

# 11 INTERIOR DESIGN CONCEPT

GUIDE FOR YOUR INTERIOR DESIGNER



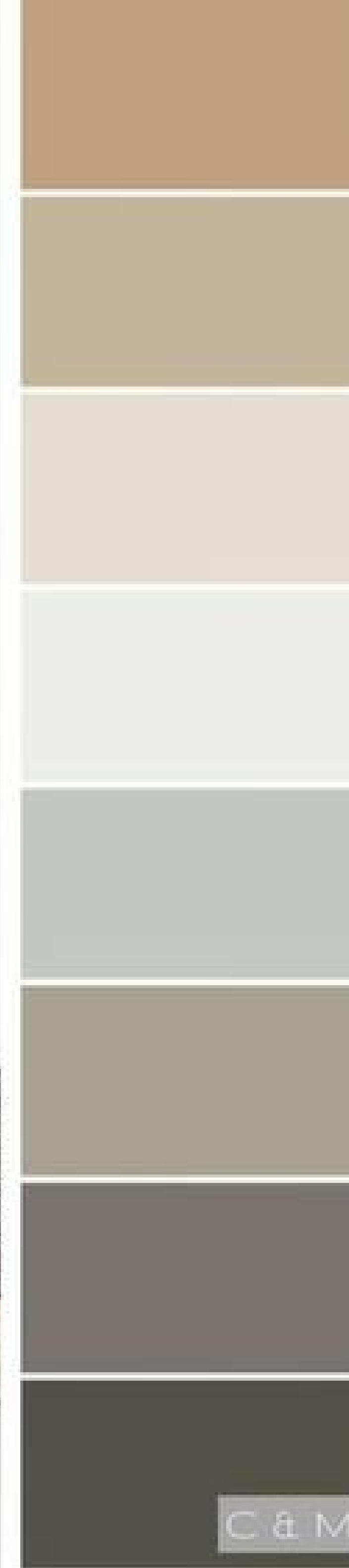
# japandi

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The umbrella term Japandi style encompasses both countries' ideas regarding art and home design. Combining Scandi interiors' modern rustic style with Japanese culture's ergonomic harmony and a common passion of discovering beauty in nature. What exactly is Japandi? Simply simply, Japandi is a cross-cultural phenomenon. This new look mixes Scandinavian design's contemporary flare with the timeless beauty of a Japanese aesthetic to produce a style that combines the best of both worlds.







