

STYLING TIPS

BOOKSHELVES

Use bookshelves to showcase a personal mix of objects, books, momentos, and greenery.

PRO TIPS:

- Include a combination of books and objects of different heights and proportions including bookends, vases, frames, candles, and books.
- Mix the scale of objects on each shelf to create vignettes that vary in height and content.
- Stack some books horizontally and other vertically.
- Mix in functional pieces like storage boxes, baskets, and clocks.
- Don't be afraid to mix art and photos into your bookcase!



RUGS

Rugs often tie a design together and can serve as a neutral backdrop or as a statement piece.

PRO TIPS:

- A rug should be large enough to be placed under the front legs of furniture in a seating arrangement.
- In a dining room, chairs should be able to slide in and out while fully on the rug.
- Avoid “island” rugs that float in the center of a room. Cowhide rugs are an exception because their structural shape generally works well in any scale.
- For odd-shaped or non-rectangular spaces, round or hide rugs are a good choice.



PILLOWS

Pillows are a fun way to add color and pattern to a room without making a big investment.

PRO TIPS:

- Use symmetry when working with colors and break up bold colors with solid ones and bits of white. If you're not using colors in the same family, make sure each color shows up at least twice in your scheme.
- Mix high texture pillows with less busy ones. Choosing pillows with embroidery, tassels, or fringe can add interest and dimension to your scheme.
- Be sure to place larger pillows behind smaller pillows.



ARTWORK

Art is one of the most impactful ways to add personality, color, and interest to a space.

PRO TIPS:

- Art should be hung 6-9 inches over a major piece of furniture (like a sofa or console table) so that it falls at eye level.
- Be careful not to source art that is too small for a space. For example, art placed over a sofa should be at least 36 inches wide.
- Use pieces similar in style, content, and scale to add symmetry, visual repetition, and cohesiveness to a space.



GALLERY WALLS

Gallery walls are a fun way to fill wall space and add extra visual interest to a room.

PRO TIPS:

- For a natural gallery wall that isn't a grid, start in the center with your largest piece of art and build organically around the center piece.
- Separate each piece by 2-4 inches.
- Place unlike items next to each other (in scale, frame color, and subject) to create a collection that your eye can move around seamlessly.
- Keep scale and proportion in mind as you plan your gallery wall. As a rule, you can think of the entire gallery wall as one piece which should be $\frac{1}{3}$ - $\frac{2}{3}$ the size of the item below it (like a couch or bed).



SMALL SPACES

Living in a small space or crowded studio doesn't mean you need to sacrifice style. Get creative to make your space both functional and beautiful.

PRO TIPS:

- Shelves and hanging pieces can be functional as storage and draw the eye up in a small space.
- Using light colors and neutrals in a small space will make it feel more expansive.
- Mirrors help bounce light around and brighten up a room that's short on windows.
- Clear surfaces like glass and acrylic are great options because they take up less visual space.

