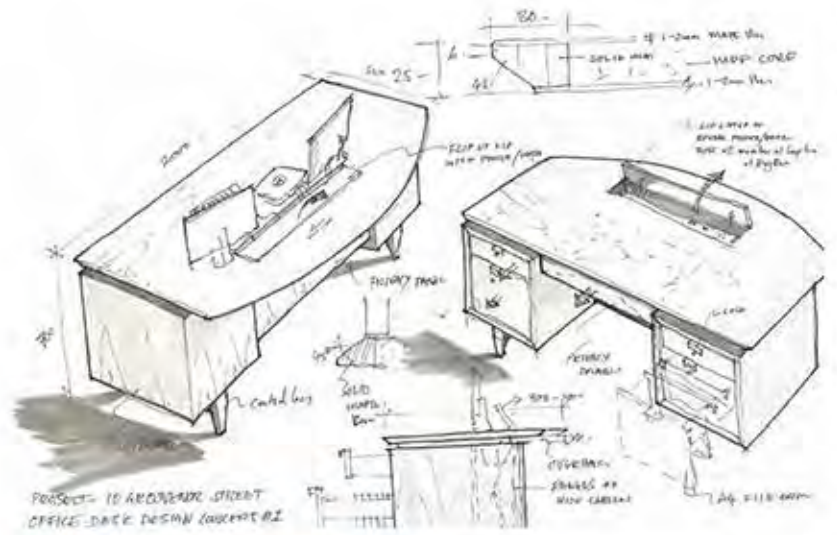
Project Scope
Furniture Design

Location
Grosvenor Street, London, United Kingdom

Completed
2016

I produced the conceptual design of new furniture items for an investment bank in central London. I was approached based on my skills for sketching in front of clients and creating ideas on the spot as well as my knowledge of furniture design and manufacture. The brief was to create durable office furniture in a modernist style. This included the design of a 3-metre-long boardroom table, dresser display units, office desk and storage cabinets. All items were designed to have solid maple and maple veneer, in flatpack, making it easier to deliver and install. The detailing included the stainless legs of the boardroom table and the solid maple laminated curved edges and constructional veneers. For this project I specified the use of a 10% acrylic lacquer, to try and keep the lightness of the timber with no yellowing. The project was a great success – and all pieces are still being used today. I have also had the pleasure of being asked to design more items in addition to the original order, including director desks and meeting tables.

Scope of work:
Furniture design
Production management
Quality control
Sketching
Delivery



Matthew Elton

Commercial & Product & Furniture Design



Client
Heals & Sons Limited

Project Scope
Furniture Design

Location
Queens Store, London, United Kingdom

Completed
2016

As Director of Heal's Tendeter, my goal was to create beautiful furniture pieces that promoted British Design. I developed the concept collection, which included dressers, cocktail cabinets, dining table and chairs, and also included award-winning Modular shelving. The collection is a combination of solid and veneered walnut, Formica and glass in a mid-century modern style. Before my partnership with Heals, I designed and built the new retail store for them – and this lent itself to the perfect springboard to promote and launch the new collection. The furniture received a very positive reaction from clients, created more bespoke design commissions and drew more people into the store.

Scope of work:
Furniture design
Concept design and creating the brief
Production management
Brand development



Matthew Elton
Commercial & Product & Furniture Design

- 1.Press
- 2.Chantelle Cocktail Cabinet in walnut, Formica and Mirror
- 3.Beatrice Dining Chair in Walnut and Leather
- 4/5.Modular Shelving in Walnut, Formica, Laquer, Brass and Mirror



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Client
Lauriston Pub Group

Project Scope
Hospitality Interior Design

Location
Victoria Park, London, United Kingdom

Completed
2016

I was approached to design the new bar for the Lauriston and Regent pubs. The design was to help elevate the pub to a bar, using dark wood, antique mirror and copper elements. All joinery was designed to be veneer on plywood, to retain its stability. The bar frontage was made from solid Sapele. I presented a combination of drawings, sketches and material samples to the client. As the budget was restricted, I had to be creative and design the items to be installed quickly. This is still in use today and looking as good as ever.

