

> LINDA BORONKAY DESIGN DIRECTOR, SOHO HOUSE & CO

When the first Soho House members' club opened its doors in 1995, it was a place for London's creative class to hang out. Since then, social and work lives have blended and the clubs – of which there are now 20 globally – have followed suit, becoming places to work as well as play. “During the day, people use the clubs for meetings or to work remotely,” says Linda Boronkay, Soho House & Co's design director for the UK, Europe and Asia. “They're also both platforms and physical spaces for people in similar fields to socialise and network.” Boronkay understands the challenges of remote working as well as anyone: “I'm on airplanes a lot,” she says. “I travel twice a week and work in the clubs around the world – we recently opened Soho House Amsterdam and Little Beach House Barcelona, and Mumbai and Hong Kong are coming soon. My MacBook

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and phone are my best friends.” She oversees the layout, colour schemes, lighting and furniture – a mix of bespoke and vintage pieces – not only of the clubs but also Soho House & Co's restaurants and spas, and of Soho Works, a co-working concept that opened in Shoreditch in 2015 and will roll out internationally, beginning with Los Angeles. “Soho Works is closer to an office than the clubs,” she says, “It's a flexible environment with breakout spaces, meeting rooms and facilities such as model-making and print studios, and we pay close attention to ergonomics and sound-proofing.”

As for her own design inspirations, “Instagram is a major one, and I'm also obsessed with movies, fashion, music and graphics,” she says. “The team shares pictures on Workplace and we're also big users of WhatsApp. We're spread out all over the world, which means that technology is key for us.”

sohohouse.com; sohoworks.com



Linda Boronkay, photographed at Soho House White City, London, by Cian Oba Smith.