

A GUIDE TO INTERIOR DESIGN

THINK LIKE A DESIGNER TO CREATE A BEAUTIFUL, COMFORTABLE HOME

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INTERIOR
DESIGN

GOOD DESIGN - WHAT TO CONSIDER?

- Drawing the eye & creating 'flow'
- Light and Shade
- Reflection of Self
- The Power of Colour
- Functionality & Organisation
- Beauty
- Connection to Nature





DRAWING THE EYE & CREATING 'FLOW'

USING LIGHT, COLOUR, COMMONALITY OF MATERIALS
& HERO PIECES



WHERE IS YOUR EYE DRAWN?



COLOUR

DOMINANT/ ADVANCING COLOURS

These colours have longer wavelengths which our eyes interpret as moving forwards



RECEEDING COLOURS

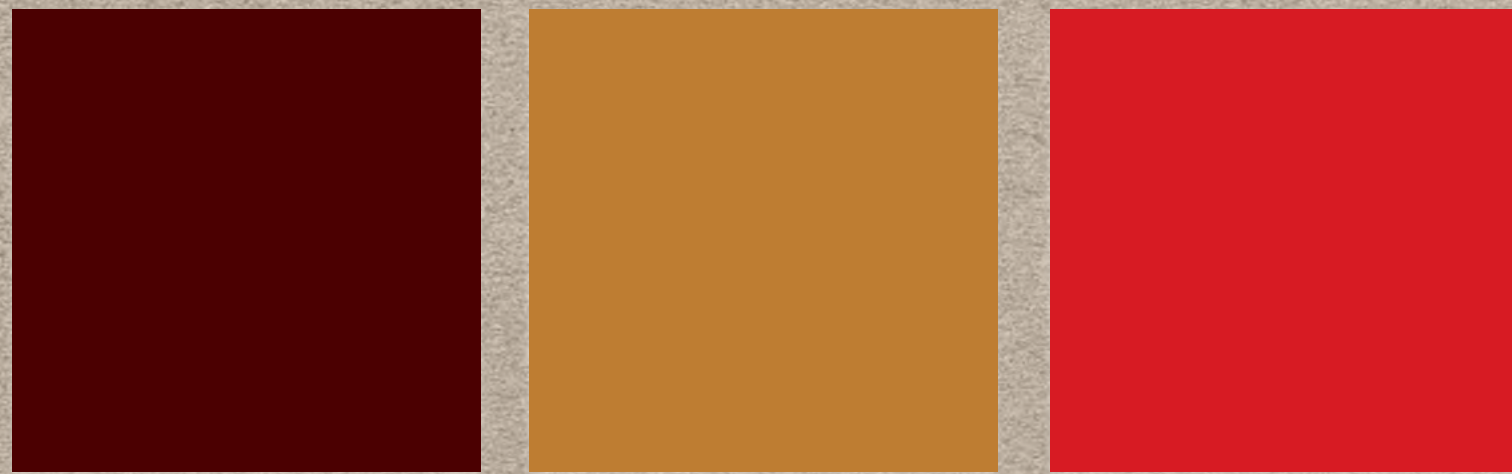
Receding colours are those that don't want any focus on them, that ease themselves quietly into the background



COLOUR

DOMINANT/ ADVANCING COLOURS

These colours have longer wavelengths which our eyes interpret as moving forwards



RECESSIVE COLOURS

Receding colours are those that don't want any focus on them, that ease themselves quietly into the background





COMMONALITY OF MATERIALS



COMMONALITY OF MATERIALS



HERO PIECES





LIGHT AND SHADE

BRINGING YOUR HOME TO LIFE







Decorative Light

Decorative Light

Accent uplight

Concealed light
- architectural

Concealed light
- texture

Concealed light
- illuminate
objects

LAYERING LIGHT







CRI 100



CRI 90



CRI 80



CRI 70

COLOUR RENDERING INDEX - MEASURES HOW ACCURATELY A LIGHT SOURCE REVEALS THE TRUE COLOURS OF OBJECTS COMPARED TO NATURAL DAYLIGHT



