

# E L L E D E C O R A T I O N

EDITED BY JANE WITHERS AND KATE CONSTABLE

## NEW DELI

**F**ormer chef and restaurateur Tom Conran knows better than many deli owners what the dedicated cook is looking for. At Tom's (226 Westbourne Grove, tel 071-221 8818) elusive ingredients like potato flour and goose fat sit happily beside white truffles flown in from Alba ('£1,800 a kilo at the start of the season'), Earl Grey jelly and jars of cherry mincemeat.



The three-level shop, designed by architects Mick Merhemitch and Simon Withers, is a modern version of the traditional deli, with green marble floors, wavy shelves and a circular ceiling rail where hams and salamis hang like a chandelier. In the entrance, a star-shaped skylight is surrounded by Timna Woollard's ceiling

fresco of a plump lady grocer and bounteous garden produce. At the back, an outdoor balcony houses a tempting array of imported French veg. The hand-built open fridges are big enough to lie down in and filled with pig-shaped Italian cheeses and fresh polenta salad, as well as a range of take-away dishes. In the corner, a TV screen provides a round-the-clock diet of Master Chef cookery classes, and at the espresso bar you can get a swift injection of caffeine while watching the eccentric outworkers bearing bags of freshly-baked gingerbread men – guaranteed entertainment. □

**Text:** Sophie Laybourne

**Below:** Tom Conran in Tom's deli, open 8am-8pm Mon-Sat; 9.30am-3pm Sun



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