C & M



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# mid century

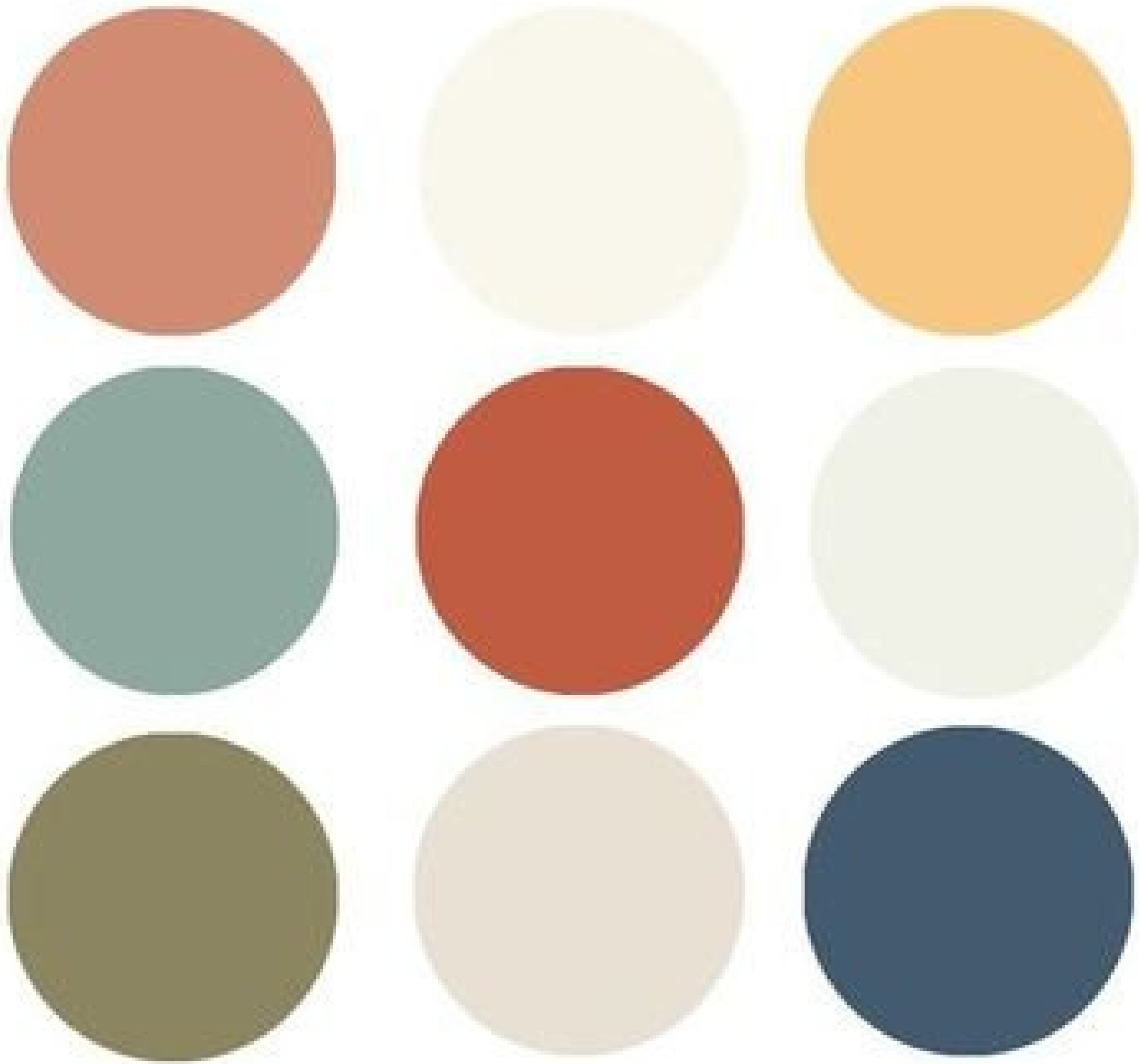
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The word "midcentury modern" is a tough one to define. It encompasses architecture, furniture, and graphic design from the mid-twentieth century forward (roughly 1933 to 1965, though some would argue the period is specifically limited to 1947 to 1957).

Clean lines with a combination of organic and geometric shapes are the hallmarks of mid-century modern design. Simplicity reigns supreme, and some of the most simple mid-century modern living room furniture, such as coffee tables and seats, are frequently the most stunning.







MODERN MID-CENTURY BEDROOM



# modern

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Modern interior design is a clean, minimalist style that dates back to the late 1800s. Modernism, in its purest form, displays a carefree attitude toward life. As a consequence, the decor was kept simple, with an emphasis on industrial elements. Furthermore, patterns are few and far between.

Modern style principles are fuss-free and straightforward, with origins in Scandinavian and German architecture and design. The furniture and décor are based on the use of neutral materials and natural hues, with minimal elaboration.









