



Mark Asplin Whiteley

BESPOKE LUXURY FURNITURE

ESTABLISHED 1988





ABOUT



At Mark Asplin Whiteley, we aim for perfection at the luxury end of furniture and fitting markets. We have been producing high quality bespoke furniture for Luxury Residences, Hotels, Commercial Properties and Superyachts for over thirty years, developing skills and exploring innovative modern technologies to support the art of the designer. We have a comprehensive understanding of the creation process and have long-standing relationships with our existing clients, who trust in our ability to always achieve the highest standards of Quality in the Craft of Furniture making.

We offer outstanding service and open communication during the design and the manufacturing processes. Working with exclusive and highly talented Furniture Designers and Interior Designers, we are well reputed for manufacturing furniture and installations to the highest quality, on schedule and on budget.

Many of our craftsmen have been with Mark for over 25 years, which speaks volumes for their dedication and sense of achievement... there is literally nowhere better!





Mark Whiteley, CEO

HISTORY OF



In 1988 I set up my own workshop near Cirencester in Gloucestershire, making furniture almost exclusively for David Linley, having previously been his workshop manager. As demand grew, I built up a workforce of 15 hand-picked craftsmen by the mid 90's, working at the highest level, making extraordinary furniture and installations.

In 1997 I relocated to my home town of Whitby some 200 miles north, a two hour Intercity train from London via Kings Cross station to York, then a one hour car ride over the beautiful heather covered North Yorkshire moors to Whitby. Most of the craftsmen moved with me, passionate about working at this level of craftsmanship, it proving to be a natural choice. There, with a modern 20,000 square foot workshop and significant investment in machinery and other facilities, I expanded the business further.

Over the ensuing 20 years we have attracted the attention of many prominent Interior and Furniture Designers, Yacht Designers and Specifiers, both in the UK and abroad, through the reputation for the quality of the furniture and service offered by my business.






OUR FURNITURE

We make furniture that is striking and unique. The final product is the result of masterful design, the informed choice of materials used, the appropriate method of construction together with the overall form and finish. We work with a wide range of materials:- timbers and veneers, metals, glass, stone, resins, leathers and many varied applied specialist finishes. The incorporation of marquetry, inlaid metals, sophisticated mechanical features and secret compartments serve to create subtle interesting focal points for often highly complex pieces of furniture and luxury joinery.



We put our hearts into our work and go the extra mile to create statement pieces of the utmost luxury and quality. High levels of accuracy, methodology and attention to detail is very important, and the Interior Designers for whom we work demand this focussed discipline as our pieces furnish some of the most luxurious properties in the world, including Royal Palaces, Super Prime Residences, Hotels and Superyachts.

A photograph of a high-end bedroom. On the left, a large multi-paned window looks out onto a landscape. A wooden wardrobe with multiple doors and drawers, featuring ornate brass handles, spans the back wall. In the foreground, a wooden chest with a glass top holds a pair of shoes. To the right, an open white door reveals a bathroom with a white sink, a mirror, and a window. The room has light-colored wood flooring and a white ceiling with a recessed light.

*“Quality is never an accident. It is
always the result of intelligent effort.”*

— John Ruskin



QUALITY JOINERY

Over 30 years Mark Asplin Whiteley has earned a reputation for making unique, bespoke luxury furniture, often described as "Statement Pieces". Perhaps less well known is that we also make and fit joinery to the same exacting standards. Demand for high quality joinery has never been greater with an increasing number of clients demanding the same degree of attention to detail and cabinetmaking skills in architectural joinery, dressing rooms, bars, and fitted libraries, as they enjoy in their freestanding furniture.

One of our strengths is our ability to get the details right, both in the workshop and on site. This means that when we fit architectural joinery, panelling, doors and jib doors etc, thought is given to both the technical design and the manufacturing processes with fitting in mind. Our commitment to high quality means that the process of assembly and fitting on site is highly efficient and accurate. Dozens of luxury London properties have MAW installations, with many more in New York, Moscow, Stockholm and beyond.

