



SIMPLY *Beautiful*

Achieving 'functional beauty' was the goal for interior designer Terri Shannon, hired to convert an Art Deco-influenced bungalow in Melbourne.

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Terri Shannon, Melbourne-based interior designer and founder of Bloom Interior Design, has been in the business for over 15 years, and one look at the elegant and opulent renovation project she executed in Williamstown is evidence of her expertise. Brimming with style, a seamless hybrid of classic and contemporary design has created a warm and inviting home that is a far cry from its Art Deco history.

STARTING AGAIN

The homeowners' style brief was easy to work with, according to Terri. "They had a classic contemporary taste, and also liked a bit of the French-provincial look," she says. They also made it very clear that the house needed to be completely functional for their family of four, which includes two young daughters.

Add in the sheer volume of work that needed to be done to the house, and the project was not without its challenges. "The clients wanted an overall renovation to the whole house, including panelling the halls, installing new floorboards and carpet throughout, new window furnishings, and new joinery throughout including in the kitchen, bathrooms, laundry and bedrooms," says Terri. "I found it rather challenging working within the existing footprint of the home. It was done originally by an architect many years ago, and was quite deco inspired. In the back area of the house in particular the ceiling was raked in some parts, and we had to work to rectify these shapes to make it look more classic."



TOP LEFT: With its provincial-inspired panelled walls and striped wallpaper, the entry hall is the focal point of the whole house.

ABOVE: The lounge room's palette of light and dark greys creates a timeless, classic style.



Terri's top decorating tip

"Use a Shaker profile on joinery throughout, parquet flooring, and a soft grey paint palette."

Today, you would never know it. The Art Deco footprint is nowhere to be found, and in its place are traditional, elegant and stylish features that create a cohesive design story that plays out from room to room. The overhauled bungalow is luxe yet relaxed, contemporary yet provincial – simply put, it's beautiful.

INSPIRATION STRIKES

Inspiration for this refined home came from taking "a fairly classic design approach," according to the designer. "I took inspiration from the home's existing features, and really wanted to enhance those," she says, and the design theme of classic-meets-contemporary can be

seen all over the house. The kitchen and dining area is perhaps the best example of the stylistic hybrid, and is also the room Terri likes most. "The kitchen is my favourite area, she says. "I love the large black island bench mixed with a beautiful marble, and the area has an abundance of natural light." Its dark wooden floorboards mirror the depth and style of the black bench, while the upholstered dining chairs bring the classic, timeless style reference to the forefront of the room.

Juxtaposing this, however, are pops of modern design that are unexpected and yet marry effortlessly with the classic influence. The dining table is starkly modern with its shiny, white surface, and the



TOP LEFT: The kitchen features an island bench in French-provincial style that grounds the room.

TOP RIGHT: The chandelier brings an opulent and luxurious element to the dining room.

RIGHT: Custom artworks pop in the main rooms of the house, adding a splash of colour to an otherwise neutral space.

Richly patterned dark wallpaper and sumptuous fabrics make the master bedroom the most opulent room in the house.



The homeowners' love of French-provincial style is evident in the bathroom, but the use of black gives it a modern twist.



A restrained, pared-back look in the ensuite bathroom strikes a contrast with more lavish finishes of other rooms in the house.



vibrant, multi-coloured artwork positioned above is the utterly contemporary eye-catcher of the room – a deliberate design decision by Terri. “I absolutely love the abstract artwork used in the breakfast area. It was a piece we commissioned specifically for this area, and both the clients and Bloom were thrilled with it.”

More examples of this style synergy are found in the formal dining room, where the classic style of a dark wooden table and upholstered chairs is challenged by a modern version of a chandelier, and another example of that Bloom signature: the abstract, modern artwork.

THE SELECTION PROCESS

In executing what Terri describes as a “classic, timeless and comfortable” home like this Williamstown property, she says the selection of materials was crucial in the planning stages of the project. “We used a range of materials such as herringbone parquet flooring, two-pack finish to the joinery, Porter’s paints, wallpapers, and incorporated classic lighting throughout, including some chandeliers,” she says. The classic/contemporary look Terri executed was further brought to fruition by the use of a very specific colour palette. “We used a lot of greys, blacks, whites and neutrals as this palette makes for a lovely classic, opulent interior.”

But at the heart of the house’s design is an unassuming space, where the style journey begins, and also ends. The entrance,



TOP AND RIGHT: The girls' bedrooms are characterised by a soft, pastel palette and feminine wallpaper.



says Terri, is the focal point of the house. “The entry hall is beautiful. We introduced wallpaper and wall panelling with a custom-made hall runner that sets the tone for the house.”

And now, living in their beautiful refurbished home, that tone is music to the homeowners’ ears. “They love their finished home,” says Terri. “The colour palette and the overall look and feel are exactly what they wanted to achieve.” ■

For more information on Bloom interior Design, phone (03) 9397 4343 or visit www.bloominteriordesign.com.au

TOP: A medley of textures and prints in the sitting area creates a warm and cosy space that retains an elegant feel through its simple palette.

OPPOSITE PAGE: The breakfast area combines classic dining chairs with a contemporary table and artwork.