Scope of work:
Interior design
Joinery and furniture design
Production drawings
Management
Delivery



Matthew Elton



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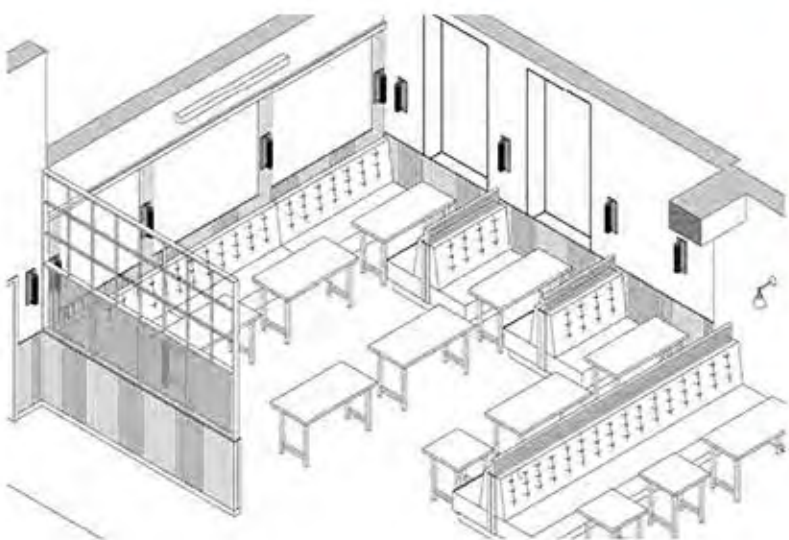
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Hospitality



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1. Lauriston location
2. Detail of Brass and Sapele back bar with copper inlay
3. Completed Lauriston Bar with fluted sapele frontage
4. Mood Board and material references
5. Completed Regent bar
6. Concept for Lauriston
7. Fluted frontage of Regent



Client
Club Langley Limited

Project Scope
Interior Design & Build

Location
Beckenham, London, United Kingdom

Completed
2015

Size 60m2

I was commissioned to design Daisy Grey's new site in Beckenham – a disused butchers which was converted it into a bright, modern industrial café, coffee shop and eatery. During the project I was dealing with four partners, all with their own image of the space. I had to work diligently and methodically to keep the project on track and to succeed. There were many bespoke elements, from the joinery to the counter and furniture. I designed the lighting and the extraction for the space, managing a team of builders to deliver on time and on budget. Daisy Grey is still trading today. This project has led on to designing their third space, Herbert's (soon to be Daisy Grey), to be completed June 2020.

Scope of work:
Interior design
Budgeting and managing client's expectations
Scope of works and timeline
Space planning
Lighting design
FF&E
Detailed drawings
Delivery



1



2



3

- 1. Bespoke tables with oak tops and rustic steel bases.
- 2. Main entrance eating area with mirrored walls and tiled floor
- 3. Coffee counter with black steel front and oak top
- 4. Fluted glass and oak screen
- 5. Concept hand sketch
- 6. Banquet seating and large sharing table.

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Client
White House Post and Quarry Limited

Project Scope
Interior and Furniture Design

Location
Tottenham Court Road, London, United Kingdom

Completed
2015

I was commissioned to design the interior and furniture for the main entrance of this international production company on Tottenham Court Road. The furniture was developed from my hand sketches and inspired by my Clue Table, and presented to both London and New York based clients. The clients loved copper, so I designed custom copper elements to be incorporated in the space alongside Carrara marble counters and Valchromat cabinetry. I worked with the main contractor to coordinate deliveries of furniture and installations. The result is a durable, elegant entrance area to stand the test of time and many client parties.

Scope of Work:
Furniture Design
Interior Design
Hand sketching
FF&E
Detailed production drawings
Delivery



Matthew Elton

Commercial & Product & Furniture Design



2

1. Clue table with Copper cladding, oak and fumed oak top
2. Kitchen with Carrara Marble, Valchromat and Copper
3. Booth Seating with Oak, copper and upholstery
4. Furniture Concept sketches
5. Completed entrance and kitchen.

3



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Client
Alexander Wang

Project Scope
Retail Design

Location
Selfridges, London, United Kingdom

Completed
2014

Alexander Wang commissioned me directly to be their London-based designer to help develop and deliver their Selfridges concession. As the main team was in the US, I provided full surveys of the space and plans and dealt with the Selfridges team to ensure everything was on track. I provided up-to-date design and performed value engineering, production drawings and quality control. I sourced suppliers and fabricators and dealt with the US and customs, as well as project management off and on site.

