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DECEMBER 2017

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# Sympathetically modern



When interior designer Maurizio Pellizzoni was asked to redesign this west London home, he carefully married its classic features with contemporary pieces for a stylish and elegant look

Words: Lindsay Blair Photography: Gianni Franchelluci/Studio Immagine 3

Time was of the essence for this project as when the owners approached interior designer Maurizio Pellizzoni to come up with a design scheme, they wanted it to be complete in time for the birth of their third child. There would be no structural alterations, but each room was to be redesigned, which presented an exciting challenge. Here, Maurizio explains how the final look came together...

## The design brief

The owners had a clear vision of what they were looking to achieve when it came to their new home. They wanted to combine the period property's charm with modern furniture, patterns and colour complementing their collection of art and existing furniture, including pieces passed down through their families. One of the key requests was for the design to not look like a stark showhome, but reflect the owners' tastes and be a welcoming space to enjoy with family and friends. In terms of the layout, I was asked to design three living rooms: a formal one, a TV room and a space for everyday use adjacent to the kitchen. The kitchen itself needed a makeover to modernise the existing units. Upstairs, the owners wanted the master bedroom, complete with ensuite, to be arranged around the original fireplace. They also wanted me to introduce a mix of existing mid-century-inspired and classic-style furniture, while the kids' rooms would be more playful and pay homage to their hobbies, including music.

## Creating the space

Thanks to the property's corner location, the house benefits from glazing on three sides, which eliminated the dark areas often found in this type of building. This gave me the opportunity to introduce a mix



## FACTFILE

**Who lives here?**  
A newly-wed professional couple with three young children

**What type of house is it?**  
A five-bedroom, five-storey, end-of-terrace townhouse built in the early 19th century

**What was the aim of the project?**  
To create a comfortable and characterful family home that mixes old and new design and incorporates a collection of art and heirlooms

**How much did it cost?**  
A similar interior design scheme would cost between £350,000 and £600,000

**How long did it take?**  
Six months

Adjacent to the kitchen, this living area is known as the family room and is used every day. The brief was for it to be cosy and comfortable and arranged around the large, original fireplace, which creates an elegant centrepiece.

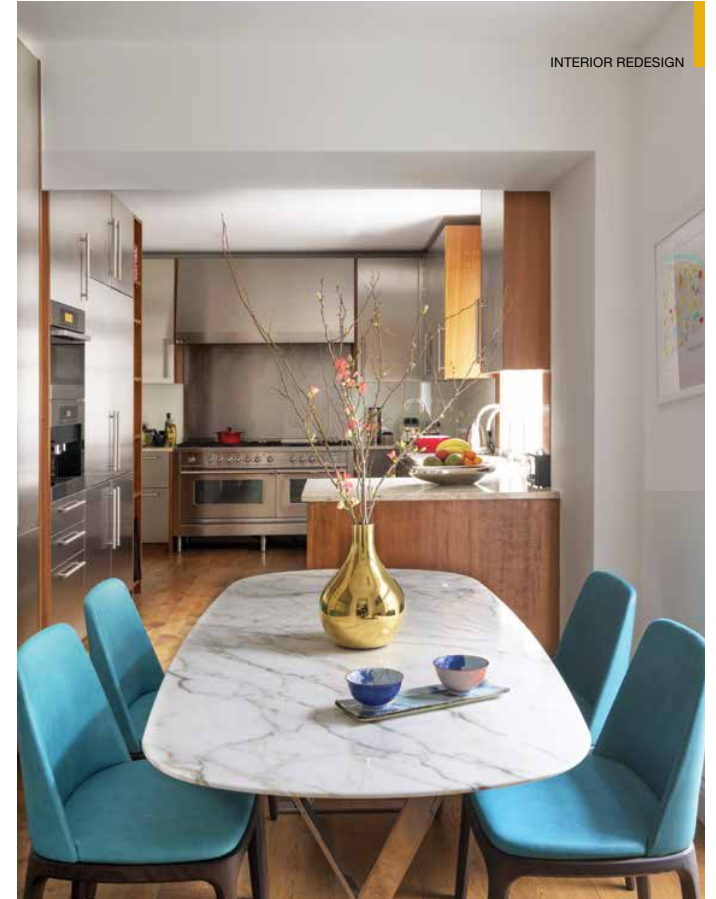




**Left:** With grand proportions and original architectural details – like the brick arches and corncicing – the family room features large pieces in keeping with the space's scale, including a statement chandelier and large rug.

