

Loving

JUNE 2021 • Issue 14

HOME

Brought to you by Graham & Brown

BRING THE *outdoors* IN

*As we step back into the
outside world, we investigate
the Biophilic trend.*

In the Spotlight

STAR GAZER

This beautiful shade will stand
the test of time.

THE EMOTION OF COLOUR

We explore colour theory and how
your colour choice can effect the
mood your room creates.



DAINTREE PALM BLUSH, DAINTEE PALM PEARL, DAINTEE PALM STIRLING *partnered with EVA*

Trend TALK



“Biophilia...an innate and genetically determined affinity of human beings with the natural world”

As we step back into the outside world, we are taking this time to look back on what we have learnt over the past year, and what the new “normal” will look like to us. As we all know, one of the main trends we have seen grow in popularity and importance throughout 2021 is the increased use of natural botanical and floral-inspired designs inside the home.

In this issue of Loving Home, we are going to investigate the Biophilic trend and the positive health and environmental impacts we can enjoy when nature isn't confined to the garden. For centuries floral designs have had an unwavering presence on our walls, but they are not the only part of the great outdoors we want to bring inside.

Leafy loveliness according to colour psychology inspires and vitalizes. It helps

relaxation and relieves stress; therefore, it is not surprising that it's a perfect and popular choice for interiors.

We will take you though some of our favourite wallpaper patterns, with flourishing botanicals, wild greenery, and oxygenating, fresh tones, all carefully selected by our talented design team. We will then head over to the colour spotlight, where we will be sharing our favourite calming colours and natural deep hues.

After this period of upheaval there has been no better time to consider the protective shell that is the home, and what it might mean to individuals in the future. We have been thrilled to see more Biophilic designs in people's homes, and our increased connectivity to the natural environment. We love to bring some colour and joy to the spaces that have become so precious.

PAULA TAYLOR | COLOUR AND TRENDS SPECIALIST

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Coronation Craze Wallpaper
as seen in **GRAZIA**

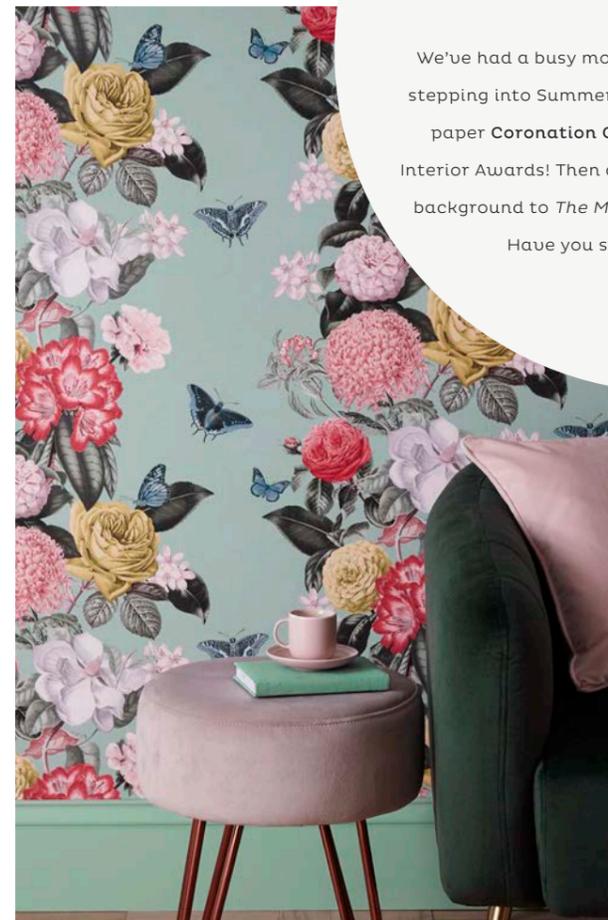


Date Night Paint as seen in
KBB MAGAZINE

IN THE PRESS

Read all about...us!

We've had a busy month in the world of Press as we are stepping into Summer! Our nearly sold out limited edition paper **Coronation Craze** was nominated for a *Grazia* Interior Awards! Then a selection of our papers became the background to *The Masked Dancer's* Joel Dommet in **OK!** Have you spotted us anywhere else?



Bloomsbury Neo Mint Wallpaper
as seen in **OK!**



Flower Power Wallpaper
as seen in **THE INDEPENDENT**



AQUARIUM LUSH

BRING THE *outdoors* IN

Over our lifetime, we spend 90% of our time indoors and with over a year of Covid restrictions under our belts, this figure reaches closer to 100% - so why not bring the outdoors in?

