



OUR FAVORITE DESIGNER'S HOME IS A STYLISH MODERN WITH A CREATIVE FLAIR



FROM A HOUSE OF MOVIES TO A HOME OF OLD SCHOOL HOBBIES

An acclaimed Berkshire interior designer writes about a movie star background, story telling and the positive power of colour

By KATE LOVEJOY

I started out working in the film industry, which was a very exciting time in my life and a fantastically creative start to my professional life as a designer. I completed an MA in Film Production Design at the Royal College of Art in 1997 and spent ten years working with some very talented people on films like *The Matrix Revolutions*, *Troy* and *102 Dalmatians*.

I learnt so much about spatial design, but also how to work with lots of differing trades and, of course, movie stars! It's a very pressurised industry though, but I like to think if you can cut-it in the film industry as a designer, you can cut it anywhere.

Balancing the time pressures of the film industry and having a family was really tough, so I decided to take a break and focus on bringing up my two kids. I naturally started to focus on my home and look at how my surroundings really affected me and how they could be improved. Wellbeing wasn't discussed so openly then, but I realised that a home

or interior that truly resonates with the owner could be really beneficial emotionally. That was the lightbulb moment when I decided to move into interior design and I haven't looked back.

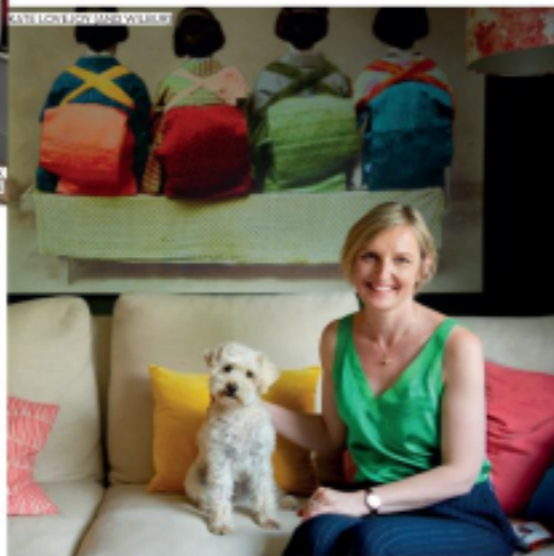
I used my film set design experience to give my home a radical makeover – almost like an experiment I guess. I decided to make my home a real expression of me, my family needs and what I felt might nourish or change our emotions. Looking back, every room had a different style, colour or vibe depending on its use or the emotional effect I wanted it to have. I started to use colour psychology and understand the power of colour, and by the end of the process I had a great home and I had built a clear direction for my interior design business.

My house makeover got into *Ideal Home Magazine* and from there the interest grew. I'm passionate about people and their stories, so for me a great interior isn't about trends, it's about helping clients to create spaces that really reflect their unique personalities – and that idea inspired me to launch *Kate Lovejoy Interiors*.

I wanted to offer a truly bespoke interior design service, but I knew I wanted it to be client focused more than fashion focused. From day one I have set about helping clients create interiors that they could really connect with and cherish. My aim then and now is to design interiors that function brilliantly on both a practical and emotional level. The strapline "weaving my clients story through their home" was born when I started my business and I still use it today!

I am known for my use of colour and my interiors are bold and stylish – that's what clients come to me for. Nothing has the power to change how you feel or react

INTERIORS · INTERVIEW



ON THE LOVEJOY AND WILSON



THE COLOURFUL YEAR WAS INSPIRED



THE RETRO COCKTAIL BAR OVERSEAS

to a space like colour, yet people are quite afraid of it and they absolutely shouldn't be. I think it's this fear that leads people to go for the play safe neutral interiors. Don't get me wrong, neutrals can look great, but once you realise how your everyday life can be positively affected by the right colour you won't look back.

But the colour ambition and the style direction always comes from my clients at the start of a project. What I do is take their ideas and wishes and channel them into their dream interiors. No matter the scale of the project I always start by meeting clients at their homes and it's there we discuss their ambitions for the project, what works or doesn't work in their spaces and what gets them visually excited or changes their moods.

From there I provide the creativity and expertise, but my clients are involved with every aspect of the project. I guess you could say I am channeling their unique vision – it's such a fulfilling way to work for both parties.

katelovejoy.com



SPINFIELD MARLOW BUCKINGHAMSHIRE
WIFE'S OPEN PLAN ROOMS
WIFE'S OWN LOOK AND FEEL

INTERIORS · INTERVIEW

Kate Lovejoy's LOCAL PROJECT PICKS

FERRY ROAD BRAY, BERKSHIRE

Q. What was the initial brief?
A. Take a picture perfect cottage with a white picket fence and give it a rock and roll retro cocktail bar theme that a family could live in – a brilliant brief for an interior designer like me!

Q. Were there any challenges or obstacles you had to overcome?

A. The client had an amazing taste and wanted to celebrate it but with more eclectic art and furniture than they knew what to do with. The challenge was to bring it all together in a cohesive look and feel.

Q. What unique touches did you bring to the project?

A. Where do I start? We had a retro cocktail bar with palm tree lights in the lounge, bar stools and people who throughout, even graffiti wallpaper – it shouldn't have worked, but it really did! The trick was to pull it all together with a big vision I created with the client right at the start of the project and that's what held it all together.

SPINFIELD MARLOW BUCKINGHAMSHIRE

Q. What was the initial brief?
A. I was asked to design the entire house for a newly extended and updated 1950s bungalow. The client was very keen for the open plan rooms to work together, but to have their own distinct feel.

Q. Were there any challenges or obstacles you had to overcome?

A. The big challenge on this project was to ensure the new extension felt like an integral part of the 50s house, rather than an incongruous modern addition.

Q. What unique touches did you bring to the project?

A. There were lots of unique style points. Downstairs I used a pinky pale blue background throughout and then added patches of cerise pink and neutral green. Upstairs we carried things down with a beautiful chunky green bedspread, there we painted the walls, storage units and matched the curtains for a fully immersive look and feel.