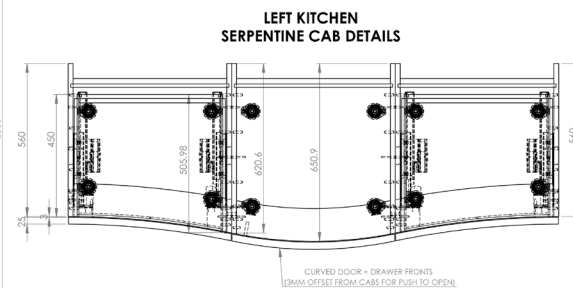
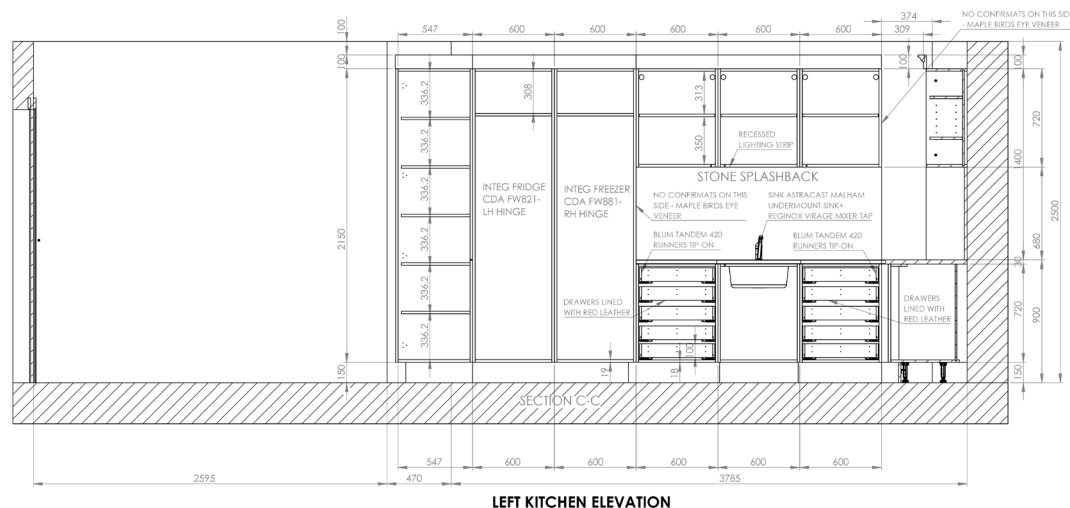
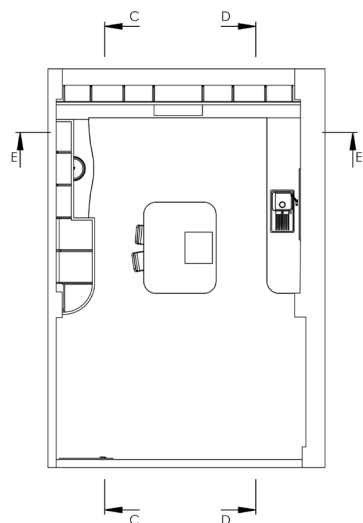


“... Imagination is the
beginning of creation...”
— George Bernard Shaw

THE COMMISSIONING PROCESS

The commissioning process can take several forms depending on the client's requirements, but in all cases, it demands an important level of trust; after all, the client is depending on the furniture maker to produce something outstanding, a true 'one off'. This trust is

instilled by our long history of production at the highest level, the quality of service, clear communication, and honest procedures. The commissioning process can start with a client bringing a concept design to us, an idea. At this point we will discuss the design and give



a timescale for production and a price for manufacture and delivery. If approved, we will produce visual renderings and technical drawings to ensure we are making exactly what is desired.

The more common way to commission is for a Furniture, Interior Designer or Architect to present us with drawn up proposals, from which we will give a quotation. Subject to acceptance we will produce full technical "shop" drawings as necessary, with construction details, giving a full understanding to both the client and the craftsmen how the piece is to be made.

