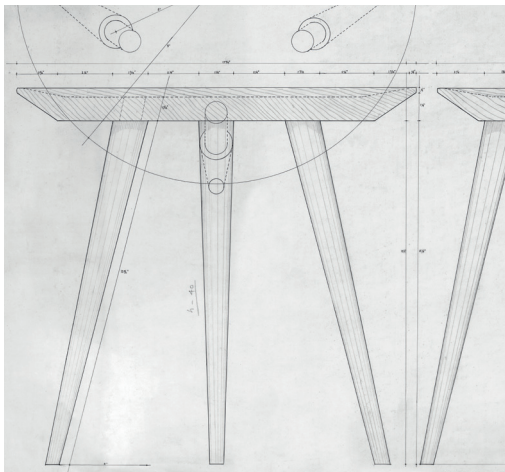


Unlocking the archives

Bringing the creative legacy of his parents to life in the realisation of TAMART has proved cathartic for architect Amos Goldreich. And after a debut in Milan last year, the brand is now launching its e-boutique...



What was it that inspired the jump from architecture to setting up TAMART? TAMART felt like a natural and nearly seamless progression for me as an architect. But it was inspired by a personal, rather than design or commercially-driven motivation: I felt a profound urge to collaborate with my late parents and honour their incredible designs which were never made available to the wider public. TAMART is more than a business venture – it's a legacy brought to life. After my parents, Tamar de Shalit and Arthur Goldreich, passed away, I discovered an extraordinary archive of their work, this contained designs for furniture, home accessories, jewellery and much more. This revelation sparked the idea for TAMART – a way to bridge architecture and design, past and present. Starting with their original designs, each piece is reimagined for today, with sustainability and functionality at its core.

How long has TAMART been in the works? TAMART feels like an organic evolution for me. In many ways, it has been over a decade in the making, following my parents'

passing, but it really began to take shape during the pandemic. That slower pace allowed me to reflect and dream of bringing my parents' designs to life – specifically showcasing them at the Milan Furniture Fair. That dream became reality when we launched TAMART at The Milan Design Week in April 2024. Celebrating my parents' legacy on a global stage like Milan felt like the perfect full-circle moment.

Do you think this marks a permanent departure from architecture? Never say never. After 25 years as an architect, I don't think you can ever stop thinking like one.

When we visited your showroom in Shoreditch's Wax Building, it was a joy to delve into the archive that you now have on display – what was it like to go through this for the first time? After my parents passed away, I began going through their personal belongings carefully. It was part of the grieving process. In my father's studio, I discovered a large tin container filled with hundreds of architectural drawings, carefully rolled up. This discovery led me to uncover their vast archive,



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which was scattered throughout the house. As I started cataloguing their immense inventory – spanning architectural drawings, sketches, photos and more – I began to see the unbelievable breadth of their achievements. Their body of work is enormous and now consists of over 10,000 items. My journey in honouring their love for each other and their work, has been a labour of love – sorting and sifting through their ideas to create a meaningful archive and resource.

How hard was it to pick the first pieces to relaunch? It was certainly a challenge. It wasn't just about selecting what was most aesthetically interesting, but about considering what works for 21st-century living. Each piece needed to function beautifully as a design, be crafted to the highest standards and align with our commitment to sustainability.

What contemporary additions have you made to the original designs? All the designs have been thoughtfully reimaged to meet modern sustainability standards. For instance, we've avoided the use of foam in our upholstered products,

opting instead for natural latex and fibers. We also prioritise sustainable materials like certified wood and eco-conscious textiles, ensuring every piece is both long-lasting and environmentally responsible, without compromising on quality or comfort. In addition to functional upgrades, we've enhanced durability and ease of repair, allowing each piece to evolve alongside its owner.

Do you have a favourite piece from the first collection?

The three-legged Central Stool holds a special place in my heart. Originally designed by my mother in 1951 whilst she was a student at the Central School in London, it was a working stool we used at home when I was young. Today, it's proudly on display in our showroom and is being produced for the first time – 73 years after its creation.

What's your plan for the year ahead?

We are launching an e-boutique in February with an exclusive range of TAMART designs that include jewellery, artwork, accessories and furniture and new product lines that further explore the intersection of design, craftsmanship and sustainability.

Photos Fredrick Goff, Tom Mannion

TAMART can be found at The Wax Building in Shoreditch. Here, alongside the revival designs, the archive can also be viewed. tamartdesign.com