Home styling *with* *Emma Blomfield*

Image courtesy of Emma Blomfield
and photographed by Joe Cheng.

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Stockland introduces Emma Blomfield

Emma is an interior stylist, decorator and author, passionate about making interior-decorating services affordable and obtainable for new home owners.

An expert in the field, Emma shows us five key elements of decorating and how to apply them to every room in your new home, with a key focus on styling your home to create the life that you want, in the space that you have.

These exclusive tips are designed to guide and inspire our future community residents, helping them create meaningful homes they love to live in, within their chosen Stockland community.

Image courtesy of Emma Blomfield and photographed by Joe Cheng.

Styling your new house into your dream home

Making your house feel like a home might be fun, but it's not always an easy task. That's where the help and expertise of an interior designer become invaluable.

Here, we'd like to share some hints and tips from stylist Emma Blomfield that will help you optimise your living spaces, avoid unnecessary costs and create a home that is functional, stylish and reflects your lifestyle.

So let's begin!

Your mindset

Write down 3 words that you want to best describe your home:

1. _____

2. _____

3. _____

Write down 3 words that describe how you want to feel in your home:

1. _____

2. _____

3. _____

The 5 elements of styling

Emma has identified five decorating elements essential to consider when creating the look of your home.

1. The needs and wants

Have a think about who is using your space and for what purpose.

Ask yourself: What do I need from this room and what do I want to add to the room?

2. Colour and pattern

Introduce colours and patterns through soft furnishings and decorative objects. To achieve the right balance, stick to a 3-5 colour rule. This could be the same colour in varying tones or different colours that work well together.

Ask yourself: What colours do I already have in this room?

3. Size and shape

Your spaces need to provide contrast and visual weight. For instance, you might want to introduce some rounded edges to soften the straight lines.

Ask yourself: What shapes can I add to this space?

4. Placement

Take a bird's-eye view of the room and consider the placement of your furniture.

Ask yourself: How will I work out the placement of furniture?

5. Lighting

Consider adding lamps, wall sconces, pendants or even candlelight.

Ask yourself:
What mix of lighting can I use here?

> **"Getting the colours, patterns and size of the furniture right means your rooms work properly for you and your family, and makes your downtime more relaxing."**
>
> ***Emma Blomfield***

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What is your style?

Before you decide on anything, it's important to ask yourself a few questions that can help you refine the vision for your new home.

What colours are you drawn to the most?

What are some of your favourite styles?

What patterns do you like?

What is the age or era of your home?

Does the architecture of your home fit comfortably with your style?

The art of mood boards

Mood boards can really help you identify a vision for your brand-new home and choose a style and items that work well together.

Must-haves for any mood board are:

1. Flooring samples, paint chips, fabric swatches, wallpaper samples.
2. Ideas for a colour palette.
3. Inspirational images of rooms, textures or patterns.

Top 4 aids for mood boards

The Dreamcatcher Pin Board website.

Dreamcatcher

Scan QR code for website

The Pinterest image-sharing website.

Scan QR code for website

Houzz website and online community.

houzz

Scan QR code for website

The Morpholio Board app.

Scan QR code for website

> "Mood boards are a brilliant way to show a client who's been struggling to picture the final concept coming together."
>
> *Emma Blomfield*

The art of buying

When planning how to transform your home, focus first on the big-ticket items. If you already have these, your home revamp will centre around secondary items or soft furnishings.

Big ticket items:

Sofas, armchairs, coffee tables, bookshelves, beds, dining tables and chairs, buffets and sideboards.

Secondary items:

Side tables, bedside tables, floor and table lamps, artwork and mirrors.

Soft furnishings:

Window treatments, rugs and cushions.

Image courtesy of Emma Blomfield and photographed by Joe Cheng.