WHITE DOT

# industrial

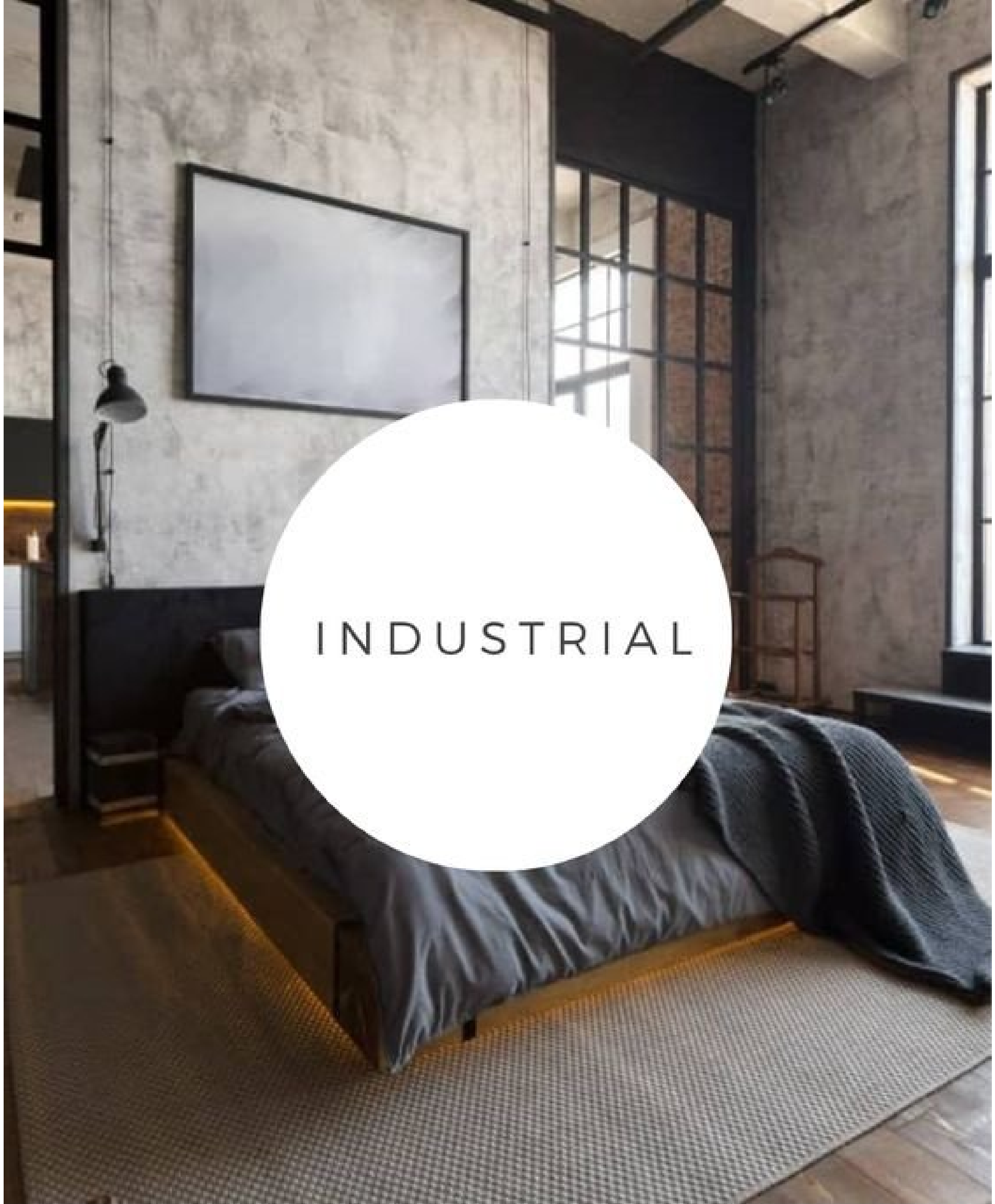
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The architectural features inside a place characterise industrial interiors. Other designs hide plumbing and ducting, while industrial embraces them and makes them the centre of attention. The raw, almost unfinished nature of industrial interior design creates a relaxed living environment.

Industrial style, often known as industrial chic, is an interior design trend that draws inspiration from old factories and industrial facilities that have been transformed to lofts and other living spaces in recent years. The industrial design style is especially popular in metropolitan settings, such as cities and lofts.