**Right:** The existing kitchen units and appliances were retained and worktops updated with hard-wearing Silestone.

**Below right:** Maurizio zoned the space so the dining area, complete with marble-topped table, sits between the kitchen and living room, creating a sense of flow.



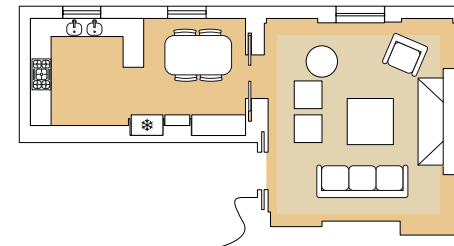
of bold, rich shades and textures – particularly in the kitchen, stairwell and living rooms – while the master bedroom was kept light and fresh. To gain inspiration for the colour palette, I took photographs of the couple's artwork and furniture. I then referred to the pictures to make sure my choices of upholstery and curtain fabrics, paints and new furniture and decorations would work alongside them. I worked closely with the owners and presented a mood board for each room at the start of the redesign. We also had weekly meetings throughout the six-month project to discuss ideas, material and colour choices, suppliers and costs.

For the kitchen, we decided to maintain the cabinetry – which is in a U-shape layout – as well as the range cooker and built-in appliances, but refresh the design through updating the worktops and splashback. The neutral glass splashback and stone worktop with a marbled look work well with both the stainless steel and wooden veneer doors. A key specification for the kitchen-diner was that it had to be able to accommodate six people for dinner without feeling cramped. So I incorporated a large white marble-topped table which has an unobtrusive slim profile and an oval shape helping to draw the eye into the living room next door. This space was originally the dining room, but the owners were keen to use it as a family living area, due to its proximity to the kitchen-diner, and wanted a cosy design that incorporated the beautiful exposed brick wall and

original fireplace. The layout centres around the large fireplace, with the scale of it dictating the oversized pieces elsewhere – such as the generous seating and statement chandelier. When the proportions and features within a room are grand, it's important to upscale the size of the furniture and fittings to suit, which here has achieved a sense of modern grandeur.

Upstairs, the design for the master ensuite bedroom features a bed and side tables the owners brought from their previous home, paired with new textiles, storage and wallpaper feature wall. For a playful and unique addition, we commissioned a bespoke chest of drawers and console table, made of antique glass, leather and lacquered wood. The wooden flooring ties the whole look together and continues into the ensuite bathroom, connecting the spaces. Bedrooms are a great opportunity to introduce a fun element, so we also included a custom-made doodle-style wallpaper in one of the children's rooms, along with large light-up letters and bold red accents, plus room for a drum kit.

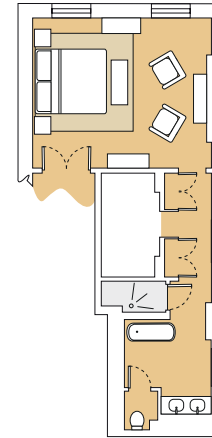
To finalise the look and get the property ready for the family to move in, I was asked to help with the placement of the all-important artwork and display shelves, as well as finishing touches like bedding. Overall, the project ran smoothly and the result marries the property's classic architectural beauty with modern additions to create the ideal family home – right in time for the newest member's arrival. **K&B**





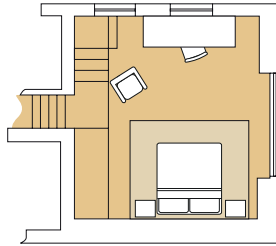
**Below:** The armchairs were reupholstered to coordinate with the restrained colour scheme.

**Opposite page, top and bottom:** Custom-made pieces, such as the drawers and console table, add a unique twist to the master bedroom and work well alongside the couple's existing bed and bedside tables.



A large freestanding bath is the master ensuite's centrepiece, while a shower enclosure is located within an alcove behind a glass door to the right. Carrara marble was installed on the basin worktop and within the shower for a luxe look.





“Bedrooms are a great opportunity to introduce a fun element, so we included a custom-made doodle-style wallpaper.”



## PROJECT NOTES

**Designer Maurizio Pellizzoni says...**

Any advice to homeowners tackling a similar project? Make sure you create a detailed list of furniture, accessories and art to incorporate in your new home design scheme. This will make the planning process easier as you'll have pieces to focus the design around.

Where was the majority of the budget spent? The largest sum of money went on new furniture and fabrics for the upholstery and curtains.

What was the biggest challenge in the project and how did you overcome this? The only constraint was they needed the work done in record time. The tight deadline did have some advantages as it meant we all had to make quick and intuitive decisions.



