

# inter national



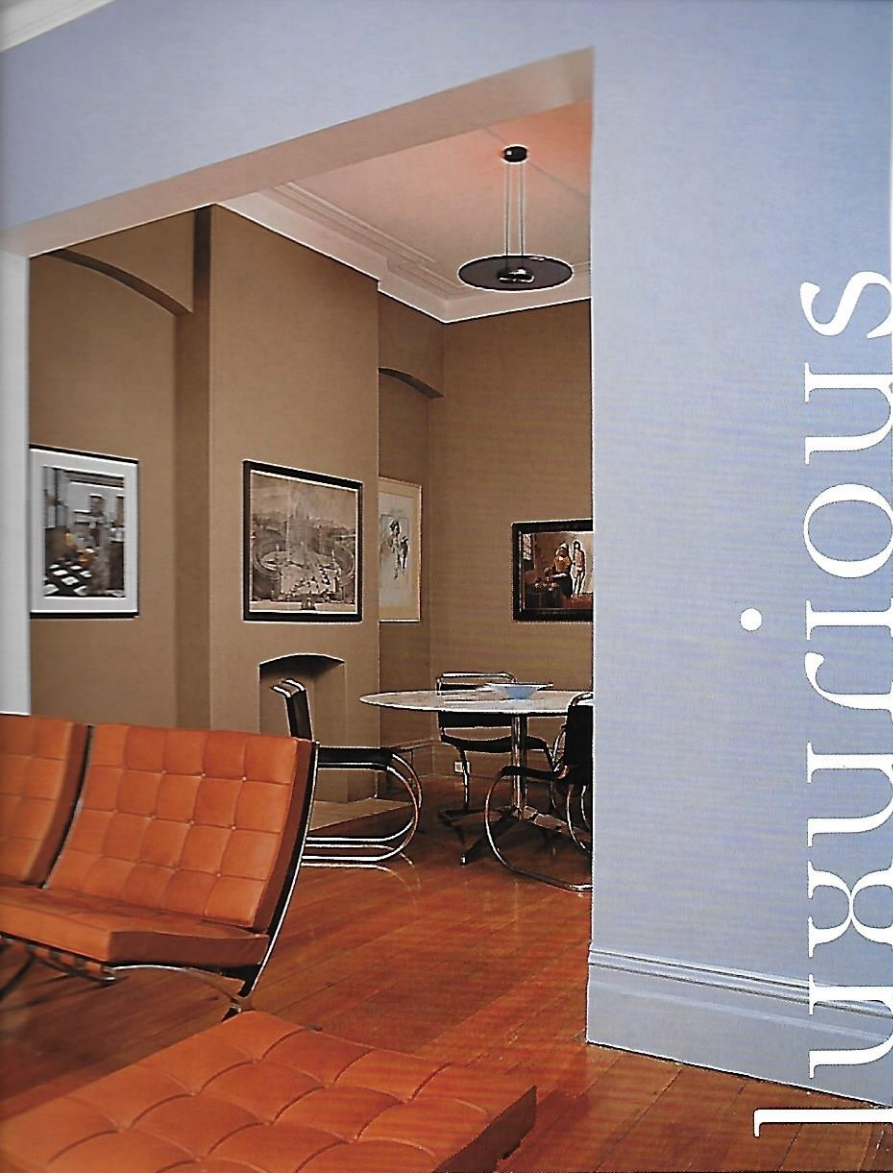
Take a risk, be audacious, paint whole rooms in fabulous colour, this is a luxury that money can buy; add some design classics, tribal textiles, the best glass vases; then turn off the mobile phone and plug in the espresso machine. This is as good as it gets.

'This room, designed in collaboration with architect Greg Anderson, is very formal. The brilliant Vivid White is a clear, clean white. It's so sharp that it acts like a colour and becomes a theatrical backdrop to the things in the room,' George says.