Scope of Work:

- Client contact
- Fixture design
- FF&E
- Design development
- Detailed manufacturing drawings
- Delivery



Client
Ambrose and Heals & Sons

Project Scope
Product Design

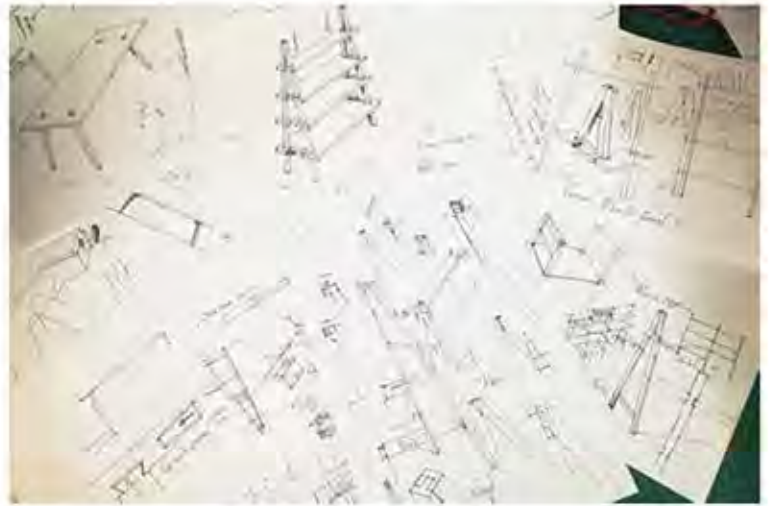
Location
London, United Kingdom

Completed
2014

The Design of a new Furniture range for Ambrose Heal. Smart furniture for small living - a range created to use no screws and be commercially viable. I was approach after my Retail design work for Heals and Heals Discovers furniture to design and produce the lead collection alongside Sir Kenneth Grange. At first the furniture was produced in my factory in Hackney wick, then as orders increased, I moved on to a Royalty contract and connected with Ceta D.O.O in Slovenia to produce the furniture. At first as they are complicated I was confronted with doubt and refusal, however due to my years of experience in manufacture and design I was able with a use of sketches and samples to convince the factory it was commercially viable to produce the A Frame Collection. I still work closely with Ceta, including the new designs for John Lewis and other projects. The collection was featured at the Geoffrey Museum, Dezeen, Editors Award from House Beautiful and won a Silver A design Award.

Scope of Work:
Furniture design
Creating a new brand
Overseas furniture production management
Quality Control

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Client
Four 23

Project Scope
Interior Design Office Fit Out

Main Contractor
Tendeter Limited

Location
Berry Street EC1, London

Completed
2013

I was approach to design and manufacture the interior for the offices of Four 23 in Clerkenwell. The project consisted of design and production drawings and it out. My company Tendeter Limited manufactured the furniture. This ranged from custom fabricated steel frames for studio desks, Oak veneered desk-tops, and base units on wheels. Floor to ceiling book matched veneer concertina sliding doors to director's office. Oak clad wall to divide office, these panels can be removed easily if damage over time including sliding panel doors throughout. Internal wall panels with magnetic white boards and acid etched brass plaque. Oak library and communal meeting table.

Scope of work:
Interior design
Joinery Design
Production management
Quality control
Mnufacture and Fit Out
Delivery



Matthew Elton

Commercial Interior

1



3



2

1. Oak clad entrance sliding door with brass placque
2. Oak Library and studio Desks
3. Consigna Doors open
4. Detail of Oak veneered desk top
5. Completed working area of office
6. Magnetic wall dividers and oak sliding walls
7. Closed oak doors to Directors office.

Matthew Elton



5



Commercial Interior

7



Client
Liberty London

Project Scope
Retail Design

Location
Regents Street London, United Kingdom

Completed
2013

I was commissioned to redesign the jewellery department fixtures for Liberty. This project needed a designer with knowledge of joinery, metal fabrication and glass. I designed all cabinetry, all metal work and all toughened glass show cases. At the time, my company also produced the items for the store from my workshop in East London. All items are still being used to this day.