Despite the easing of lockdown meaning we can leave our houses more often, the Great British weather can sometimes stop us in our tracks forcing us to miss out on that much needed outdoor time. Clearly, we have been missing out on all of mother nature's beauty and health benefits for far too long. This makes it all the more important that we introduce nature into our interiors.

Biophilic design does just that, incorporating plants and natural architecture into indoor spaces. This creates a calm and peaceful environment which reduces stress and promotes relaxation, which is something we all need in our homes! This trend is excellent for those of us who are cooped up in a flat with a balcony serving as the only outdoor space or perhaps having no outdoor space at all.

To achieve the biophilic look in your home, we suggest starting with a particular aspect of nature to focus your design around, such as your favourite flower or tree.

You could also go for a geographical approach and put your look together based on your local environment. For example, if you live on the coast then go for a beach theme with beiges and blues, and add a collection of sea shells from your local beach.

You may also chose to subtly introduce biophilia into the home by choosing furnishings that imitate patterns and shapes we see in nature. This could be anything from a round rug resembling a tree trunk to a vase with stone-like contours. If you struggle to find nature inspired objects then take the simple approach and add some house plants to your space. This not only adds style but improves your air quality by increasing oxygen and eliminating toxins.

Incorporating house plants is the obvious way to achieve the biophilic look, but if you struggle to keep plants alive - as so many of us do - consider adding greenery in through your wallpaper. Our new Aquarium wallpaper designs are perfect for this this, hosting an array of colourful tropical fish swimming in luscious green leaves. Pair with a fresh green shade such as Star Gazer and a brightening white like Elixir, and your room will instantly look terrifically biophilic.

SHOP THE LOOK

Aquarium Biophilic



PAPER
Aquarium Lush
grahambrown.com



Elixir

grahambrown.com



TOWELS
Dusty Green Egyptian Cotton
johnlewis.com



Star Gazer

grahambrown.com



BOSTON FERN
Nephrolepis Exallata Bostoniensis
hortology.co.uk



**TOOTHBRUSH
HOLDER**
Stoned, Marble
amara.com



DUCK BOARD
Natural Oak
limelice.co.uk





If you don't want to go all out with green, then look no further than the forest for inspiration. Using trees as a focal point is an easy way to achieve the biophilic look whilst still keeping your décor fairly neutral. We recommend our Haze Oak wallpaper. This textured design mimics tree trunks and will make you feel as though you are wrapped up warm at a campfire from the comfort of your own sofa. To tie the look together use our aptly named paint shade Glastonbury Field with our warm white shade Angel Dust.

SHOP THE LOOK

Oak Opulence



WALL ART
Woven Hanging
barkerandstonehouse.com



SHADE
Maves thewhitecompany.com



Glastonbury Field
grahambrown.com



PAPER
Haze Oak grahambrown.com



CHAIR
Sika-Design Wrengler Rattan amara.com



Angel Dust
grahambrown.com



RUG
Natural Jute Round johnlewis.com

SHOP THE LOOK

Bold Biophilic



HANGING PLANTS

Theodore & Curly Wurlly Hanging Plants
patchplants.com
pointlessplants.com



CUSHION

Dusky Pink Lavish
grahambrown.com



PAPER

Glasshouse Flora Amethyst
grahambrown.com



CHAIR

Vida Velvet Dining Chair
coxandcox.co.uk



VASE

Natural Totum
johnlewis.com



Bikini

grahambrown.com



For a bolder look, we suggest using florals to add a pop of colour. Our newly expanded Glasshouse Flora range is perfect for this, featuring rich, jewel toned florals. Try the Amethyst colourway paired with our Colour of the Year 2021 Epoch for a deep, berry inspired space. To amp up the colour even further, we suggest picking out the teals and pinks featured in the florals.

Do this by using a paint shade like Bikini, which is a perfect match for the pink florals, or by matching your

furnishings to the colours with a teal chair for instance. The finished look is sure to be as bright and welcoming as a fresh bouquet of flowers.

With so many elements within nature to feature, the biophilic look offers endless possibilities. Not only does it offer masses of inspiration, but it enriches our interiors with nature's benefits.

S T A

R G A

Z E R



STAR GAZER



PAPER

Midsummer Fern
grahambrown.com



Candy Apple
grahambrown.com



Star Gazer
grahambrown.com

IN THE SPOTLIGHT

Star Gazer is *fresh* and *fun* when used in a well lit room, but when used in smaller, darker spaces it creates a cosy atmosphere.

This beautiful shade will stand the test of time. Pair with Midsummer Fern in Navy for a dark expressive look. Or for a modern take on the biophilic trend our Aspen Grey paper paired with Star Gazer would create a timeless serene space.