Old time luxury was the exquisite and expensive stuff that only movie star money could buy. Glitz is gone! New Luxury is about living well. 'It's the luxury of peace, space and privacy, luxury is anything that feels good,' says leading interior designer George Freedman.

Not that we don't lust after 'feel good' environments, but values have changed. It's now the little details that count to make life fantastic. 'Home should be a pleasure zone, not with ostentation but through beautifully crafted textures and forms; simple things like drawers that work effortlessly; soft wool against chrome; clean reflective surfaces; a well made bed,' George says.





# LUXURIOUS



Colour has been used here to define the rooms. The entrance hall is Vivid White, the trim, ceilings and the reveals of the walls are in the same shade to provide continuity. Brussels Blue in the living area is a warm blue with a touch of brown in it, the dining room is Reindeer; these colours are equals in value so the two areas have a balanced feel, George calls them comfortable, relaxing colours. All colours from Master Palette. Call 13 25 25 for stockists.

The background to this good life should also be a delight. 'Living with colour is a great pleasure, too,' George says. 'Just opening the door to colour can be wonderful, it's a way to make people happy. The stronger the shade the stronger the reaction.' Now there's an insight to happy life, choosing colours with enough 'muscle'.

George shows how complete rooms, uncompromisingly saturated in strong, modern colour or the boldest, starkest white that money can buy, are a wonderful background to a sophisticated lifestyle. 'It's about making the most of life,' he says. 'Rooms dazzling with confidence are backgrounds for





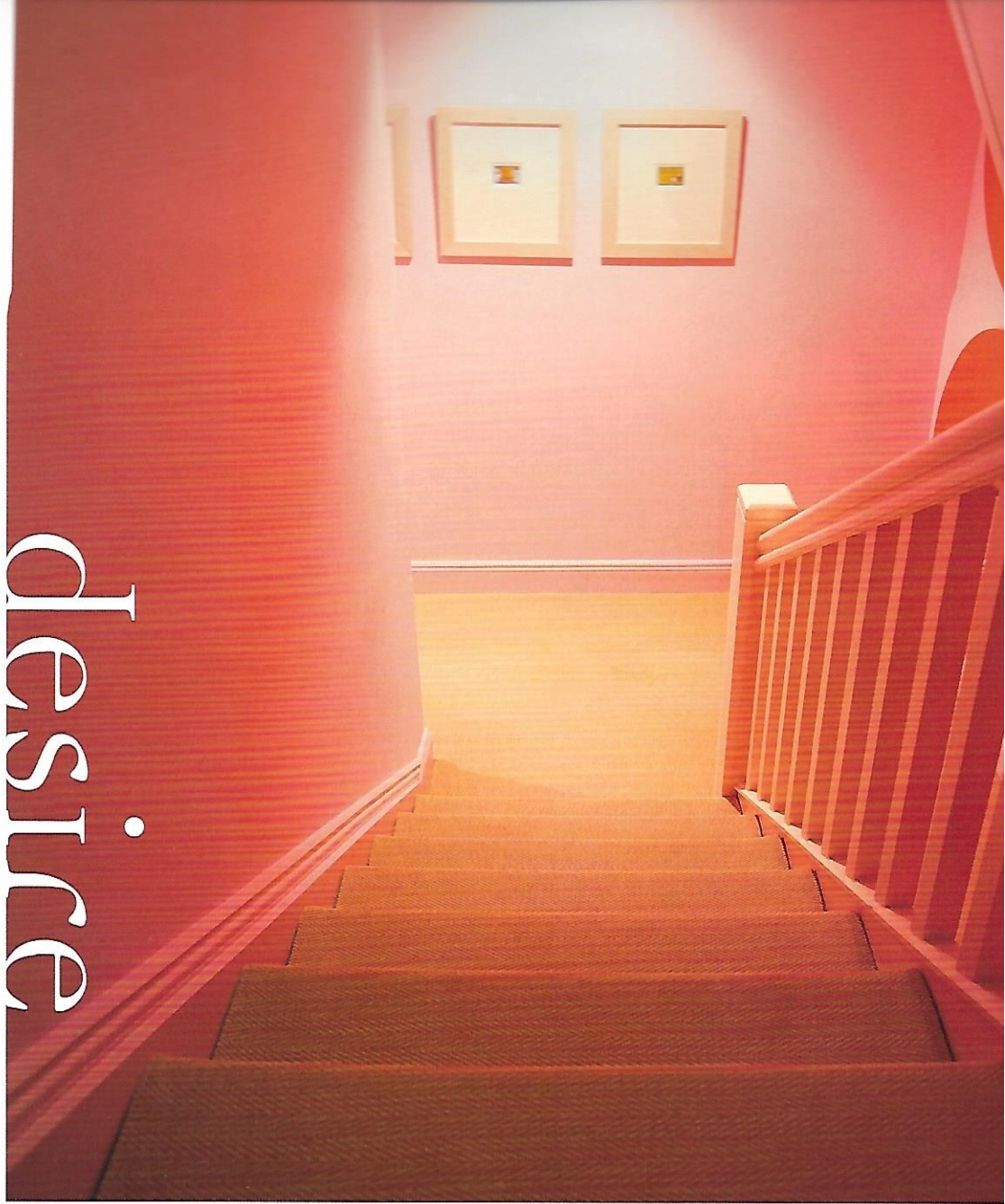
This study is a 'bright room with northern light, the architect asked for a strong green. I chose Minnesota Pines, it has a khaki touch and works well with the beech timber veneer. The ceiling and trim are Vivid White, a clear contrast. This room is used for short periods so we could use excitement in the colour,' George says. Available from Master Palette. Call 13 25 25 for stockists.



