

# PRINTS CHARMING

*Bath interior designer Clair Strong helps us navigate the tricky waters of pattern styling as the new season's wild and wonderful prints arrive in store*

Advances in printing technology have led to something of a pattern design revolution, which is very exciting. From hyper realistic map prints to bold watercolour florals, delicate botanicals, pastel geometrics and trippy psychedelics, 2016 is officially The Year of the Print. If there's one thing most interior designers have in common, it's a love of print and pattern. Let's jump right in and see how we can incorporate them into our homes.

## BOLD BLOOMS

Flowers are one of the most consistent subjects in pattern design. Floral prints originated in Asia, and only made their way to Europe in the late Middle Ages. These early designs were ornate and heavily stylised – almost abstract in style. In the centuries that followed, floral designs evolved and changed as frequently as the seasons themselves.

In 2016, the floral print has taken on an almost text-book style illustrative look. The new Jardin Des Plantes collection by Designers Guild is evidence of that. The range boasts exquisite floral prints in varying scales; from the big and bold to the delicate and dainty. The designs look as though they have been painted or sketched by hand, and feature lovely rendering of butterflies and birds too.

So, how do you incorporate such striking designs into your home? With a steady hand. Don't overdo it. One accent wall or a few scatter cushions are all you need to indulge this kind of print. The Jardin Des Plantes collection is available as a range of fabrics and wallpapers at: [designersguild.com](http://designersguild.com).



Jardin Des Plantes  
Designers Guild

Barefoot Gypsy  
Kilim mats and  
pouffes



## GLOBAL INFLUENCE

Traditional patterns from around the world are becoming ever more present in western design. Think Kilim rugs from Iran and Turkey, Central and South American Ikat and Ghanaian Kente. These designs have a rich cultural history, and are often steeped in meaning to both the people who create them and the people who buy them. This just adds to their beauty. Unlike western pattern design, which is often printed, these traditional ethnic patterns are usually created on the loom. Traveller-chic is really on trend at the moment, so keep an eye out for beautiful patterns and textiles on your next trip. Or search online for authentic pieces made in the traditional way. Mix and match your finds around the home for a touch of worldly, bohemian flair. For more, visit: [barefootgypsy.com.au](http://barefootgypsy.com.au).



Idyll Home  
Inka rugs

## GRAPHIC GEOMETRY

From painstakingly detailed and hyper realistic floral designs to something a little more conceptual. Geometric prints have taken the design world by storm over the past few years, but it's over the past 12 months that they've really come into their own.

Heavily inspired by the Modernist art movement and the work of such artists as Mondrian and Kandinsky, these prints offer a minimalist alternative to more ornate designs. The focus is on colour and contrast, rather than detail or realism.

The clean lines of geometric design are visually very pleasing; bringing balance and harmony to a space. It's also very easy to mix and match geometric prints, because they tend to be so simple – and the more abstract the better. Just keep a colour scheme in mind to stop it from becoming cluttered. I love seeing Mondrian style art on crisp white walls or geometric print cushions on a block colour sofa. It's just effortlessly fresh, modern and playful.

Clair Strong Interior Design is a small, friendly, creative business based in Bath and London, providing services for residential and commercial clients. Visit: [clairstrong.co.uk](http://clairstrong.co.uk) or contact: [clair@clairstrong.co.uk](mailto:clair@clairstrong.co.uk).



Hans J. Wegner Elbow Chair, designed 1956. Dining Table, designed 1960

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