THE 7 ELEMENTS OF A WINNING INTERIOR

style your space with confidence

When you are styling your room it pays to follow these tried and true principles.

SPACE

Split your space into +ve & -ve. +ve is where objects are placed. -ve is the open space. You need to strike a balance to avoid an overcrowded or sparse appearance. And, make sure you match the scale & size of objects to the room.

LINE

Lines are what guide the eye. Both vertical and horizontal lines help shape the room. Creating lines using the room's furniture can provide either unity or contrast.

FORM

Form is the 3-dimensional parts of the room; the things that have physical form. Add forms of similar shapes to create balance. Use repetition of minor objects in the dominant form throughout the room - this creates a coherent feel.

LIGHT

Light is a critical element in any room. Light should be categorised as task, accent, or mood.
Always consider the main activities for the room and match the type of lighting in the room to the use.

COLOUR

Colour can make or break your interior's style. Use colour to create the mood, define unity, or to change the perception of how large or small a space is.
Generally lighter & brighter colours are great for creating the illusion of space in smaller rooms.

TEXTURE

Texture is the tactile surface of objects, fixtures, & fittings. Mixing textures can provide a subtle sense of depth.
If there is a sense of something missing from a room, try adding more texture.

PATTERN

When paired with colour, pattern offers a similar impact to texture in adding appeal to a room. Consider the size of room before introducing pattern. Pattern should be used sparingly in a small room to avoid overwhelming the space.
As a rule of thumb, include a maximum of three patterns, all drawing from the same colour scheme.