'I wanted the stairway and the hall to be fun. Looking down the stairwell is like looking into the centre of a flower. The great pink is In-The-Pink, the trim is Chalk USA, both available from Master Palette. Call 13 25 25 for stockists.

The vibrant dressing room is Gum Mint (chip no. 335), another clear coloured, joyful surprise.

# desire

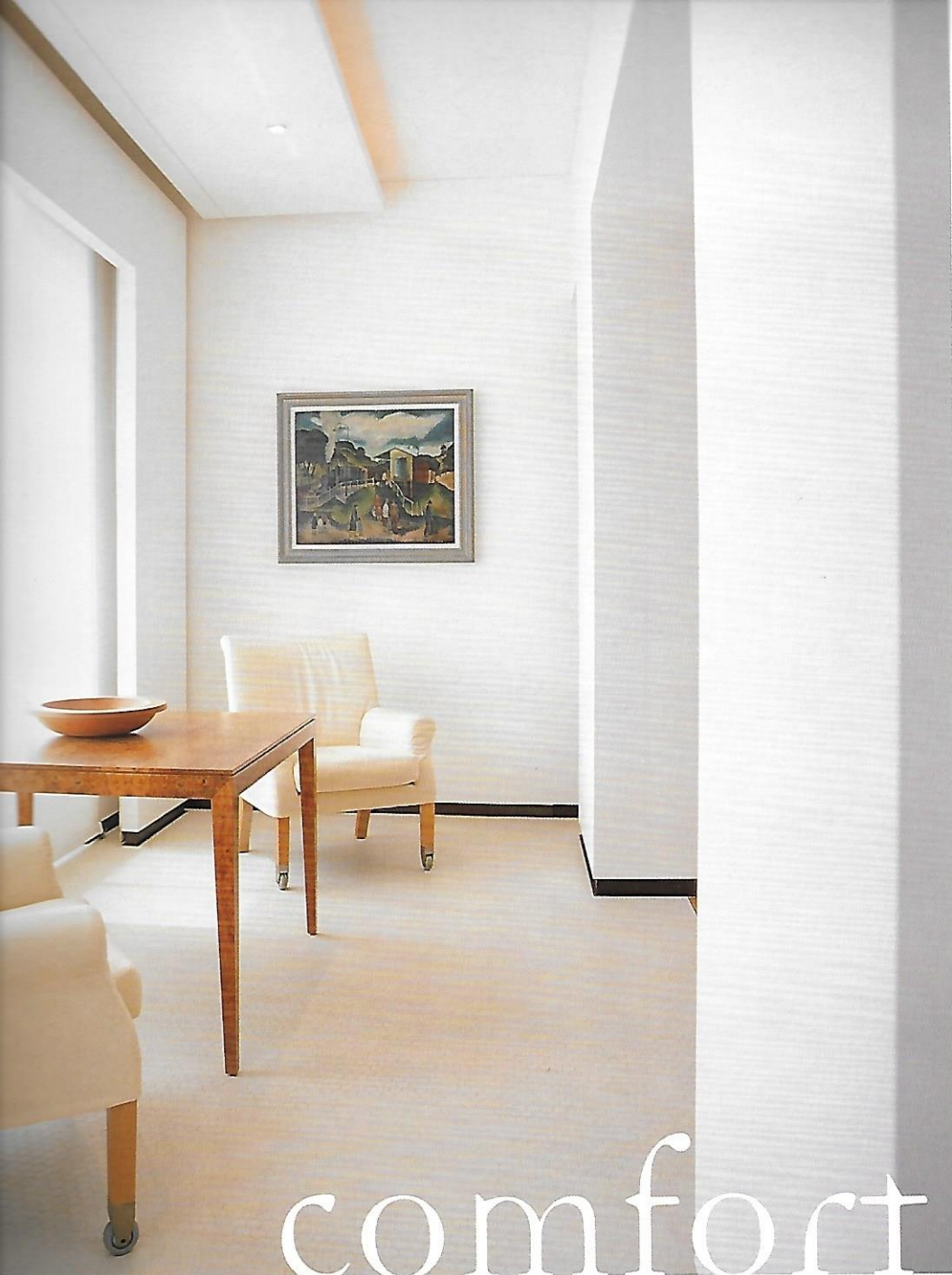


active, energetic, expressive people.' One of the new looks that sits well with the new values of the '90s is a new international modern style, it's the mood of 'anything goes', now labelled as 'eclectic' where things can be layered together, irrespective of the period or style.

'There has been a gigantic change from "stitched up" parochial and conservative attitudes in interiors to the

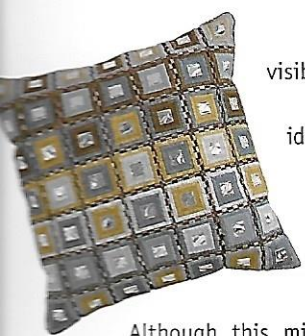
luxury of eclectic thinking. Our lifestyles have changed,' George says. 'We are more exposed to good design, at good prices, all





'People can be scared of a true white; they think it will be too strict, but it's rewarding because the room changes colour more dramatically as the light changes than in a slightly coloured room,' George says. Here, George has used Vivid White.

# comfort



visible and available. It broadens the idea of style, people are absorbing, travelling, bringing the world home. It's having it all.'

Although this might be a free style of furnishing interiors, it does need a firm hand when it comes to the backgrounds. 'Beautiful rooms don't need to be grand; colour can turn them into special pavilions,' George says. Sometimes he paints rooms in invigorating colour, other times in relaxing shades. It all depends on his intent, but the over riding aim always is to make people look beautiful in their rooms.





'For the Queensland interior we chose Chalk USA, from Master Palette. Call 13 25 25 for stockists. It's a great colour because it is not quite white, it makes the interior glow with a warm, comfortable and very easy mood. The focus here is on comfort,' says George.