CUSHIONS

Dusky Green Opulence, Mulberry Purple Opulence
grahambrown.com



PAPER

Aspen Grey
grahambrown.com

COLOUR THEORY

THE *emotion* OF COLOUR



We can all agree that our homes should feel like our own personal sanctuary, but did you know that something as simple as your colour choice can effect the mood your room creates?

COLOUR PSYCHOLOGY

Colour psychology tells us that colour can subliminally effect our emotions and overall mood. There is no one way of defining how we respond to colour, but most of it is due to our brain's natural reaction to different hues – bright, harsh colours like red can cause strong emotions and can even cause physical responses such as raised respiration rates and blood pressure, whereas lighter, subdued colours such as blue and green can create the feeling of peace and calm.

Although we all have natural reactions to colour, personal and cultural factors can also effect how we respond to certain hues. For example, if your favourite toy as a child was a pink teddy bear you may feel soothed when you see that colour, whereas someone who had a bad experience with the same colour would feel quite the opposite!

Moreover, culture can dictate the meaning of a colour and thus our emotional reaction to it. Red is a sacred colour in East Asia representing good luck, health and happiness, whereas in western culture red has negative connotations such as danger and anger.

CHOOSING YOUR PERFECT COLOUR

So how do you apply colour psychology when it comes to choosing the right shade for your walls? Well, although many of us will have shared reactions to certain colours, at the end of the day it is personal – you should choose the colour that

makes you feel the happiest. Luckily, we have **over 400 paint shades** to choose from so you are sure to find one that resembles that childhood toy!

THE GRASS IS ALWAYS GREENER...

Although we all have our individual relationships with colour, there are some that will have an almost universally calming effect such as green. Green is the colour of nature no matter where you go and so it evokes feelings of healing and growth for most people. That's why we have spotlighted our beautiful, pastel green shade Star Gazer this month. This shade is fresh and brightening and will open up any space in the home.

However, if you are looking for something deeper then we recommend one of our deep green shades such as Glasshouse which will transport you to the depths of a tropical jungle. This colour will be equally calming as other greens but its richness will add a dash of opulence to your home.

Colour psychology offers us a depth of insights into the colour spectrum and allows us to make more informed decisions when choosing a paint shade that not only looks great but makes us feel great too. So get your paint brushes out and get to work on creating your serene sanctuary!

ABBY | PRODUCT MANAGER



AT HOME WITH *Leila*



@ZEPHS_HOUSE

PLEASE COULD YOU TELL US A LITTLE BIT ABOUT YOURSELF?