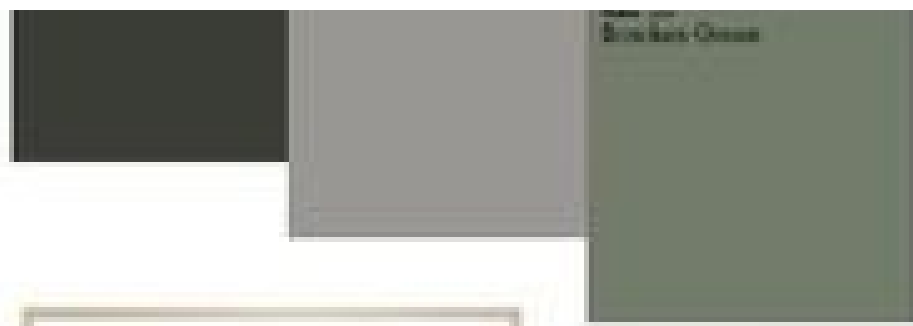
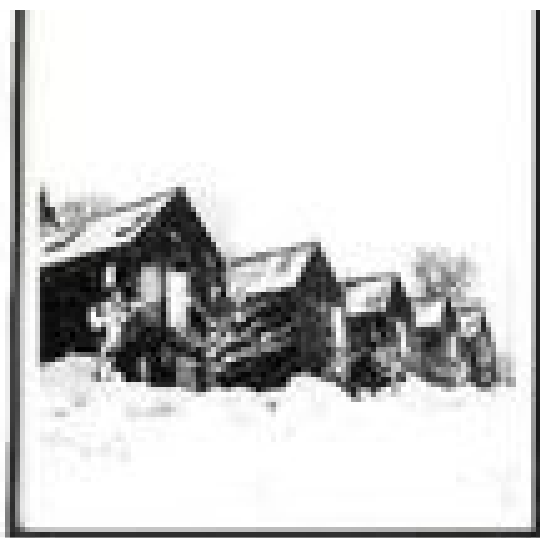
INDUSTRIAL

#828a97

#bebebe

#161417

#c7b3a8





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# nautical

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It's no secret that nautical-themed interior design is quite popular. It's a design approach that helps beachgoers stay connected to the water. This design blends your seaside lifestyle with your interior space by using nautical-inspired features.

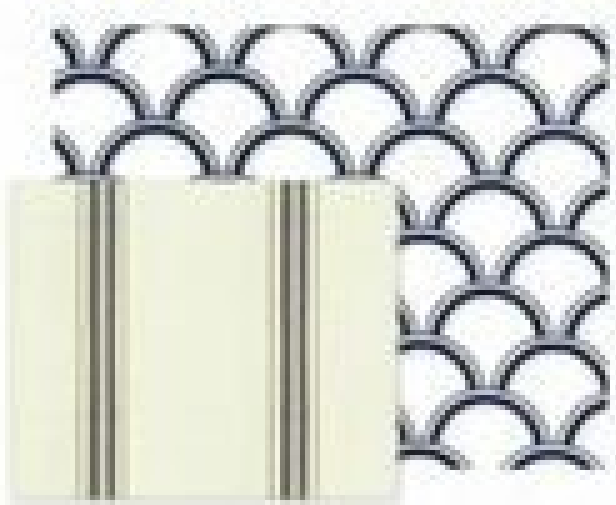
You may create a relaxing environment in any space by using beach-inspired fabrics, maritime accessories, and basic natural furniture to create a mood associated with ocean sight, sound, and scent.







# Nautical Guest Room



Fabric

Walls

Decor

Accents



# scandinavian

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Interior design in the Scandinavian region is known for its clean, simple lines and soft colour palette. It focuses on functionality, beauty, and cosiness via the use of clean lines, basic furniture, and Muted Colors. Scandinavian interior design is known for its use of muted, earthy colours. There is a lot of natural light in here. Incorporating natural light helps a room appear larger and brighter. Modern furniture. Decluttered space. Wood accents. Greenery. A minimalist approach.

Simple, clean lines, simplicity, and utility are all hallmarks of Scandinavian design without sacrificing aesthetics. As contemporary style began to take root in the U.S. and Europe in the 1950s, it became popular. The absence of clutter contributes to the design's visual appeal.