**Left:** As a fun touch, Maurizio designed bespoke feature wallpaper for one of the children's rooms and added trendy illuminated letters to add personality.

**Top:** Continuing the blue and red scheme, Maurizio suggested a retro-style homework area. He also ensured there was enough space for the treasured drum kit.

**Above:** Blue and white striped wallpaper creates a striking backdrop in the second child's bedroom. Combined with wooden panelling and furniture, it evokes a coastal feel.





**Above:** It was important that each of the children's bedrooms had a desk area as well as playful elements. Here, crafty touches add personality.



Sitting on the corner of the street, the 19th-century property benefits from windows on three sides – so its spacious interior is filled with plenty of natural light.

## SourceBook

### DESIGN

**Interior designer** Maurizio Pellizzoni (020 7352 3887 or mauriziopellizzoni.co.uk)

### KITCHEN

**Cabinetry** For similar, try Wickes (0370 218 4286 or wickes.co.uk)

**Appliances** Range cooker and extractor, for similar, try Rangemaster (0800 804 6261 or rangemaster.co.uk); Single oven and coffee machine, Miele (0300 365 6600 or miele.co.uk)

**Worktops** Silestone (01256 761229 or silestone.co.uk)

**Flooring** For similar, try UK Flooring Direct (02476 012840 or ukflooringdirect.co.uk)

**Dining table** B&B Italia (020 7591 8111 or bebitalia.com)

**Dining chairs** Poliform with leather upholstery by Alma 1938 (020 7377 0762 or alma1938.com)

### FAMILY ROOM

**Sofa** B&B Italia, as before

**Ottomans and love seat** Alma 1938, as before

**Side table** Andrew Martin (020 7225 5100 or andrewmartin.co.uk)

**Chandelier** Terzani (terzani.com)

**Rug** Maurizio Pellizzoni, as before

### MASTER BEDROOM

**Bed and bedside tables** Lema (020 3761 3299 or lemamobili.com/en)

**Bedding** The White Company (020 3758 9222 or thewhitecompany.com)

**Drawers and console table** Boca Do Lobo (bocadolobo.com/en)

**Lounge chairs** Maurizio Pellizzoni, as before

**Ottoman** For similar, try Ercol (01844 271800 or ercol.com)

**Table lamps** For similar, try Pooky (020 7351 3003 or pooky.com)

**Curtain fabric** Sanderson (0844 543 9500 or sanderson-uk.com)

**Mirror** For similar, try Nest (0114 243 3000 or nest.co.uk)

### ENSUITE

**Bath, basins, taps and radiator** Lefroy Brooks (01992 708316 or lefroybrooks.com)

**Mirror** For similar, try Victorian Plumbing (0800 862 0878 or victorianplumbing.co.uk)

### CHILD'S BEDROOM 1

**Bed** For similar, try Dreams (0844 225 9259 or dreams.co.uk)

**Bedding** Lexington (+46 854555860 or lexingtoncompany.com)

**Bedside tables** Feather & Black (01243 380600 or featherandblack.com)

**Letter lights** Goodwin & Goodwin (020 8829 0599 or goodwinandgoodwin.com)

**Rug** Colbourns (020 7352 8335 or colbourns.com)

**Desk** The Conran Shop (0844 848 4000 or conranshop.co.uk)

**Desk chair** For similar, try Ikea (020 3645 0000 or ikea.com/gb)

### CHILD'S BEDROOM 2

**Bed** For similar, try Feather & Black, as before

**Bedding** Lexington, as before

**Bedside tables** Feather & Black, as before

**Desk** The Conran Shop, as before

**Desk chair** For similar, try Ikea, as before

**Wallpaper** For similar, try Wallpaper Direct (wallpaperdirect.com)

### COST

A similar interior design scheme would cost between £350,000 and £600,000

## GET THE LOOK

**Right:** Cora Chandelier by Ashley Thomas, £250, Debenhams. (0844 800 8877 or debenhams.com)



**Left:** Original brick wallpaper, £10 per roll, Dunelm. (0845 165 6565 or dunelm.com)



**Above:** Opera A5-8 150cm range cooker, £3119, Smeg. (0844 557 9907 or smeguk.com)



**Left:** Classic radiator in anthracite, £651, Bisque. (020 7328 2225 or bisque.co.uk)



**Right:** Alec dining chair in quilted blue, £199 for a pair, Made. (0344 257 1888 or made.com)



**Above:** Saarinen Tulip oval table with arabesco-coated marble top, £7749, Heal's. (0333 212 1915 or heals.com)