



PYRAMID 3D EDGE SERIES DECORATIVE PANELLING BY FORM AT WOOD

Designed with

L O V E

The Bushey-based founder of Teer & Co reflects on his childhood inspirations, celebrating craftsmanship and why he seeks to shine the spotlight on talented designer-makers

By **SIMON TEER**

I loved art, especially drawing caricatures and still life. My grandad was a talented landscapes painter and my parents enjoyed craft-based and furniture-making hobbies. Creativity ran in my family, we all took great pride in our creations and, for me, art and design naturally became my strong subjects at school.

My appreciation of beautifully designed and skilfully handcrafted wood furnishings grew, perhaps subconsciously, from quite an early age. An early recollection was seeing my father's meticulous ways of working, both professionally and around the house, and following his journey designing and handcrafting an oak dining table and chairs for our family in his spare time. Everyone anticipated him completing his masterpiece for what seemed like a lifetime! It was given to me when I left home and I eventually passed it on to friends of my parents who expressed interest in refurbishing and styling the upholstery to their taste.

Having studied art and design, my career began in the mid 80s in product development with two leading brands in

the toy industry. I learnt the end-to-end process of sourcing ideas from inventors, working with packaging and product designers, testing, specification and pricing, development into prototyping for launch at trade shows and ultimately manufacturing.

My career developing products in the toy industry ran into the early 90s, following which I worked for some large and small design agencies in account management and business development roles and then set up and ran my own design business in 1999. Having experienced the challenges of setting up, running and exiting my own business in 2002, I developed a rewarding career as a consultant and mentor to aspiring design firms, which remains a part of my career 20 years on.

Consciously, I've spent my 38-year career to date working with many talented designers from around the world. Through my experiences since 2002, advising and mentoring owner-founders and leaders of 40+ design firms in varying disciplines, I gravitated towards working more so with interior and furniture designers. By immersing myself in their working lives as an integral part of my work with them, I developed a keen understanding of and appreciation for great design and refined traditional workmanship. These experiences have informed and led to my perfect role with Teer & Co – curating a furniture collection and representing some of the finest emerging and established designer-makers of timber and soft furnishings. My mother's values have certainly influenced and shaped my character and informed my career path – harnessing my experience to support designers that welcome guidance or representation.

Between 2007 and 2015 I sadly lost both my parents and sister. In 2016, with renewed focus, I felt the time was right to set up Teer & Co, but found my consultancy and mentoring work didn't allow me sufficient time to get right behind this new venture. So reluctantly in 2017 I put Teer & Co on the back burner.

My interest in fine furniture, desire to represent designer-makers and celebrate traditional craftsmanship were already





CONTEMPORARY ART BY PAUL HILLARY

known and formed. I just needed to find the right time to be able to focus on developing the business. The Covid lockdown in 2020 turned off my regular work for a time and I embraced the opportunity to focus my time and attention on shaping Teer & Co.

Teer & Co was created for those who share our love of wood, great design, skilfully handcrafted workmanship and creating distinctive, timeless and desirable furnishings that endure. Through a growing network of some of the finest emerging and established designer-makers, we collaborate with interior designers, architects, developers, private and corporate clients to help create unique homes and commercial spaces of the highest quality.

From the outset, I wanted to offer clients choice in how they order from and work with us. So we offer; standard made-to-order items through our collection, we invite customisation of some standard items if an alternative size, material or finish is preferred, and we facilitate the creation of a bespoke piece of free standing furniture or object to help realise the unique individual ideas of private and trade clients.

Sustainability, craft and making are increasingly important aspects of our society, environment, culture and economy. Supporting the whole movement towards traditional craft and making, authenticity, the wellbeing associated with bringing nature into the environments we inhabit, sustainability and people that appreciate and want to own objects with genuine provenance and soul has my interest, and feels like a meaningful worthwhile pursuit in this latter stage of my career.

What Teer & Co offers the market is a very personal representation of items I appreciate and skills I admire in others. Additionally, the business brings together and makes best use of not just my own skills of interpretation, making-management and understanding of great customer service, but my experiences and learnings throughout my career.

Operationally, our drop shipping business model requires that designer-makers are based in the UK, they have their own workshop and can design and make to order and arrange shipping direct to the customer in a professional, reliable, sustainable, responsive and collaborative relationship with us. Aesthetically, I look for designer-makers that offer something distinctive, of a quality and individuality that brings a new dimension, making style, story or personality to Teer & Co that complements the existing designer-makers and collection.

By monitoring emerging trends and searching the market for talent, Teer & Co brings into view a unique collection of sometimes 'limited visibility' handcrafted furnishings curated to inspire customers that share our love of great design and refined workmanship.

Inspiring discerning customers is the challenge that drives the search for new collection pieces. Identifying original, refined and maybe unseen elegant design features, tactile surfaces, new proportions, timber species, finishes and overall aesthetics are key qualities and considerations that inform whether a new item or range is included or developed for the collection.

The collection has evolved from just timber to include soft furnishings and a widening pool of trusted designer-



SIMON TEER

makers to increase capacity and broaden the range of making styles we offer private and trade clients.

The collection includes rarely seen one-off bespoke commissioned pieces made available to order, and comprises four small ranges of furniture for customers that wish to coordinate several pieces for a given project to achieve a cohesive design theme across different spaces. Additional pieces can be custom-designed to match or complement a particular range if not offered as a standard item in the collection.

In late January 2022 we were approached by a private client to discuss a custom-designed feature wall installation of the very popular luxurious Decorative Panelling we offer in the substantial natural light-filled hallway of their Bedfordshire home.



DECORATIVE PANNELLING FEATURE WALL

This unique feature wall took six months from the first conversations to completion of the installation in early July 2022; however, these installations can be delivered in a far shorter timeframe.

The project was a truly collaborative effort that Teer & Co co-ordinated between the client and our partners in Poland, and our largest and most challenging installation to date.



THE PEBBLE CHAIR BY HANNAH TRACY

Everything I've learnt about working with designers, client service, process, project management and being proactive is poured into Teer & Co to the betterment of how custom and bespoke projects run. And how we look out for both our designer-makers and private or trade clients by taking the middle ground and steering the creation of elegant distinctive furnishings.

Alongside sourcing new furnishings for the collection, and discovering fresh designer-makers to invite into the fold, I have aspirations to develop an 'own-brand' interior furnishing line for launch in 2023. Current ideas forming are being researched and will require the involvement of a designer-maker to collaborate with us as a joint venture.

From September 2022, alongside our talented designer-makers, we are featuring the work of local contemporary British artists as a fresh new art offering from Teer & Co. First up is Paul Hillary, a Hertfordshire-based abstract and semi-abstract artist influenced by atmospheres in nature as well as everyday textures in urban and rural environments. The plan is to start offering for sale through the collection a small selection of standard artworks, and to welcome bespoke commission enquiries to support those looking for a more individual personal piece for themselves, or as a gift.

Which rather nicely brings us full circle back to my love of art from an early age. Maybe the obvious challenge here is to sharpen my own pencils and get to work on some creations of my own to feature and offer through the c-ollection on Teer & Co! 📍

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