If the furniture is to be fitted, we will carry out a site survey to record exact site dimensions and to inform the proposed structural requirements and also to check access onto the site for smooth delivery.

Once in production we liaise regularly with the client to keep them informed about how things are progressing and to arrange a delivery date, and if required, a fitting date.



“...Without craftsmanship, inspiration
is a mere reed shaken in the wind...”

— Johannes Brahms

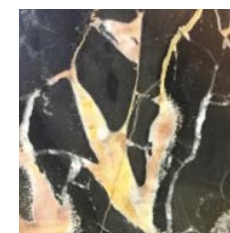
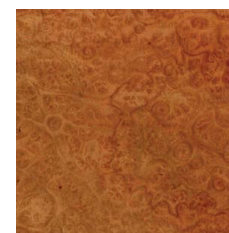
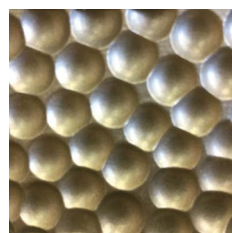




KITCHENS

Elegance and sound practicality. MAW kitchens are works of art in themselves. The peace that can be derived from cooking and resting in a well designed kitchen cannot be underestimated and will complement a lifestyle, whether you're a chef, or whether your wish is to bring order into your busy day.

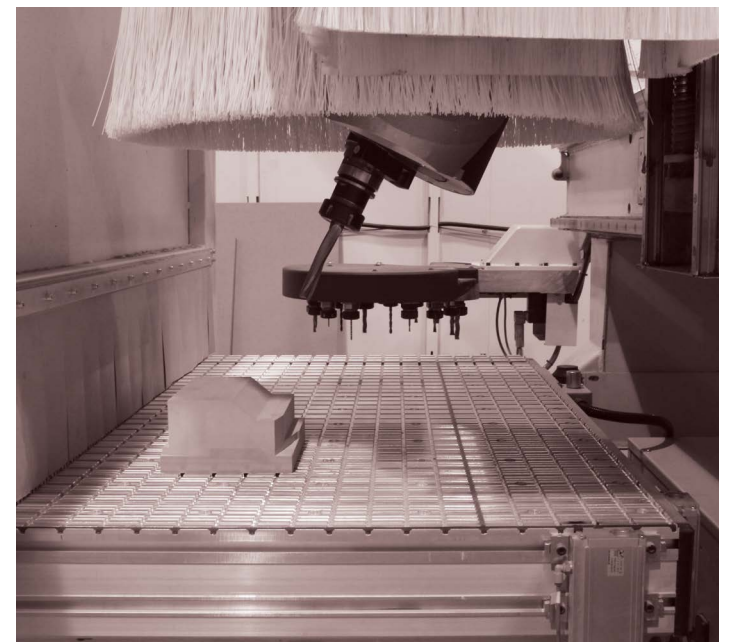
Our in-house designer will attune to your senses and wishes, work to your budget, and go beyond what you hoped for, whether you're wanting quiet lines and clean surfaces, luxurious traditional form, or expressive marquetry which will transport you to maybe rest under Japanese blossom or to a boating trip on rippling seas under skies of varying hues... All paired with the quality of the craftsmanship, MAW kitchens are an investment that will be appreciated and enjoyed through daily use and over time.





“...Be a yardstick of quality. Some people aren't used to an environment where quality is expected...”

— Steve Jobs





THE MAKING PROCESS

Whether we produce the technical drawings ourselves or they are provided to us, we follow the same procedures for manufacture.

The main area of our work is to liaise very closely with highly talented furniture designers and architects. Over the years we have supplied them with high quality, timely, and cost-effective furniture and installations. This work is the core and bedrock of our business.

From the Computer Aided Design (CAD) technical drawings we can optimise the most effective way of making the components. For example, our 5-axis CNC will manufacture both simple and complex component pieces to within an accuracy of less than 0.1mm quickly and efficiently. We always use a combination of the appropriate machines and hand-tools to manufacture from our cutting lists. Although we use modern technology for some of the machining, all of our work combines time honoured handskills and craftsmanship to achieve the high quality and hand finished excellence.