Contemporary  
Scandinavian





WHITE DOT

# bohemian

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Bohemian styles are characterised by a lack of organisation and an emphasis on pattern, texture, and colour. The individualistic and laid-back nature of the bohemian style is at its foundation. When you dress in a boho manner, it's for you, not for anybody else.

This eclectic blend of sleek contemporary features with boho-chic accessories adds an extra splash of colour, personality, and uniqueness to the Modern Bohemian look.







SW 6564  
RED CLOVER

SW 2839  
ROYCROFT  
COPPER RED

SW 6258  
TRICORN BLACK

SW 6244  
NAVAL

SW 6622  
HEARTY ORANGE

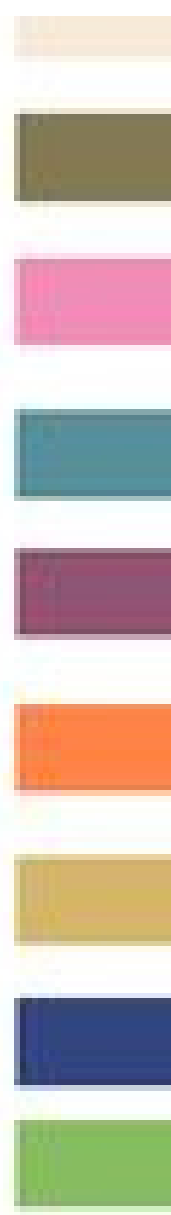
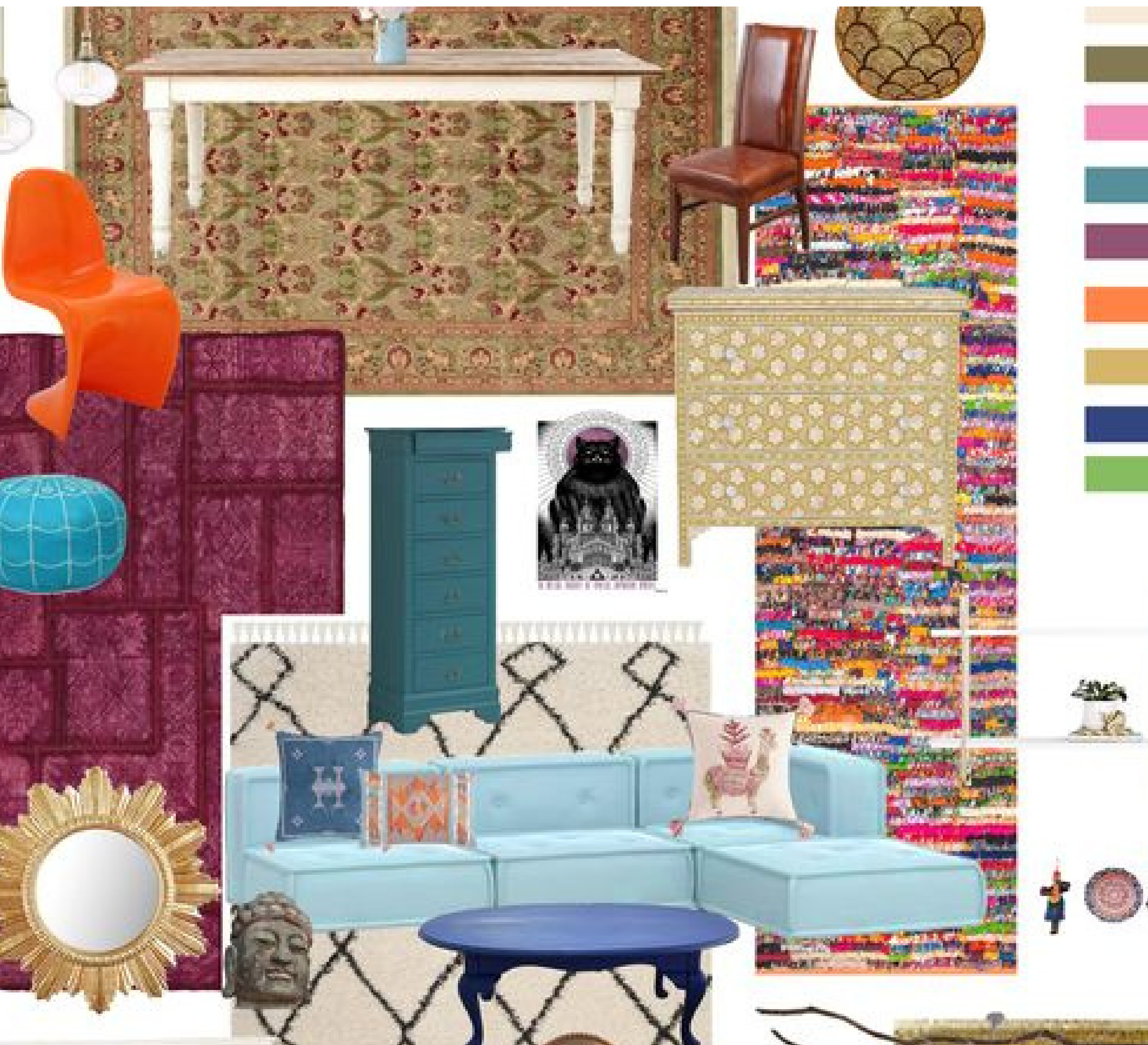
SW 6904  
GUSTO GOLD

