



VSP Interiors' brief for this family home was to add comfort, warmth and character to achieve that lived-in country look. As such, all the furnishings are either new but made to look older or antique.



ABOVE Here, Studio Duggan has created a clever contrast between the decorative gold-leaf chandeliers in the dining room and the pared down black Pascha pendants by Frau Maier in the sitting room.

RIGHT A mood board is an essential visual aid and helps keep the mind on the end goal. This one is an example by the KLC School of Design.



#### ADDITIONAL INFORMATION

- The BIID is the only UK professional body for interior designers that has been awarded Institute status.
- The Society of British and International Design (SBID) is the professional body registered in the UK to accredit professionals in design and regulate and promote the interior design profession.
- An interior designer will focus the whole functionality and look of an interior, including space-planning, lighting and electrical planning, hard finishes, colour, kitchens and bathrooms, and storage.
- An interior decorator tends to deal with soft furnishings, accessories, artwork and furniture once the space has been designed.
- An architectural designer works more specifically on space-planning, furniture layout and scale plans
- The BIID website offers a free downloadable guide: *A Client's Guide to Working with an Interior Designer*.

says. Practical experience matters, too. "Experience in the field counts with clients, and time spent learning in a professional studio is invaluable," Hughes continues.

Another qualification an interior designer can gain is Continuing Professional Development (CPD). This ensures that designers keep up-to-date with regulatory and legal matters, new software and materials, and current trends. BIID members are obliged to undertake an annual CPD requirement.

#### TIERS OF SERVICE

There is a tiered choice of design options. For starters, consider online services, such as Jessica Buckley Interiors' e-design service which provides a mood board, room plan and shopping list from supplied photos and measurements. Mindful of busy clients, th2designs has just launched th2studio to provide completely designed rooms ready to buy online.

Some interior designers offer home styling, suggesting decorative accessories to pep up an existing scheme. For instance, Yellowhouse Design's Light Touch service provides subtle tweaks for a low fee.

Do not be shy about requesting a design for just one room, as smaller interior design practices are happy to undertake these. Or sometimes, interior designers will work in 'stages' with clients, completing first the ground floor, then the bedrooms. Larger practices may only be interested if renovating and designing an entire house.

For time-pressed or overseas clients, turnkey services are a fabulous option, because the designer sources everything, right down to the accessories.

#### A SPECIAL RELATIONSHIP

Although the designer-client journey must begin with hard facts, after a project is completed it is not unusual to return to the same interior designer time and again. Equally, designers will be happy to continue to source that perfect final piece of furniture or accessory. So it is worth remembering when hiring an interior designer that it may be a first step to a fruitful, long-lasting relationship. "Design is a collaborative approach, so trust your instinct and go with a designer you feel comfortable working with," concludes interior designer Emma Sims-Hilditch. ▶



Drawing room scheme  
by Samantha Johnson

# INTERIOR DESIGN DIRECTORY

The English Home team's curation of selected designers whose work we have featured or seen first hand. Most designers work both nationally and internationally

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Bedroom by  
Patti Money-Coutts



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- British Institute of Interior Design  
biid.org
- Society of British and International Design  
sbid.org
- The Chartered Society of Designers  
csd.org.uk
- Inchbald School of Design  
inchbald.co.uk
- KLC School of Design  
klc.co.uk