



**WATSON & GABB**

BRAND PROFILE

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**W & G**



WATSON & GABB

# FOUNDATION

## PHILOSOPHY & VALUE

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The Watson & Gabb design and craft is driven by a deep passion to articulate a unique story and experience, built on alchemy of tradition and innovation. Watson & Gabb believe story is something that is worth to be told, narrated, lived. Each hand-crafted surface and has a story which blends seamlessly to create an unpretentious luxury, which is as refined as it is masterfully designed.

*Enhancing*

**TRADITION**

*Creating a*

**LEGACY**

*Celebrating*

**INNOVATION**

*Fresh thinking and*

**DIFFERENTIATION**

**DETAIL**

*Driven*

**QUALITY**

*Through the entire manufacturing process*

## MISSION STATEMENT

To create sculptural surfaces and textures inspired by natural forms that have both brutality and grace; to illuminate spaces whilst embracing transience and imperfections.

## OBJECTIVE

To culture respect for the client, the heritage, the materials, the space, and, the sensibility.

## EIGHT ATTRIBUTES & CHARACTERISTICS

Watson & Gabb, founded by exceptionally skilled craftsmen, are:

### AUTHENTIC

*True to the Watson & Gabb philosophy and values*

### CRAFTED

*An alchemy of traditional and technology led artistry*

### UNEXPECTED

*Thrive on surprise and delight - the opposite of ordinary*

### ORIGINAL

*Watson & Gabb do not copy*

### RESPONSIBLE

*Always conscious about our world and the environment*

### RELEVANT

*Watson & Gabb are desirable*

### REFINED

*The quality and opulence of Watson & Gabb is absolute*

### PROGRESSIVE

*Innovation focussed*

### HUMAN CENTRED

*The client is centric to everything*



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# IDENTITY

## IDENTITY

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Colour, design, words, and symbols: used creatively, these elements combine to make Watson & Gabb recognisable, unforgettable, and powerfully present.

## RE-IMAGINING SURFACES

RE-INVENTING AND ELEVATING TRADITIONAL  
MATERIALS AND TECHNIQUES TO CREATE TACTILE  
SURFACES AND RAREFIED BEAUTY.

## THE PLACE

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The water-flanked landscapes of Wiltshire, the breadth of horizons, the beautiful views towards the open downs; chalk outcrops and serene valleys blend with the scent of timber and clouds of sawdust scattered on the workshop floor, the infinite patience of our makers.

It is in this unique environment that Watson & Gabb was born, inspired by an ever-evolving masterful craftsmanship; combining traditional, heritage artistry with state-of-the-art technology to uphold the true sense of "Made in England."

## THE 'ABOUT'

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Founded on the premise that good design elevates and defines the aesthetic and personality of a space, Watson & Gabb are innovators of hand-applied liquid metal, timber, plaster, limestone and resin surfaces.

### RTI

#### *Ready-To-Install Panels*

- made to order
- set at a standard size of 8' x 4' (2440mm x 1220mm)

### CTO

#### *Customised-To-Order Panels*

- made to order
- bespoke commission, incurring extra fees

The materials are manipulated to create **emotionally charged sculptural surfaces** that have both brutality and grace; *beautiful and uniquely tactile*.

Innovation aficionados, each surface created is infused with inventiveness and rooted in a deep knowledge and understanding of age-old craft techniques. From the functional to the decorative, the panels shape and illuminate the interiors and exteriors of residential homes, super-yachts, offices and studios, fashion stores, restaurants and hotels via a select roster of private clients, high-end interior designers and architects across the globe.

Watson & Gabb constantly push and test the boundaries of design with an expert understanding of form, colour and materiality. The surfaces create sophisticated, materially sensuous environments that exude depth and artistic cool, from furniture façades, wall panelling and external doors, to entirely bespoke dressing rooms, store fronts and beyond.

## THE PROCESS

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As hands-on designers and makers, Watson & Gabb are fascinated by process, whether that be with traditional tools or the latest computer-controlled router. This, combined with in-depth knowledge of historical techniques and aesthetics, gives all of our design's rich narratives and contextual reference points, while continually testing the limits of craft and design.

## THE PROCESS: POWER OF THREE

**A visceral response, an instinctive reaction;** Watson & Gabb have an innate ability to spot unique materials, along with a vision to forge innovative techniques.

