

A place for everything

Faye and Darius Fouladi transformed their London pied à terre with careful space planning



Words by Alice Moro / Chilli Media Photography by David Giles / Chilli Media



We chose this particular flat for its elegant Victorian proportions

FAYE FOULADI, OWNER

We love the combination of subtle patterns, textures and finishes of the furnishings in Faye's apartment

Style Tip

"Any sharp accent colour would work with this black-and-white scheme - citrus green, yellow, orange, aquamarine, hot pink"

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Faye and Darius had strict criteria when searching for a London base. It was to be a space for entertaining, but one that was petite enough to be easily manageable. The flat they decided on was on the first floor of a handsome red brick Victorian property in the heart of Chelsea. "We wanted something that was small enough to have as a pied à terre, but grand enough to receive visitors," explains Faye. "We chose this flat for its beautiful proportions - high ceilings, tall windows and good sized entrance hall."

In order to give an impression of space, Faye chose similar, light colour schemes for all the rooms. Each one flows into the next. "I wanted a very smart, glamorous look so I opted for a textured silk wallpaper for the main living area and subtle patterned designs for single walls in each of the two bedrooms," she says. Maximum light and minimum intrusion was the idea behind choosing simple blinds rather than curtains for the tall windows in the living room and bedroom. When drawn at night, these blend seamlessly into the walls. "The stripes of the herringbone weave of the carpet are very smart and they add length to a

room," she explains. Faye also hung mirrors in the hall on the cupboard doors and above the console. By reflecting the light, these also help make the space appear larger.

Darius provided a seconded opinion on each of Faye's choices. "I showed him everything and he would often pick up on something I hadn't noticed. My preferred wallpaper for the bedroom, for instance, was a chinoiserie design. I thought it would add interest. However, as Darius pointed out, it was really a bit too busy. In the end we opted for a more subtle pattern which I'm pleased to say looks beautiful."

Decisions decisions

Everything in the apartment has its place. "It took me 6 months to find a spot for the television," remembers Faye. "Eventually I incorporated it into the dining space so we could put up our feet on the ottoman and watch television easily across the dining area. Being black, it works with the other black elements in the room."

In this space monochromatic elements come together in a variety of patterns, textures and finishes





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FAYE FOULADI, OWNER



to produce a cohesive look. Against this backdrop, small bunches of pretty pink roses seem all the more vibrant. The warm tones of the cherry wood cabinetry complement the stainless steel and granite in the compact U shaped kitchen. Black china was chosen to blend into the black granite work surface to maintain an uncluttered look. This warm cherry of the kitchen reappears in the form of the bespoke internal doors and in the side panels of the bath.

Finishing touches

Darius has an interest in the 1950s car scene and collects vintage cars. The couple also share a passion for vintage posters from between the twenties to the fifties. "We both like modern Deco style furniture," says Faye, "but I'm not a fan of ultra contemporary things. I like objects designed along classical lines. Contemporary to me means hard edged whereas I like softness inside the home to induce warm and relaxed comfort."

With this in mind, Faye avoided central ceiling lights in favour of wall mounted and table lamps. "They make the space feel so atmospheric," she says. "I'm very responsive to mood setting accessories. Scented candles, music and flowers put me in a good mood." Achieving a comfortable elegance guided the Fouladi's choice of furniture. There are no right angles in the glamorous yet relaxed living room, for which the couple picked soft edged pieces. Another thing to contribute to the apartment's easy flow is the absence of radiators. Underfloor heating ensures that it is warm underfoot.

For Faye, this project was about creating a timeless look. "My experience as an interior decorator has taught me that it's not merely about putting five new fabrics together and expecting them to work. You need to walk into a space and feel the mood. That's what it's all about. It's essential to feel emotionally happy in your space."

Faye's Little Black Interiors Book

FARROW & BALL
01202 876 141, farrow-ball.com

The wall paint used throughout the flat is from Farrow & Ball. You can see the British manufacturer's new colours by ordering a 2011 colour card online.

NIGELLA LAWSON
01789 400 077, blisshome.co.uk

Faye chose black kitchen accessories from Nigella Lawson. With their clean lines, these simple designs sit perfectly within the Fouladi's scheme.

RALPH LAUREN HOME
020 7590 7990, ralpl Lauren.com

Many of the larger pieces of furniture in Faye and Darius's apartment, including the living room arm chairs and sofa, come from this American store.

WILLIAM YEOWARD
020 7343 7820, williamyeoward.com

Smart accessories from this designer decorate the pied a terre. To find out more about Yeoward's style, you might want to take a look at one of his books published by CICO Books.

JO MALONE
0800 054 2939, jomalone.co.uk

Connoisseurs of fine fragrance may recognise the chic products on display in Faye's bathroom.

This cult brand also produces beautifully scented candles and the new English Pear & Freesia (£38) is a Period Ideas favourite. Its delicate, fresh scent is perfect for spring and summer. Treat yourself or give one as a gift.





get the Look

Inspired by Faye's stylish pied a terre? Nicola Burt of KLC School of Design identifies why it works and how to recreate the look yourself



Recreating a classic black-and-white scheme like this one is simple when you remember, although you only have two colours, they are represented in a variety of pattern, texture and scale in the fabrics and soft furnishings. This creates interest and adds drama to the scheme.

The dark polished wood furniture and coir carpet 'ground' the scheme and allow the white furniture pieces to stand out, whilst the mirrored picture frames and glass ball lamp bases stop it being too heavy. Including reflective and transparent lighting and accessories throughout keeps the scheme looking sophisticated and fresh.

The striped wallpaper is echoed in the wider stripe of the armchair, cushions, the weave of the carpet, and serving tray, and even the lined grain of the dark wood furniture. The all-white sofa is grounded by the inclusion of black cushions and dark wood furniture

An accent colour such as the pink flowers keeps the scheme interesting and stops it looking bland.

Any sharp accent colour would work with this black-and-white scheme - citrus green, yellow, orange, aquamarine, hot pink. Keep to one flower type and colour - smaller flowers in quantity - like this bunch of small pink roses - rather than a mixed bunch of different flowers and colours. Alternatively, three or four large flowers would create a dramatic focal point in the room.

If you are not brave enough to go with an upholstered white sofa, but really like the look, you can opt for two sets of loose white covers to be made so you can wash and rotate them to keep

them looking new and clean. Alternatively, go for the reverse with a dark upholstered sofa and contrasting cushions in light-coloured fabrics.

In the bedroom, the solid, masculine bedside chest works with the whimsical, delicate wallpaper, as they are in the same tonal palette. Details really stand out when you include the pink accent colour of the flowers. Take them out and the whole scheme diminishes.

Strategically placed mirrors throughout open up the space, and unfussy window treatments stop the scheme looking cluttered and 'overdone'. A simple, classic scheme such as this lets the details in a period property shine.

The overall look is created by mixing contemporary, stylish furniture and accessories with classic pieces upholstered in simple, timeless fabrics; and pulled together by using only two colours and a small proportion of accent colour. For example - sleek dining chairs with traditional upholstered sofas and armchairs; cut glass mirror ball bedside lamp with modern wall lights.

Interior Design Secrets

Perhaps you've thought about deepening your knowledge of interior design, maybe with a view to refreshing own home or even launching a new career? Interior designer Nicola tutors at KLC School of Design in Chelsea Harbour, which runs a number of short courses with which you might kick start your studies. Join a one, two or three day long workshop or take one of their week long courses. Other options include a part-time 10-week 'Introduction to Interior Design' - book your place now to start later this year. For a prospectus, call **KLC SCHOOL OF DESIGN** 020 7376 3377, klc.co.uk

