



Inspiration
**NEW
TRADITION**

**BRITISH INTERIOR
DESIGNER EMMA
AINSCOUGH PROVIDES
A TONIC TO GLOOMINESS
WITH HER PLAYFUL
APPROACH TO PATTERN
AND COLOUR**

Words JESSICA BELLEF



Two colourways of the Lioness & Palms wallpaper by Common Room are used in this bathroom and hallway designed by Emma.

A thread that runs fairly consistently through English style is a high emphasis on cosiness and strong use of colour. “Perhaps we need those things indoors to get us through our long winters!” laughs UK interior designer Emma Ainscough. The Londoner has curated joyful spaces from a young age. “I loved textile design at school, and my passion for colour and pattern stemmed from there,” says Emma, who spent her upbringing in the English countryside rearranging her bedroom and chasing creative inspiration. After studying design and working for a leading interior design firm in London, Emma formed her eponymous studio in 2020. Possessing a black book of suppliers, artisans and antique dealers, the designer offers a fresh take on traditional style, and her schemes bring a slice of sunshine to the greyest English day. >

PRINTS CHARMING
IN THIS SLEEPING
NOOK, A JEWEL
GREEN TONE UNIFIES
THE LUCKY LEAF
WALLPAPER FROM
COMMON ROOM
AND THE CUSTOM
BLIND IN GREEN
SQUIGGLE FABRIC
BY SIBYL COLEFAX
& JOHN FOWLER





SLEEPING BEAUTY
EMMA UPHOLSTERED THE HEADBOARD IN CREWELWORK FABRIC FROM BENNISON FABRICS. "THEY HAVE BEAUTIFUL PATTERNS WHICH I LOVE MIXING WITH CONTEMPORARY PIECES." EMMA CHOSE THE FABRIC TO MATCH THE SOFT SAGE WALL COLOUR, WEDGWOOD GREEN BY EICÓ PAINTS.



FRILL SEEKER
WHITE BEDDING PROVIDES A NEUTRAL BASE FOR STATEMENT PIECES SUCH AS THIS CUSHION BY ENGLISH CREATIVE KATY TAKLA. EMMA SOURCED THE ANTIQUE SIDE TABLE ON INSTAGRAM, AND MADE THE PRESSED-FLOWER ARTWORKS ABOVE THE BED.



PHOTOGRAPHY (MEXICO) BETTY IMAGES VINTAGE ARTWORKS (THIS PAGE, ABOVE SIDE TABLE & OPPOSITE CENTRE) ARTISTS UNKNOWN ACTUAL PAINT COLOUR MAY VARY ON APPLICATION - ALL INTERNATIONAL PRICES ARE BASED ON CURRENT EXCHANGE RATES AT THE TIME OF PRINTING

10 Osmunda Frond ivory linen in Azure, \$462*/m, Soane Britain.



9 Karun Thakar 'Floral Lattice' mutka silk in Ocherous, \$710*/m, Soane Britain.



Emma's style includes bright colours, patterns and florals.



Artwork by Australian artist Gabrielle Penfold.



Emma at her London home.

Designer's notebook

EMMA'S FAVOURITE PLACES, SPACES, PEOPLE AND IDEAS TO INSPIRE, MOTIVATE AND CELEBRATE

Something all of your designs have in common is... "A playful use of colour (8) in some form or another, but curated in a considered, layered and cohesive way - I hope!"

How does living in London inspire your work? "London is full of inspiration. There is so much history to be found in the architecture in this city, but it's the green spaces that really inspire me."

How do you mix patterns without creating visual clutter? "It's about the scale of the pattern. One large-scale pattern provides a statement and is best paired with smaller repeat patterns. I always mix in plains."

Where is your favourite place to shop for homewares? "Tamsin Johnson's shop is always full of beautiful antiques, and I'm dying to get my hands on one of Gabrielle Penfold's beautiful paintings (7)."

Who inspires you? "Within interiors, Rose Uniacke here in the UK constantly inspires me. She teaches me that sometimes less is more, which is a lesson I am constantly learning! And Matisse's historic use of colour continually inspires me in schemes today."

Which wallpaper and fabric designers make your heart swoon? "My favourites for wallpaper are Living Quarters, Common Room (2), Polly Fern (3) and Howe. Soane Britain (9 & 10) has lovely fabrics."

What items are currently on your wish list? "Beata Heuman's 'Dodo Egg' pendant light (1), a large scale artwork by Studio of the Sun (4), and Alex Eagle's Columba jewellery (5)."

What holiday destination is at the top of your list? "Mexico is high up on my list. I've wanted to visit Tulum (6) for a while, known for its relaxed lifestyle and vibrant colours - which suits me perfectly."

What are you reading? "Anya Hindmarch's *If in Doubt, Wash Your Hair*, a wise and wonderful handbook sharing relatable insights into a busy and eclectic life of a businesswoman."

See more of Emma's work at emmainscough.com.

6 The idyllic shores of Tulum, Mexico.



1 'Dodo Egg' light, \$2082*, Shoppa by Beata Heuman.

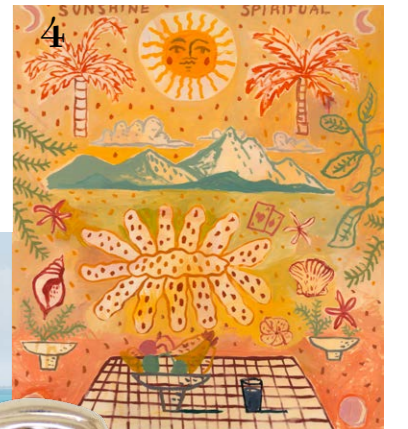


2 From top: Maidenhair wallpaper, \$254*/10m roll, Living Quarters. Lucky Leaf wallpaper by Kate Hawkins, \$273*/10m roll, Common Room.



Romantic Vase wallpaper, \$263*/10m roll, Polly Fern.

'Sunshine Spiritual' artwork, \$550/104cm x 90cm (unframed), Studio of the Sun.



5 'Columba' ring with tourmaline stone, \$7540*/large, Alex Eagle.

