

SCAN

M A G A Z I N E

SONJA RICHTER – EXPLORING THE NORDIC NOIR
LARGE SCANDINAVIAN ARCHITECTURE SPECIAL
VISIT MAGICAL LAPLAND
SWEDISH DESIGN AT LONDON FASHION WEEK

PROMOTING BRAND SCANDINAVIA ISSUE 57 OCTOBER 2013



Top left, bottom left and middle: Hurst House, Bourne End, UK, was shortlisted for Best Residential Property in Europe as part of the International Design and Architecture Awards. Right: Woodpeckers, New Forest, a replacement house on a rural site on the edge of the New Forest National Park.

Swedish architecture at its best – in the UK

Founded in 2010 by Magnus Ström, Ström Architects has brought the best of Swedish design to Southern England. The firm specialises in creating one-off houses with astonishing contemporary design; every single project is unique and tailor-made to the client so that everyone will be able to enjoy a perfect house satisfying every need.

By Cecilia Varricchio | Photos: Ström Architects

It has been 18 years since Magnus Ström moved to the UK, where he graduated with an honours degree in architecture at Portsmouth University. In the last 15 years he has been working on house projects – he finds them more interesting and rewarding than designing office space. At the moment, Ström is working on four new houses across the country and two town house conversions in London. A firm believer that designing a house allows more room to express the personal idea of

architecture, Ström insists that he does not design houses, but homes with soul. His focus and goal is to create homes where the owner will spend time feeling good in a calm atmosphere. Moreover, he always tries to use not just his own style and personal taste, but also to involve the client in the design process in order to pursue a creative course that will allow the creation of a house that will perfectly fit the needs of those who will live in it. For example, he always takes into account

what activities and habits his clients practise and have when at home: whether or not they work from home, if they often have parties or guests, or if they have busy lives and spend less time at home.

Combining simplicity with beautiful design

Ström grew up in Sweden and has been influenced by typical Swedish ideals and modernism. His design is stylish and pure, and also very functional. In his work, nature is an important element as he feels it has a calming effect. During all these years, Ström's work has regularly won awards, and his firm was elected as one of the best emerging architect firms in the world in 2012 by Wallpaper Magazine. With extensive experience in the market from across a long period of time, Ström Architects is the ideal choice for any Swede or Scandinavian looking to build a house in the UK with a distinctive Nordic quality and style – and, of course, with a personal touch.



Private House, Suffolk. The clients' brief was for a country house - 'a dream in the woods', a peaceful place to relax, regenerate, and think of new ideas.



For more information, please visit:
stromarchitects.com