

Green the new black

What's involved in being a successful interior designer in Adelaide? Louise (Lulu) Kelly, of Lulu Design, give Natalie Robertson the low-down.

How did you get into interior designing and what range of projects have you worked on?

I have been practising for 28 years working on everything from commercial, professional, health, hospitality through to residential projects. I completed a Bachelor of Interior Design at the School of Architecture, at the University of South Australia.

As a qualified interior designer coming from an architectural background, I have worked on numerous projects ranging from small office tenancies, retail fit-outs and residential buildings to large office installations, with my work covering initial design concepts to final documentation.

I have an extensive knowledge of the latest products, fabrics, finishes as well as how to coordinate other consultants, for example, builders, engineers, lighting engineers, artists and craftsmen.

What are some of the dos and don'ts of interior design?

You often see misguided enthusiasm for fashion which gets mistaken for interior design. It's better to use restraint with fashionable objects and accessories, mixing them with older more unusual pieces.

What are the emerging trends in interior design?

Having visited Sydney for DesignEX recently the number one trend is sustainability and eco-friendly solutions in the form of paints, laminates, carpets and fabrics which are coming on to the market with low toxicity and a greater emphasis on recyclability.

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Taking this further to an individual level, I see the trend being mixing older furniture, recycled fabrics and pre-loved items with new, creating a warm fresh look.

Do you have clients throughout Adelaide and what are they mainly after?

My clients come from all over the state as well as overseas. They are after good design solutions within their budget and guidance in selecting the right pieces to make their houses homes.

What process do you go through with your clients to create their new environment?

For residential projects, prior to our first meeting I ask the client to select from magazines pictures of rooms, objects . . . it may be a colour – something that will trigger an insight into their own taste. It is the designer's job to reflect the clients own personality regardless of the current fashion.

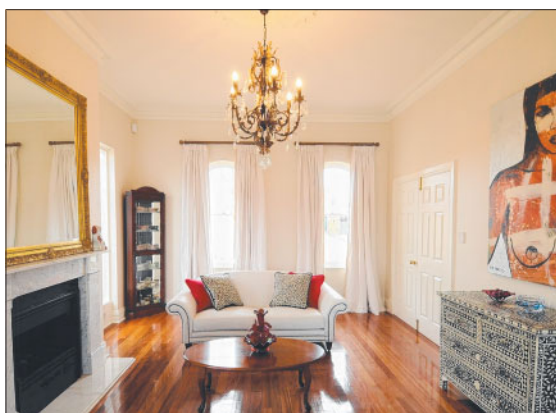
Any tips on picking a good interior designer?

Ask around! Word of mouth is the best referral from my point of view.

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HOME STYLING: Interior designer Louise Kelly (pictured at an Adelaide house she recently worked on) says the number one trend is eco-friendly styling. Pictures: Luke Hemer



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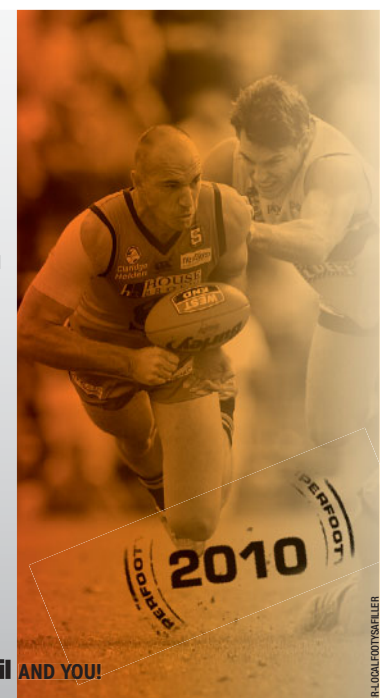
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