Splurge *vs* save

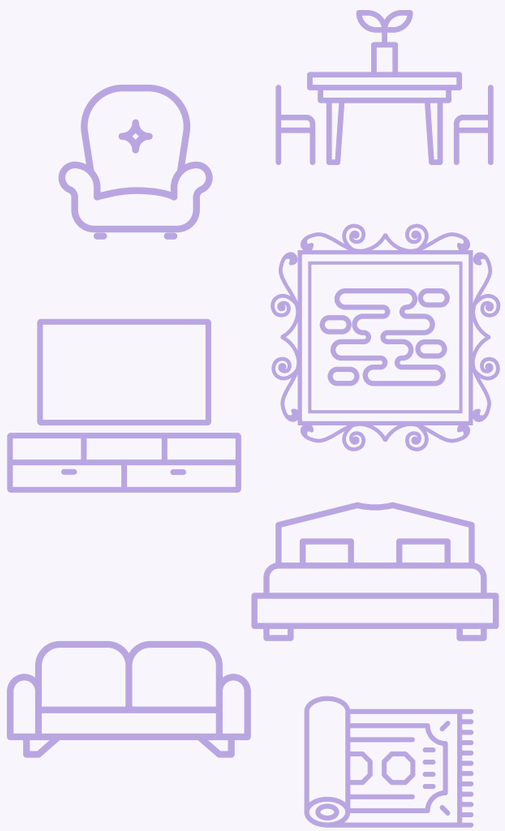
Here's where it's best to splurge and where it's better to save.

Splurge:

- Sofa
- Armchairs
- TV unit
- Cabinetry – Bookshelves, dining table
- Bed head
- Mattress
- Rugs
- Statement art

Save:

- Bedside Tables
- Coffee table
- Tallboys
- Sideboards
- Floor lamps
- Pendant lights
- Art
- Side tables
- Decorative objects
- Cushions
- Curtains
- Table lamps



Top 3 tips

1. The sofa

Here are Emma's tips on what to look for when buying a sofa.

Comfort: Opt for feather and foam inserts for maximum comfort.

Style: Your sofa's arms give away its age instantly. Fat squishy arms take up space, while narrow arms are great for compact rooms. Rolled arms imply a tailored classic look, whereas straight linear arms point towards a modern, contemporary style.

Fabric: Neutral colours are the most versatile – think grey, black, white, cream, charcoal, beige or taupe. Patterns will date much faster than a plain colour.

Seat Cushions: Avoid hard, fixed foam in your lounge's back cushions – the cushions should have some give when you lean back into them. Foam with a feather wrap works best, as the cushions keep their shape while still being comfortable.

Image courtesy of Emma Blomfield and photographed by Joe Cheng.

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2. The bed

Here are Emma's tips on your options for buying a bed.

Ensembles: Cover up the base with a valance in a fabric that complements your bed linen. The fun part is choosing a bedhead, then you just push the ensemble up against it for a finished look.

Bed frame: Look for a timber bed frame or, if you'd prefer a softer look, choose one upholstered in a sturdy fabric.

Storage: Don't forget to consider the space under your bed. Could you benefit from storage drawers built into your bed frame? Or would a gas-lift bed be useful for your storage needs?

3. The coffee table

Emma says there's no right or wrong when it comes to buying a coffee table, as each room is unique – but there are a few important points to consider.

Size: Consider how large can you go without compromising on traffic flow around the seated furniture.

Shape: A round coffee table can break up the harsh linear lines in the room (the TV unit, sofas, floorboards and rugs are all likely to be straight-edged). Also, rounded edges are better for shins and kids!

Material: Glass is a great choice for small spaces as you can see the rug or floor below, making the room feel larger.

Image courtesy of Emma Blomfield and photographed by Joe Cheng.

Feature walls

Emma reveals how to use wallpaper to impress in three key areas in your home.

In the bedroom: Create a feature wall behind the bed with a wallpaper you love.

In the lounge room: Make a statement by wallpapering the longest wall in the room.

On entry: For maximum effect, wallpaper the wall opposite the front door.

> **"It should be the first wall you notice as you enter the room. There's no point wallpapering the wall the door is on, you'll never see it!"**
>
> ***Emma Blomfield***

Decorating tips

Rugs often cause problems for people decorating their homes. Emma recommends having the front feet of large furniture sit on the rug, to ensure it's the right size for the room. Hanging artworks is also tricky to get right.

Lounge room rugs

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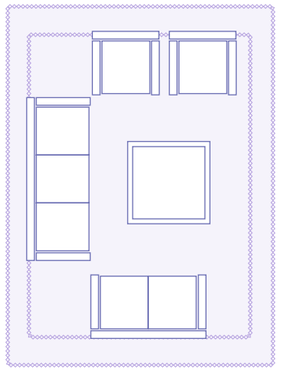

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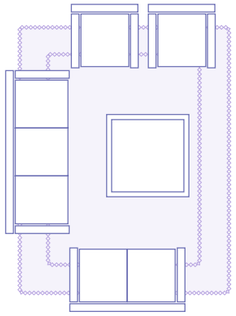

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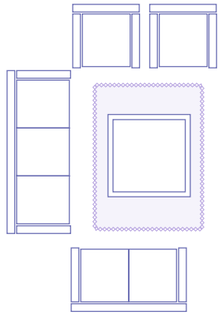
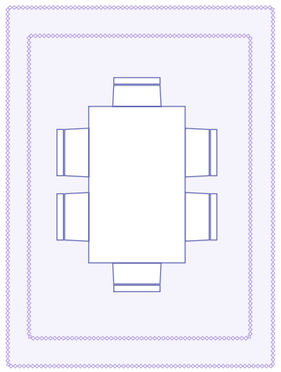


Dining room

Do this...