During the research & development process the 'Original Master' panel is created. The materials are worked and finished completely by hand, which involves layering and manual manipulation – this can take weeks and months to finalise. Moulds are created from the 'Original Master' panel.

There are three methods utilised; moulding, pouring and a third; the combination of processes – *fusion*.



### ORGANIC COLLECTION

#### Moulding Process:

- Each panel is hand cast and fixed onto its substrate support
- This process may be accelerated by further heat
- The panels are calibrated, using state-of-the-art equipment
- Penultimately, finished with traditional polishing methods
- Application of further materials is done by hand or by brush and then influenced by hand to enhance the cast



### POURED COLLECTION

#### Hand Pouring Process:

- Each panel starts as a rigid timber substrate support
- Raw resin material becomes 'live' when a catalyst is added and undergoes an exothermic reaction
- The 'live' liquid resin is poured over an entire panel surface
- Multiple resins of different forms are used, including varieties of colours and densities. This technique involves particle suspension: the liquids interact and react with each other to form the unique surfaces
- As with any resin systems that undergo a chemical reaction, large-mass curing will produce high temperatures as it cures from a liquid resin to a solid polymer thus cooling and solidifying
- The panels are calibrated, using state of the art equipment
- Finally, the panel is finished and sanded with traditional methods



### BLENDED COLLECTION

#### Fusion Process:

*This method takes a series of days to produce based on the processes involved. Fusing processes and products to create inimitable textures and surfaces.*

- Each panel starts as a rigid timber substrate support
- Multiple layers are created and manipulated, as per the hand-pouring process. The resin cures from a liquid resin to a solid polymer to create topography and layers
- Liquid metal is cast on top of the cured resin
- Sanding then reveals the materials and layers below. Different depths of sanding allow the different layers to become exposed creating depth and intensity.

These processes involve centuries-old techniques, perfected and elevated from a craft to an *art-form*.

## INNOVATION

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Watson & Gabb constantly seek to innovate and lead through a deep understanding of material solutions alongside some experimentation and trial and error and error.

The in-house research & development team combine the best of traditional and ambitious artistry with superior component that prizes rarefied beauty in our modern age. The designs explore the tension between craft, state-of-the-art technology and sustainability through the ever-evolving artisan techniques and collections.

Methods and materials are selected on their environmental impact and remain committed to reinventing forms and surfaces.

## INSPIRATION

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Water, fire, earth, metal and wood; paying homage to the five elements and capturing nature's most sacred moments is core to the Watson & Gabb design ethos. Each surface captures specific moments in time and tells the story of the progression of our world. Exploring the relationships between architecture, symbolism and geometry found in nature: Watson & Gabb offer a contemporary interpretation of pattern, structure and symmetry.

Founded on material and metaphysical exploration, Watson & Gabb manipulate organic and synthetic materials, experimenting with the harmony of opposing forces to maximise the physical and emotional potential of each form and surface.



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# THE WORLD AND OUR FUTURE

## OUR CONVERSATION

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The overarching question is, 'How can Watson & Gabb become "greener"?'

The construction and development industry is culpable for the majority of the world's waste, and with the design industry becoming just as trend-focussed as the fashion industry, there is a huge danger of designing for the "moment" rather than with longevity and sustainability in mind.

As a workshop and a business, Watson & Gabb have long championed using reclaimed material and recycling/up-cycling as much as is feasible. We're always looking for ways to be kinder to the planet, and our team are keen to keep challenging ourselves.

Watson & Gabb want to find approaches that **confront the traditional methods** in order to find a less wasteful attitude to commercial and residential design. On a mission and the Watson & Gabb commitment is fortified.

## THE GREEN...ER AGENDA: MAKING

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Watson & Gabb select methods and materials based on their environmental impact. Commitment to continuously improve the sustainability level of our sourcing by favouring stricter and more credible certification and verification standards and sourcing requirements. Watson & Gabb are committed to avoiding sourcing from unknown or unsustainable sources.



**ENGINEERED DESIGN:**

Solid metal is replaced with substrate parts. 90% less metal – a more environmentally friendly solution.

**SUSTAINABLE TIMBER:**

Procuring timber and timber-products from legal and, where possible, well-managed forests that are certified according to credible certification standards or are from post-consumer recycled materials.

