

Home to roost

Local resident Laurence Pidgeon explains to Janelle Butterfield why Fulham was the only place to open his new showroom, as he returns to his roots

With a family history of working with kitchens and bathrooms, it's obvious that Laurence only ever had one career in mind; 'I was truly born in the bathroom business. I spent my school holidays counting washbasins and making tap washers for extra pocket money. I was always conscious of the family's history as innovators in the bathroom world.'

'I had been interested in architecture and product design at school and had a passion to change our basic kitchen displays to something more sophisticated.'

With such a steadfast goal, there's no doubt Laurence was made for this profession, but what is it he loves the most about what he does? 'Talking to clients, getting the brief,' he says. 'I'm a passionate home chef and I can't abide kitchens that don't work well. Of course it has to look good too.'

And look good they do. Since launching his business, Laurence has created some of the most innovative and contemporary designs of the kitchen world, and with a new showroom opening on Fulham High Street, there's no sign of him slowing down. But why this London borough? 'Home grown!' states Laurence. 'I was born in the Fulham Road. My father was born in St Dunstons Road and I live about four blocks away from the showroom. I love everything about Fulham. It's cosmopolitan and full of open spaces.'

But it's not just London that inspires him, Laurence cites the designs of Eileen Gray and Le Corbusier as inspiration, as well as his own love of cooking; 'I look on each kitchen as if it were my own. I want to know how my clients want to use it, what they like to cook and how they entertain. A great kitchen should possess storage, workspace, heart and personality - and a loving owner!'

'If you bake, a good steam combi is great. If you don't, a really good hob. If you drink gallons of coffee, a hot tap and if you don't cook at all, a season ticket at Pizza Express!'

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Laurence Pidgeon



Laurence's Fulham Favourites

✦ What are your local hot-spots?

I love Kings Deli for the groceries and delicatessen. The Parson's Nose for the meat, Copes for the freshest fish and the River Café when I can afford it!

Laurence cites Scandinavian design as an inspiration



'A kitchen should have personality'



Laurence employs practical designs