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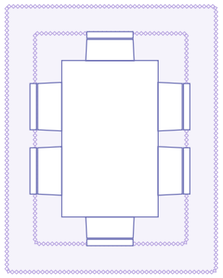

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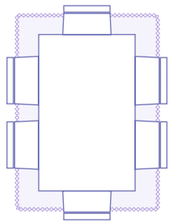

Bedroom rugs

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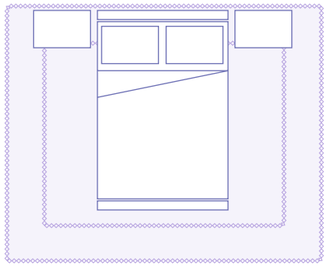

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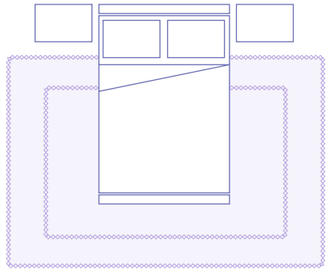

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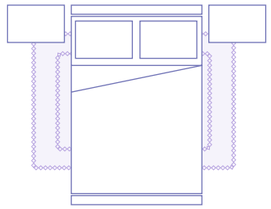

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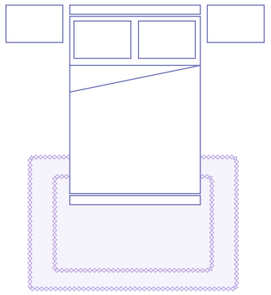

Wall art

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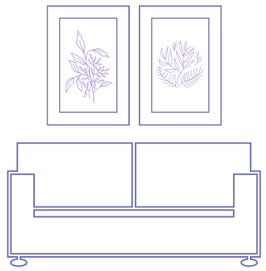

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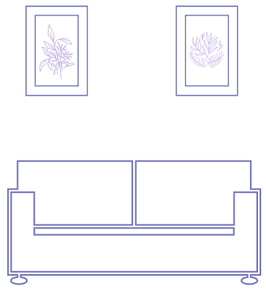

The don’t-do list

- **Pancake-flat cushions**
  Do this instead... Use feather inserts that are one size up for plush scatter cushions.
- **Oversized sofas**
  Do this instead... Consider the size of the room to avoid going too big on your seating.
- **Cold lighting**
  Do this instead... Opt for warm white instead of cool white globes.
- **Matchy-matchy**
  Do this instead... Buy from a variety of stores to avoid sameness.
- **Clutter**
  Do this instead... Commit to a six-monthly clean-up and avoid hoarding.
- **Pieces that just don’t fit**
  Do this instead... Measure before you buy to ensure the piece is appropriate for your space.

Images courtesy of Emma Blomfield and photographed by Joe Cheng.

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Guides to crafting beautiful spaces

Looking for more inspiration? Emma's books will show you how to style your house so that it becomes the home you want it to be.

Keeping House
Creating spaces for sanctuary and celebration
$29.99

We all want a space that feels authentically our own – whether it's a nook to curl up in with a book or an entertaining area that wows friends. *Keeping House* is your guidebook to creating spaces for all occasions, from sanctuary to celebration.

Home
The elements of decorating
$29.99

Pick up a copy of *Home* to learn more about the five elements of decorating. Emma will demystify classic styling secrets and show you how easy it is to apply them in every room. Emma's tried-and-tested advice will inspire and guide you.

We make the places. You make them your own.

Stockland has been creating places that meet the needs of our customers and communities for 70 years. Throughout this time our customers and communities have been growing, adapting, sharing and changing our places into their places.

That sentiment has made us into Australia's leading property group with places as diverse as residential communities, townhomes, apartments, retirement living villages, retail and more, with our award-winning residential communities leading the way in innovative design.

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