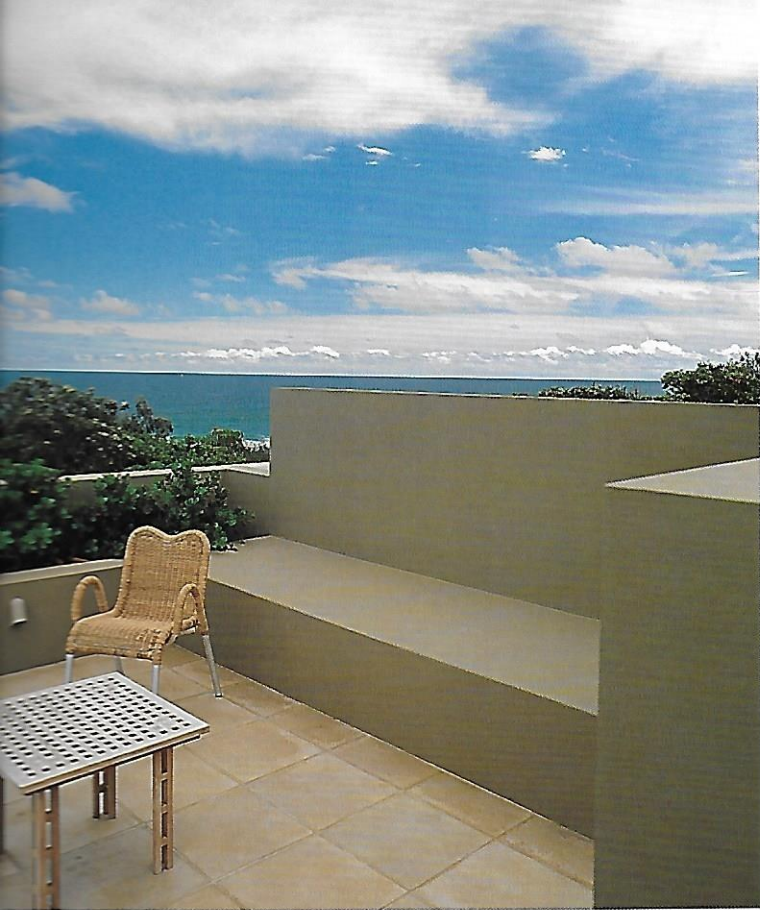
'This house was designed in collaboration with architect Andrew Wylie, the client wanted the house to be the colour of wet sand. I chose Deacon's Bench, available from Master Palette. Call 13 25 25 for stockists.



It was the darkest of our samples but the colour is lively and works well in the Queensland sun where it's a mistake to use "hard" shades," George says.



His best advice is to take courage. Beige is not necessarily the most flattering colour. 'People are often petrified of colour, they shy away from it, frightened by the very idea of strong colour,' he says. But according to George even white can make grown men cry. 'People are frightened of the very idea of a true white, too.' So it's a time to face those fears. George is reassuring and has some basic tips. 'Any colour can work when used appropriately,' he says. 'Any colours can be beautiful, colours are not ugly but the biggest sin is to use colours in situations where they make people look unattractive. A strong, bright green that casts purple, ghoulish shadows on people's faces is not a wise choice.' His advice is to handle with care 'hard' colours, those without some grey or brown to soften them up a bit. Remember the top fashion test; if you wouldn't wear



the colour, don't paint your room in it.

'Demanding, invigorating, strong colours have their place,' he says.

They can go in transitional spaces such

as halls or corridors where you might not linger

longer. If a room is used for shorter periods, the colour can

have more excitement in it. George says while a room is being

painted, to keep everyone out and don't make a judgment until

some of the furnishings are back in. 'The most horrifying thing

is to change the colour of the room and let people see it empty.

90 percent of people will panic and scream, "I couldn't possibly

live with it",' George laughs. 'When the room is restored with

its furniture, then they will see the magic.'

# spacious



The wall is colour co-ordinated with the blue tiles in the pool, the colour is Blue Lagoon. The exterior of the house is painted in Deacon's Bench. Both colours are from Master Palette. Call

13 25 25 for stockists.



george

# freedman



As far as rules for an eclectic room, George says this is freedom to have your own way. 'There are no rules, if you love the pieces, the chairs or the sofa and the proportions are suitable, the attitude of the furniture co-exists from piece to piece, they can join together.'