



MEET HOUSE RULES JUDGE:
LAURENCE LLEWELYN-BOWEN

BRITISH DESIGNER AND HOME CONSULTANT LAURENCE LLEWELYN-BOWEN IS BRINGING HIS FLAMBOYANT STYLE TO *HOUSE RULES*. HERE, HE SHARES HIS FAVOURITE THINGS IN HIS HOME
WORDS VANESSA KEYS PHOTOGRAPHY RICHARD GADSBY

on the wall “The design of this wallpaper is called ‘Facade’ [below] and it extends right into the downstairs loo. It’s one of my designs; an infinity of renaissance arches. You can literally wander through Florence, Venice and Rome as if you were an international grand tourist. A repeat like this will make the space feel infinite, because you can’t see where the walls meet each other.”



CHAIRS LITTLEWOODS. WALLPAPER LLB COUTURE WALLPAPER

juggling a story “My wife Jackie gave me this jug for Christmas [right]. It’s by Vicky Lindo, a ceramicist from Devon. When you look at British ceramics from the mid-18th century, you’ll see a lot of storytelling, a lot of Nelson and Trafalgar, and what she’s done is take that idiom and make it contemporary but also quite timeless.”



STEP INTO A MEMORY

“Everything we’ve hung in the stairwell [above] has a story attached to it. They are our favourite mementos: a John Speed map of Gloucestershire from the 17th century, some 1920s Venetian pornography and a design by Cecil Beaton given to us as a wedding gift. Balance is an important key to getting this look right.”

“YOU SHOULD SEE YOURSELF *reflected in your art*, IN YOUR CURTAINS, IN ALL OF YOUR SURROUNDINGS”

— LAURENCE LLEWELYN-BOWEN

TAKE A PEW “William Morris is one of my design heroes and unusually, I’ve used one of his designs to cover a chair [above] rather than turn it into a suit. The fabric is called ‘Kelmscott Tree’ and, like all of Morris’ designs, it tells a story. He was a great man; he renounced flouncy Victorian design and created a design democracy.”



SIGN OF THE TIMES

“The Guvnor sign [left] was a Christmas present from my wife. People say that I’m difficult to get presents for, which is sort of true in that you need to be quite original. We had just finished a big project together redesigning a castle in the Cotswolds and we used a lot of neon – we didn’t hold back. Jackie was quite taken by it all, and bought me this. Also, it celebrates my new position as a grandfather.” **hb**

lift the curtain “These curtains [above right] were inspired by a pattern called ‘Spice Island’, which my wife, Jackie, had in her bedroom when she was a child, and my mother had at home. It was a real middle-class fabric to have, and I loved the idea of making a nod back to it – with a rather large injection of turquoise.”

“WHEN PEOPLE WALK IN THIS ROOM, I WANT THEM TO FEEL LIKE THEY’RE WALKING INTO A *cocktail party*, LIKE THERE’S A THOUSAND DIFFERENT FACES *looking at you*. A LITTLE BIT LIKE NIGHT AT THE MUSEUM”

— LAURENCE LLEWELYN-BOWEN