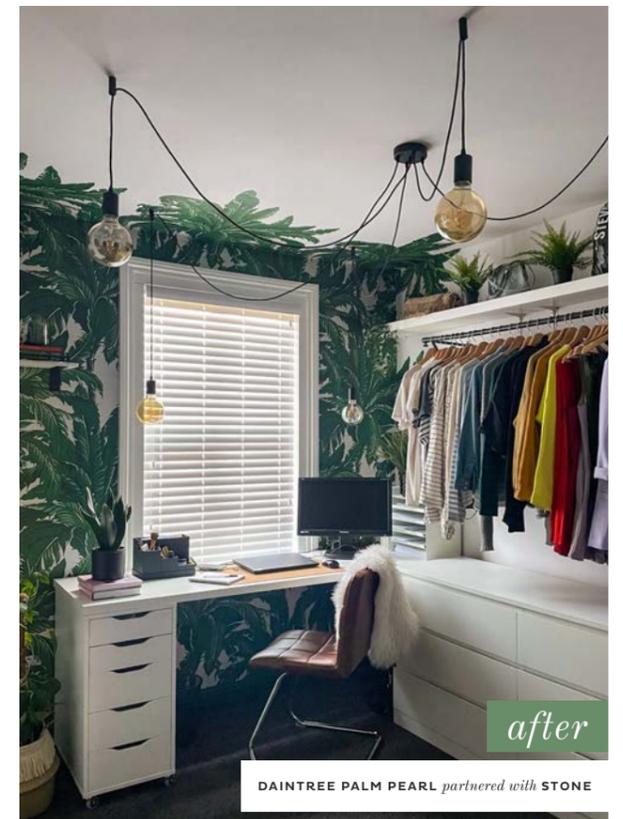
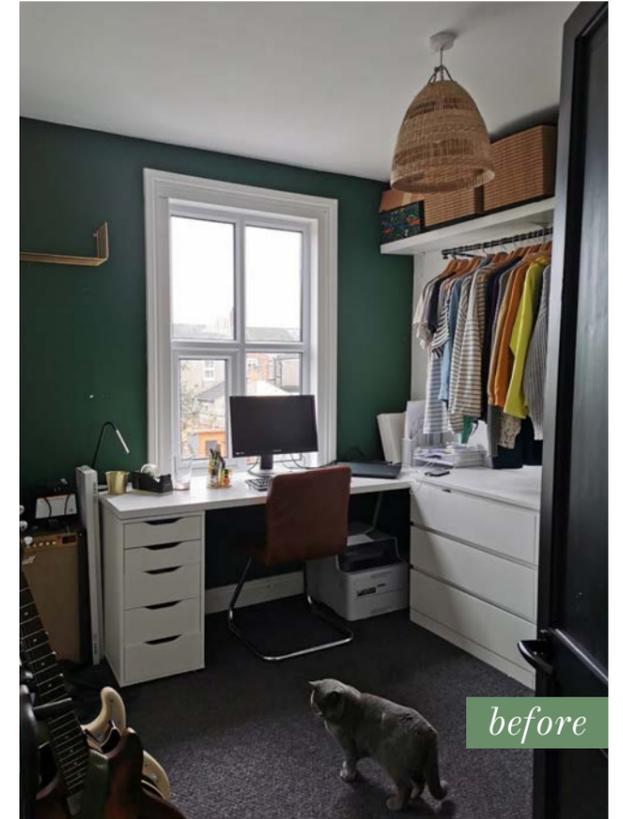
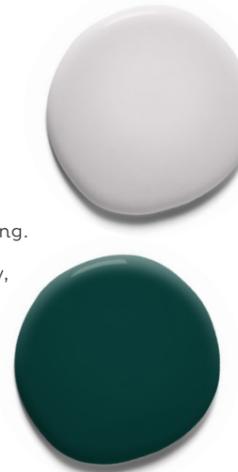
My name is Leila Davidson. I'm a HR Consultant living in Grimsby with my partner Joe and 2 crazy cats, Zephyr and Laszlo. Our house is our first buy and we've owned it for coming up 4 years soon. We bought a project house so we can mould it to our style and have created a home we truly adore.

HOW WOULD YOU BEST DESCRIBE YOUR INTERIORS STYLE?

My interior style is quite daring and bold. I love colour and love making an impact, decorating to suit the feel and use of the room. The front of our house is the space just for me and Joe to relax in after work, so we went for dark, cosy colours. The back of the house we opened up so we could have friends and family round - so we left it bright, colourful and fun.

WHICH PAINT DID YOU CHOOSE TO COMPLIMENT YOUR WALLPAPER IN THE HOME OFFICE?

I used 'Stone' on all walls and the ceiling. I loved that it was a delicate pale grey, which blended with the background of the wallpaper. I then picked out the darker green in the wallpaper and used 'Glasshouse' on the skirting to add colour to the rest of the walls which don't have wallpaper.





AT HOME WITH LEILA
@ZEPHS_HOUSE

WHICH ROOM IN YOUR HOUSE IS YOUR FAVOURITE? WHAT'S YOUR NEXT INTERIOR PROJECT IN YOUR OWN HOME?

Without a doubt my favourite room is my new home office/wardrobe. Even though we might not be jetting off to a tropical paradise this year, I can get ready and feel like I'm on holiday surrounded by palm trees. My next project will be to give the kitchen a bit of a refresh, nothing major as we still love it but it could do with a bit more love.



WHAT ARE YOUR TOP TIPS FOR PEOPLE WANTING TO GET CREATIVE WITH WALLPAPER?

Think outside the box - and outside of the lines. We're all now experts with paint - colour blocking our whole homes, so why does wallpaper have to stay on walls. Take it to the ceiling! If it has a pattern you can cut around, wrap it round the edges of walls, or use it the same as colour blocking - add a splash of wallpaper in the middle of a painted wall.





LOVING YOUR HOMES

EXTERIOR EGGSHELL SPECIAL

Tag us, submit a review and become part of the Loving Home family

#Grahamandbrown #Lovinghome



SONGS TO DECORATE TO

June Playlist

Green Light LORDE

Sweet Creature HARRY STYLES

A Thousand Trees STEREOPHONICS

Garden DUA LIPA

Green Garden LAURA MVULA

Seaside THE KOOKS

Octopus's Garden THE BEATLES

The Great Outdoors LITTLE COMETS

Outside CATFISH AND THE BOTTLEMEN

Go Outside VIOLA BEACH



OPEN THE SPOTIFY APP AND TAP SEARCH, TAP THE CAMERA ICON AND SCAN THE CODE ABOVE