REFLECTION OF SELF

YOUR HOME, YOUR PERSONALITY

'INTROVERT' PERSONALITY

CARING
COURTEOUS
PATIENT
RELAXED
SUPPORTIVE
PREFERS AGREEMENT

SEEK TIME ALONE TO RECHARGE



HOMES REFLECT DESIRE FOR
CALM AND QUIET

UNLIKELY TO BE VERY
COLOURFUL OR JARRING IN
ANY WAY, TACTILE FINISHES



'EXTROVERT' PERSONALITY

VISIONARIES
RESULTS FOCUSSED
EMBRACES CHALLENGE AND
CONFLICT

SEEK TIME WITH PEOPLE TO
RECHARGE



HOMES REFLECT ENERGETIC
AND DYNAMIC STATE
COLOURFUL, PLAYFUL, SOCIAL

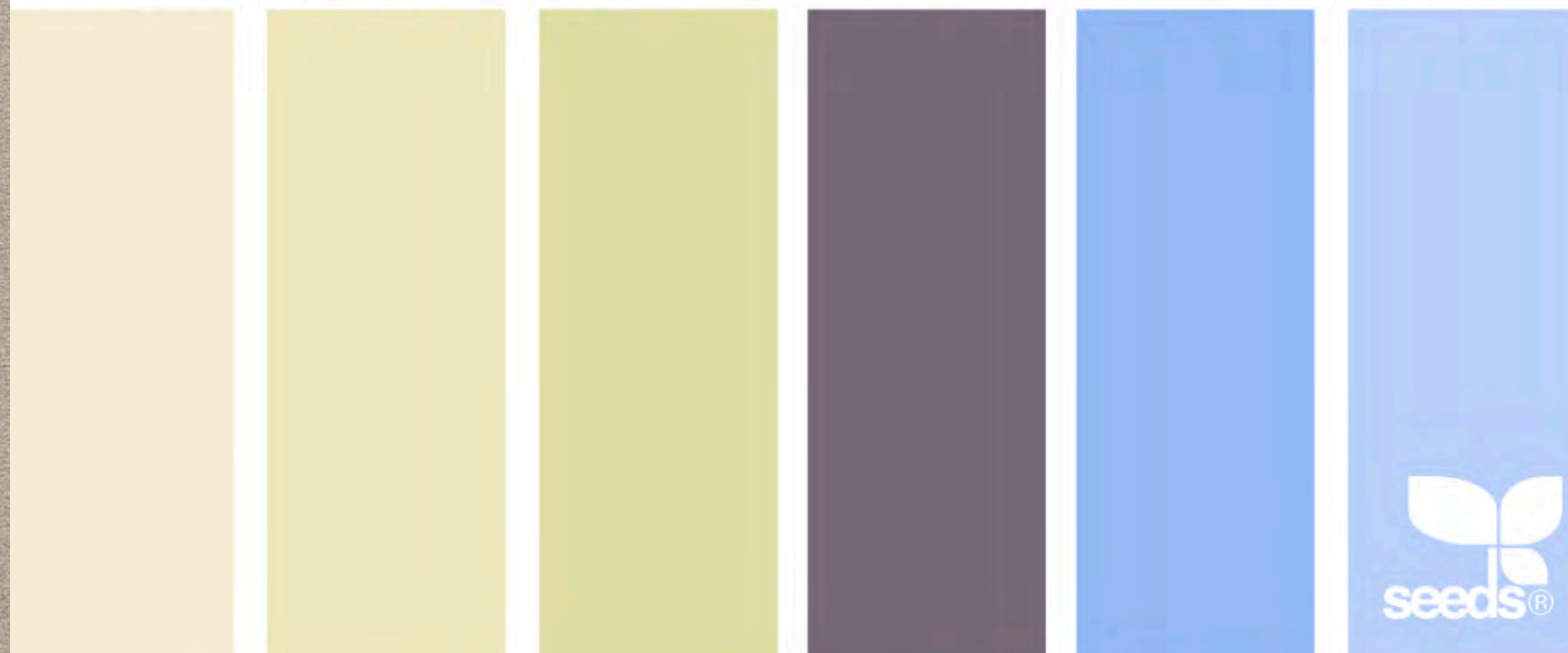




THE POWER OF COLOUR

INSPIRATION, AND A PHYSIOLOGICAL RESPONSE





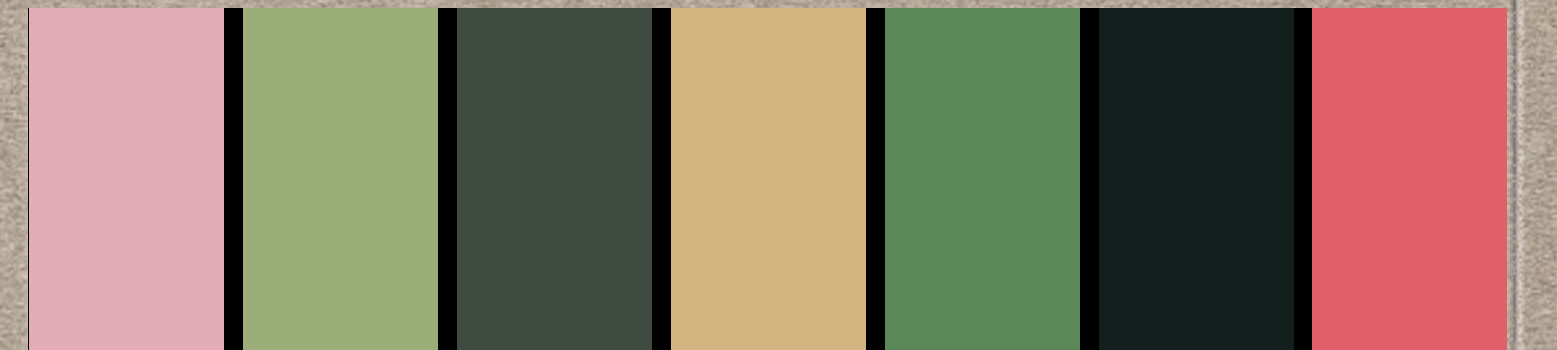


Image picker

Extract beautiful palettes from your photos.