**GREEN' RESIN:**

Using composite materials – a combination of natural raw materials with a special blend of water based pure acrylic polymers. Water-based not solvent-based, making it kinder to the environment. The chemicals and other non-natural materials with which Watson & Gabb work must be the most environmentally friendly option there is, whilst remaining fit for purpose. In addition to this, all products must be transported, used and disposed of in accordance with local best practice and manufacturer's guidelines. Watson & Gabb will ensure that information about suppliers and sources of material are evaluated, and the necessary information is collected to enable effective risk assessment.

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**THE GREEN...ER AGENDA: DOING****WASTE AS REVENUE:**

Watson & Gabb will look to waste as a key ingredient in manufacturing. Divert it from landfill, using innovations to include it in new products.

**COLLABORATION:**

To optimise the innovation, by-products and opportunities of other corporations to further your sustainable footprint.

**EDUCATION THROUGH EXPERIENCE:**

Watson & Gabb will encourage consumers to engage in a sustainable lifestyle through experiences, from creating a second use for products to working alongside local communities.

**THINK BEYOND PRODUCT:**

To take the sustainable message beyond the final product.



# 01. RESIDENTIAL

PROJECT: Bexhill-On-Sea | Triptych Kitchen  
PRODUCT: *Organic Ragged Shagreen, Bronze*



PROJECT: CRD Penthouse | Wall Panels

PRODUCT: *Organic Cracked, Pewter*



## 02. COMMERCIAL

PROJECT: Zweigleisig | Eva Heller  
PRODUCT: *Organic Mung, Brass*



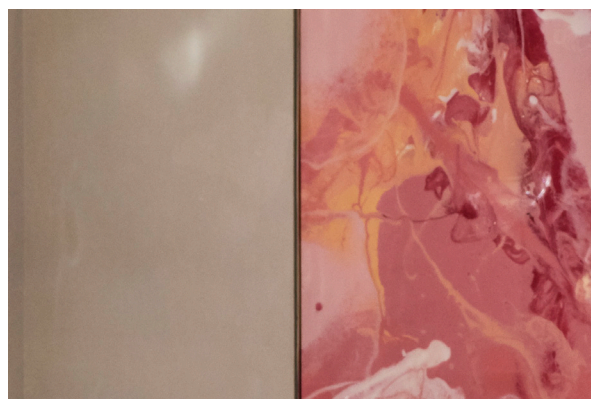
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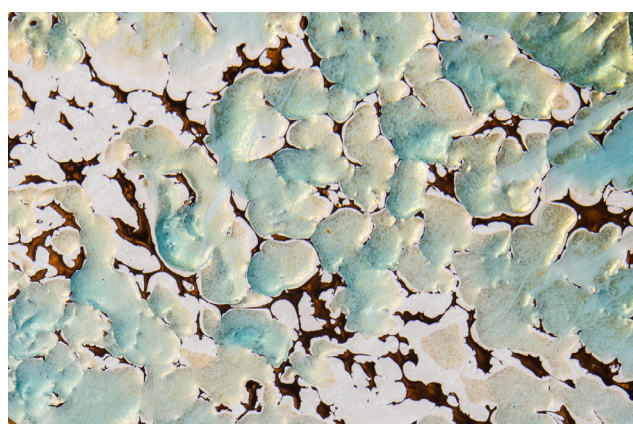
PROJECT: Louboutin Store Interior | Hong Kong Harbour City  
PRODUCT: *Poured* Bubblegum, Pink



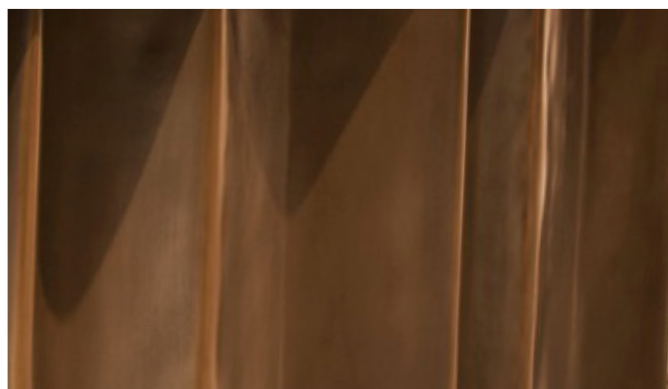
## 03. CUSTOMISED

PROJECT: Zweigleisig | Eva Heller

PRODUCT: *Customised Organic*



PROJECT: W Hotel | New York City  
PRODUCT: Customised Bronze Organic Front Desk



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