We are proud to have a highly skilled team of talented craftsmen, who do nothing else but craft pieces of furniture and joinery. We have a second-to-none reputation for quality and precision, with a deeply embedded appreciation and understanding of the materials and sound construction techniques that is essential to the commissioning of luxury furniture and installations.

Clients are encouraged to visit our workshop in Whitby, to meet the craftsmen and see their commissions in production. At all stages we will see you through – from envisioning to creation.



WHY CHOOSE



EXPERIENCE

We have decades of experience and consistency in the luxury bespoke furniture market. It takes many years to develop the experience needed to be able to consistently achieve the highest quality in design, construction and finish.

CONFIDENCE

You can have confidence in our ability to perform at the highest level and we only work at the luxury end of the furniture and fitting markets. Our makers are never asked to compromise quality.

SERVICE

In addition to our quality of design and production you can be assured of our outstanding service. We pride ourselves on our open communication throughout the enquiry, design and the manufacturing processes.

You will always be able to contact our team in the Whitby office, via phone or email, to answer any questions you may have.

MAW Managing Director, Heath Chadwick is available by appointment to visit clients for consultations and enquiries about new and progressing projects. He may, on occasion, be accompanied by members of our in-house design team to assist.

“... *If I were constrained by timescale or budget I might choose another maker, but if I were free to choose the very best I would always choose (Mark) Whiteley ...*”

— Creative Director and Interior Designer, Chelsea

DELIVERY

All our furniture is carefully wrapped and protected at the workshop prior to delivery. It is then loaded by us into one of our vans and delivered directly to you. Our own experienced delivery men will unwrap and position your furniture and then dust it carefully and remove all packaging from site.

If the furniture needs comprehensive assembly, the maker will travel to put it together to ensure it all runs smoothly. We often deliver to the continent and have our work exported all over the world in tailor-made crates built at the workshop.



INNOVATION

At Mark Asplin Whiteley our forte is to be able to engage with innovative technology, processes and trends. This is an ongoing process of research and development using our pragmatic problem-solving approach to push back the boundaries of design, construction and finishing. The materials and processes in furniture production are constantly evolving and we accept the challenge to stay on top of these developing industry trends.

We engage enthusiastically with new developments such as 5-axis CNC technology and working with new inert substrate materials to which veneers, lacquer or metallised finishes are applied. We have extensive experience with the use and application of metal elements such as marine grade stainless steel, gold, nickel plated and patinated brass, anodised metal finishes and mirror finished metals.

FITTING INSTALLATIONS

Some companies do not fit their own furniture, either because they don't have the resources to do this, or they do not have the specialist craftsmen to carry out this type of work. We have the enviable ability to handle large fitted projects from libraries to dressing rooms to kitchens and commercial bars and hotels. On the larger projects the senior maker will assemble a small team of makers to ensure a clean and precise quality fit.





TESTIMONIALS

“It looks perfect. I’m so grateful to have found someone in the UK who can work to this standard.”

- Private Client, New York

“Our client is very impressed with the furniture and pleased with how quickly you have installed it.”

- Interior Designer, Chelsea

“My client is absolutely thrilled with her furniture! So a huge thank you to you and your team.”

- Interior Designer, Westminster

VISIT US

To fully understand and experience the luxurious quality ethos throughout Mark Asplin Whiteley, clients and new potential clients are encouraged to visit our workshop in Whitby, by appointment if possible, so we can give our full attention.

Meet the craftsmen and women, talk to our designers, see our work in production, feel the finishes, learn about English craftsmanship, look through material samples and our extensive private portfolio.

A day in Whitby is never enough time; it is a gem of a town. Stay awhile...we look forward to welcoming you! Whether you're interested in Furniture, Kitchens, Dressing Rooms, Libraries, connect with us and let's discuss.



“Quality means doing
it right when no one
is looking.”

HENRY FORD



Mark Asplin Whiteley
where Quality is understood.



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