Picked palettes



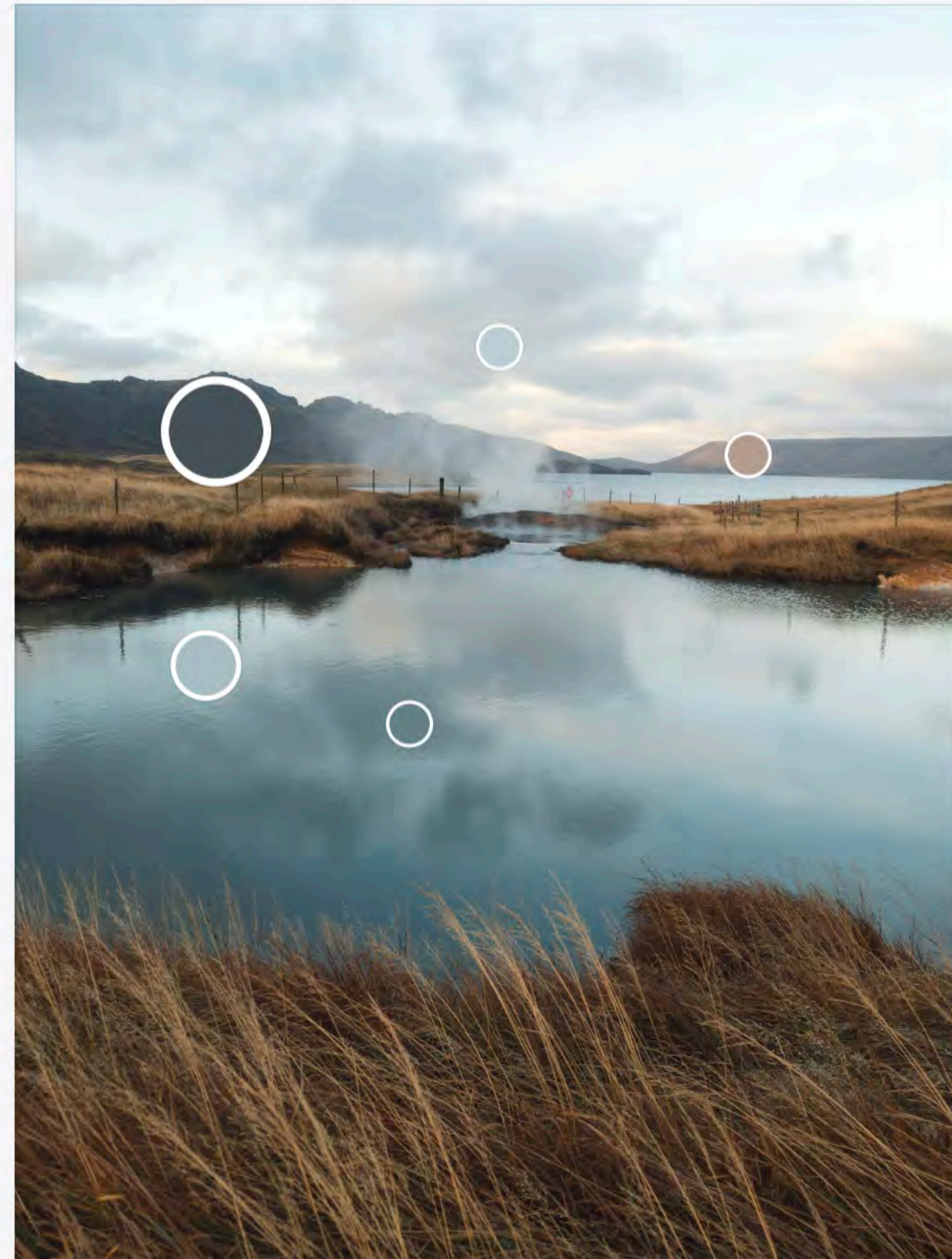
Palette



Browse image

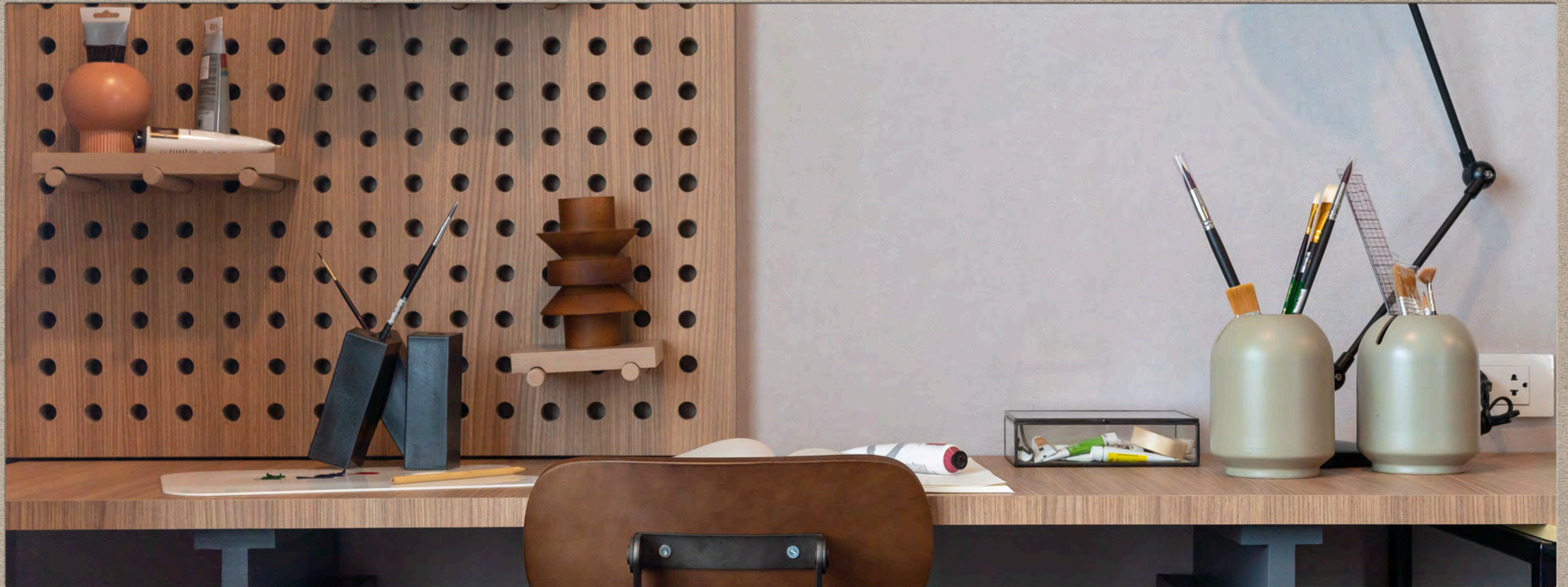


Export palette









FUNCTIONALITY AND ORGANISATION

KEEP IT TIDY TO REDUCE STRESS LEVELS



CREATE SPACES YOU WILL USE
AND ENJOY, AND TO SUPPORT
YOUR PERSONAL ASPIRATIONS



BEAUTY

VISUAL HAPPINESS

“

But suddenly you touch my heart, you do me good, I'm happy and I say, "this is beautiful"

LE CORBUSIER, 1923





CREATING MOMENTS OF JOY



CONNECTION TO NATURE

BIOPHILIC DESIGN

BENEFITS OF INCORPORATING BIOPHILIC DESIGN PRINCIPLES

- Reduces stress, blood pressure levels and heart rates
- Increases productivity and concentration
- Education spaces - 20-25% increase in learning, improvement in test results, concentration levels and reduced impacts of ADHD



HOW TO ACHIEVE A BIOPHILIC DESIGN



- Incorporating natural materials and textures
- Access to views of nature, sky
- Airflow and air quality
- Consideration of light levels
- Using colours from nature
- Incorporating planting



RECAP

- **DRAWING THE EYE/ FLOW**
 - **LIGHTING**
 - **REFLECTION OF SELF**
 - **THE POWER OF COLOUR**
 - **FUNCTIONALITY/ORGANISATION**
 - **BEAUTY**
 - **CONNECTION TO NATURE**
- **CONTINUITY OF MATERIALS/ COLOUR, HERO PIECES**
 - **MAXIMISE DAYLIGHT, LAYERS OF LIGHTING**
 - **DESIGN FOR YOUR PERSONALITY - PLEASE YOURSELF!**
 - **BE AWARE THE IMPACT OF COLOUR ON YOUR ENERGY**
 - **DEDICATED STORAGE, A HOME FOR EVERYTHING**
 - **CREATE MOMENTS OF JOY**
 - **NATURAL MATERIALS & COLOUR PALETTE, PLANTS TO IMPROVE AIR QUALITY & REDUCE STRESS**

Julia Kendell

INTERIOR
DESIGN

- Download today's slides
- Book an hour's consultation with Julia to discuss your project



www.KendellCo.com/editorial