Scope of work:
Design development
Furniture and fixture design
Joinery design
Manufacture
Delivery



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3

1. Jewellery Emporium Completed
2. Internal curved draws and show cases
3. Brass framed display cases and counters
4. Stella McCartney Fitting rooms
5. Stella McCartney Till wrap unit
6. Mens jeans wear units with reclaimed cladding



4



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Client
Heals & Sons Limited

Project Scope
Retail Design

Location
Tottenham Court Road London, United Kingdom

Completed
2013

I was commissioned by Heals to redesign and create a concept for their new Spa, Scarf, Cushions, kitchen and Christmas departments. After designing many interiors for Liberty, I was able to offer a high-end luxury feel to match their vision – something the store had been lacking for a while. I introduced glass and metal finishes, copper-plated elements and spray lacquer. The project made significant use of toughened glass and copper-plated steel. I designed all joinery elements and managed production including metal fabrication.

Scope of work:
Concept design
Furniture and fixture design
Joinery design
Delivery



1



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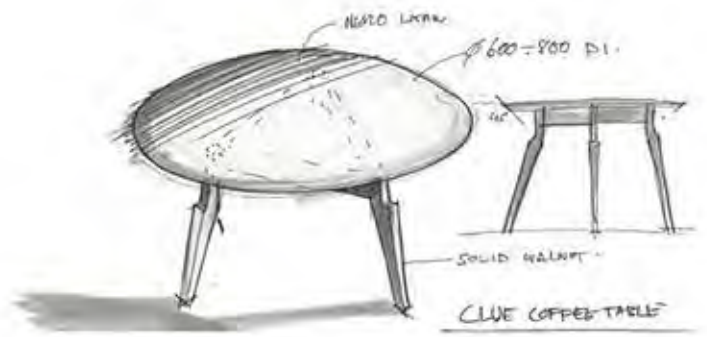
Project Scope
Furniture Design – Heals Discovers

Location
 London, United Kingdom

Completed
 2012

I was selected as a finalist for the Heals Discovers competition for my design of the Clue Table. The Clue Table was one of my first commercially successful pieces – one that opened the door to my career as a furniture designer and led to the A Frame Collection for Ambrose Heals – resulting in me finally partnering with Heal's to create Heals Tendeter.

Scope of work
 Furniture design
 Production management



1

HEALS
 DISCOVERS

Matthew Elton
 The Clue Table, designed by Matthew Elton, was one of the winners of the Heals Discovers competition. It is a round coffee table with four legs, made of solid walnut.

HEALS Discovers competition
 The Heals Discovers competition is an annual event where designers submit their designs for a chance to win a prize and have their designs featured in the Heals catalogue.

Clue Table
 The Clue Table is a round coffee table with four legs, made of solid walnut. It is a simple and elegant design that is perfect for a modern living room.

Matthew Elton
 Matthew Elton is a furniture designer who has worked for Heals for several years. He has designed a number of successful pieces, including the Clue Table.

1



Client
Bearded Kitten Limited and Situ-Live

Project Scope
Design Construction Manager

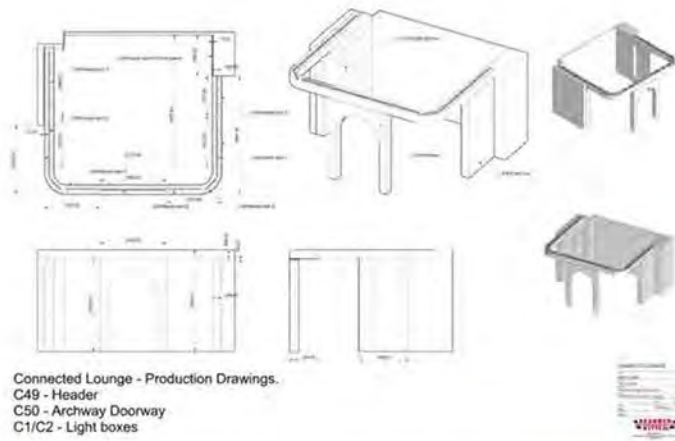
Location
Westfield, London White City

Completed
2021

I was contracted by Breaded Kitten as Design Construction manager to help deliver a 750m2 new retail space. The role consisted of design development, re drawing the entire store including fixture and furniture and joinery. Assisting with project and production management. Quality control on site with contractors and acting as building manager for fit out. Contract term 4 months.



Matthew Elton



Connected Lounge - Production Drawings.
C49 - Header
C50 - Archway Doorway
C1/C2 - Light boxes



Furniture Design

