



ask a designer

HOW TO USE PATTERNED WALLPAPER WHEN DECORATING YOUR HOLIDAY HOME

“**W**hen I mention using patterned wallpaper to clients, they tighten up and gasp!” So says Elaine Skinner of Camellia Interiors, which has showrooms in Truro and Rock. “So I want to share a wonderful home, full of pattern, whose owners rent successfully in the top-end holiday home market in Cornwall. The guests feel lucky to have rented a holiday house that makes them happy, and where they can build lasting holiday memories.

“Pattern is a tricky thing to get right, but don’t let it frighten you; just get good advice from a designer who is used to working with wallpapers.”

3 good reasons to use wallpaper when decorating

- ▶ Guests love staying in a patterned holiday home that has a strong design perspective and always comment on it. I’m a strong believer in homes that feel layered and tell a story – no two homes should look the same.
- ▶ Patterned wallpaper adds a natural, organic feel to a space that we love. It brings a cosy feel and added texture that perfectly emulates the coastal Cornwall vibe without feeling formal or stuffy.
- ▶ Pattern can often make or break a space and, when used well, it can create a unique and individual interior, giving you the edge over your competitors.

Styling tips to help you nail using patterned wallpaper

- ▶ Stay away from cheap wallpapers – they look cheap! Use iconic brands like Cole and Son, Zoffany, Zimmer and Rhode, Lasers and Mark Alexander.
- ▶ Try to avoid matching your curtains to your rugs, cushions and tableware; it will make your space feel more relaxed and have less style-overkill.
- ▶ Play around with the space in the room and make sure there is some block colour to balance out your brighter patterns.
- ▶ If you’re nervous, then try featuring one wall. Choose a dramatic, bold pattern to highlight an area of a room, such as behind a sofa or bed. Designs with a hint of metallic, mica or gloss will lend a classy, glamorous touch.
- ▶ Play around with scale – you don’t have to ‘match the size of the print to the size of room’. You can have fun and use a large, bold print to overpower a small room to create intrigue. It can actually make the room seem larger!
- ▶ If decorating all four walls with a busy patterned wallpaper, make sure you take the amount of light and space into consideration. Try using a muted colour version of the pattern to avoid overdoing it. I want my pad to be a calming, relaxing place, not somewhere to overdose on botanical prints everywhere.
- ▶ Try and blend a laid-back style and high glamour to create a luxurious and truly individual home. Sentimental pieces, keepsakes and objects from independent artists can be found throughout this house, and serve to make this home charismatic and one of a kind.