SW 7609  
GEORGIAN  
REVIVAL BLUE

SW 6770  
BUBBLE

SW 6558  
PLUMMY

SW 6949  
SLICK BLUE





# urban contemporary

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A unique style for inner-city living is created by combining contemporary, modern, and industrial components in urban interior design. Warehouse conversions and loft settings serve as the cornerstone of urban design since they have a softer, more pleasant appearance than industrial design trends.

Grays, beiges, and whites dominate contemporary design, with little ornamentation. Sleek, well-considered, and well-placed elements accentuate a refined appearance. An interior designed in contemporary style has "everything in its place," meaning it emphasises utility and simplicity above collections and frivolity.









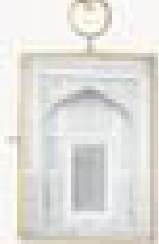
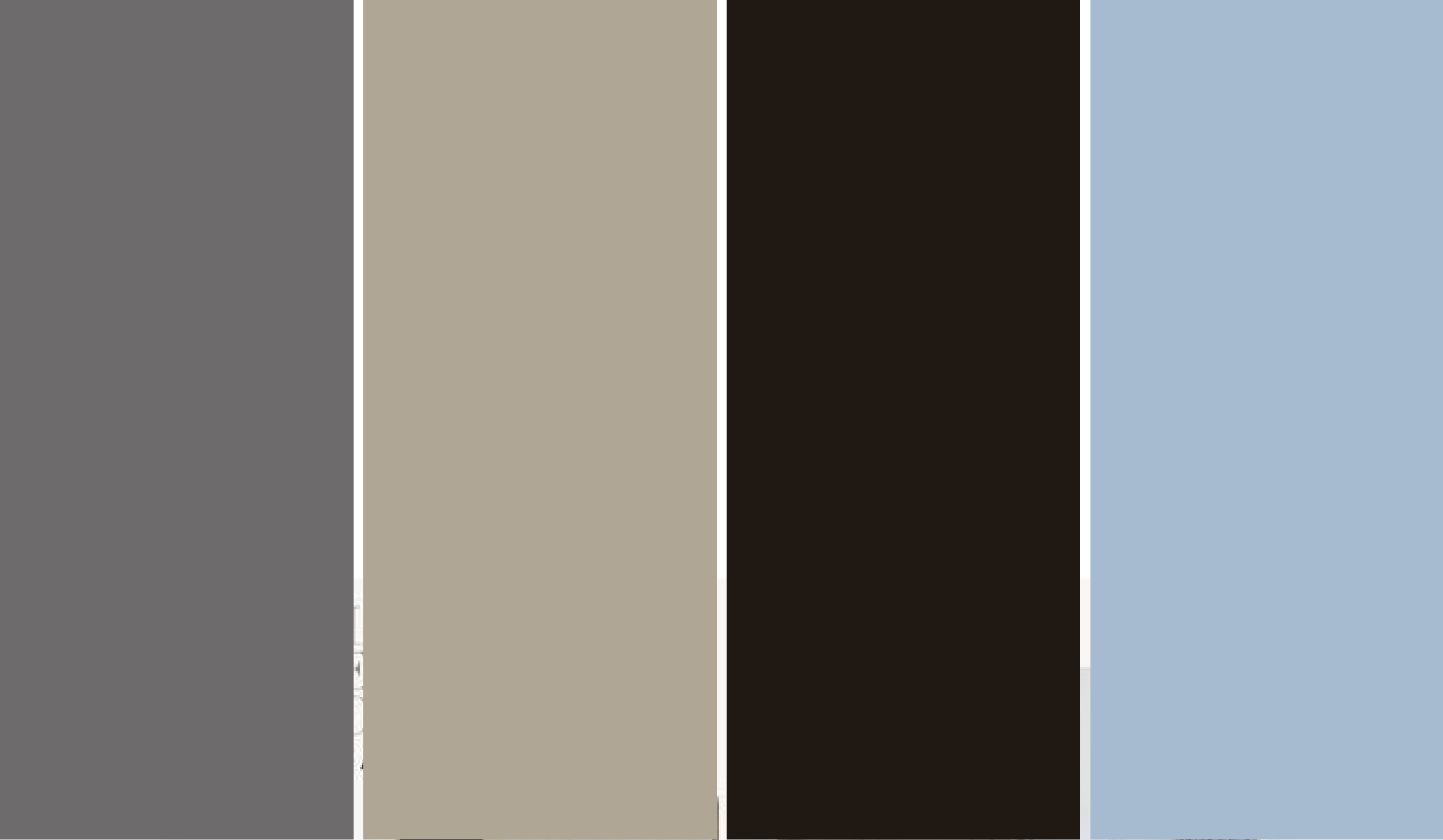
# parisian

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The blending of classic and contemporary elements is the core of Parisian Chic as a decorating style. The overall tones are subdued, beginning with herringbone timber flooring and beautiful mosaic tiles as typical floor features.









WHITE DOT

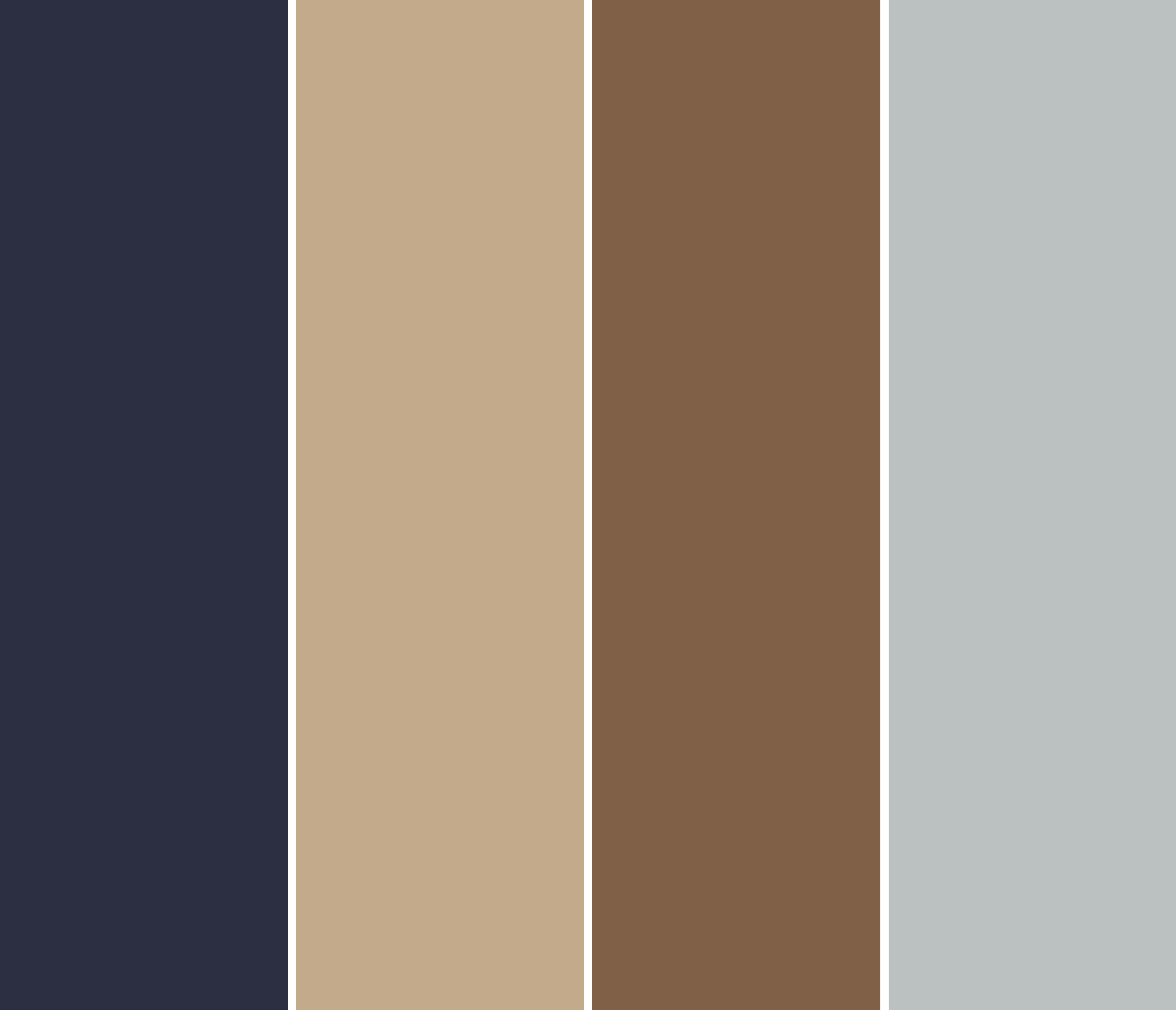
# english

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Soft, diffused lighting is employed in English-style interiors rather than a single overhead bulb as the primary source of light. As a result, go for wall sconces, table lamps, and floor lights that cast a soft, pleasant glow instead.







MOOD BOARD // LIVING ROOM



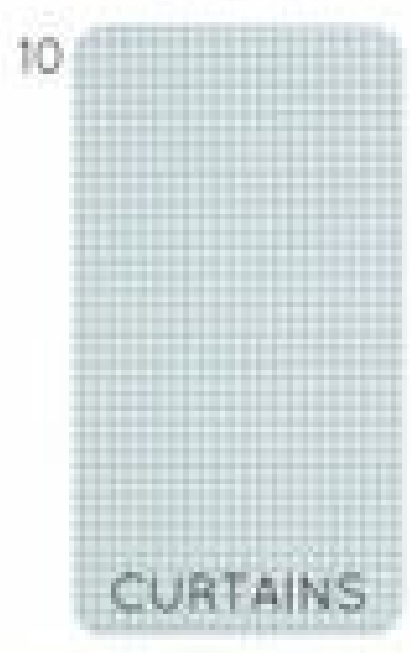
LARGE MIRROR ON PANELLED WALL



LAYERED RUGS



GALLERY WALL OPPOSITE FIREPLACE




EXISTING CHEST FOR TV



RUSTIC MANTEL



WHITE DOT

A photograph of a dining room with a wooden table, chairs, and a patterned rug, overlaid with a quote. The quote is in large, bold, black text. The background is a slightly blurred interior scene.

**"The best rooms have something to say about the people who live in them."**

**– David Hicks**