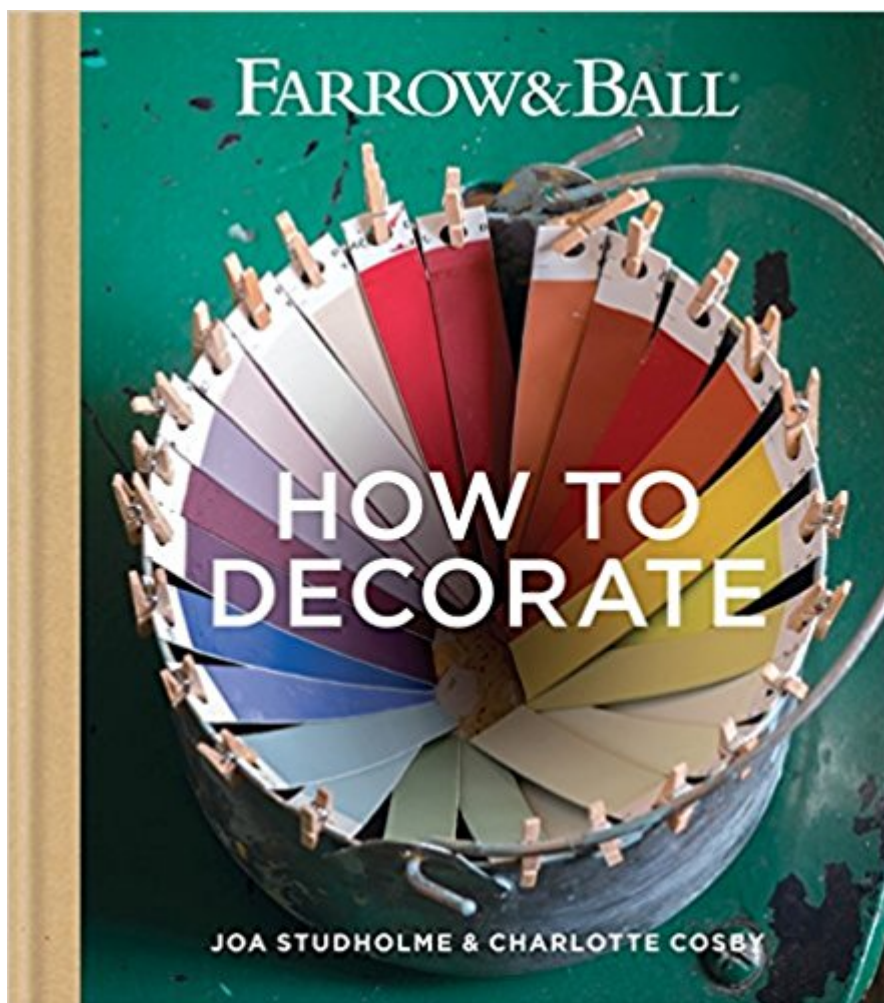


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# Farrow & Ball How To Decorate



## Synopsis

Transform your home with inspiration and advice from one of the world's leading home decorating brands, Farrow & Ball. Set to become the bible of home decoration, Farrow & Ball How to Decorate provides a highly practical and inspirational guide to the successful use of paint and paper in any home, large or small, urban or country. Published on the 70th anniversary of the founding of the iconic brand, the book brings together the expertise of Joa Studholme and Farrow & Ball's creative team to demystify the nitty-gritty of transforming a home - from deciding which colors work best in a north-facing room to creating accents with paint and making the most of a feature wall.

## Book Information

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## Customer Reviews

For any fan of the paint and wallpaper specialist Farrow & Ball, How to Decorate will soon become a well-thumbed, go-to bible for home decoration. \* Good Homes \* You'll want to get pore-deep in its pictures of paint. Both lavish and liveable, it's a wash of chalky colour. \* Red \* It's a bible from one of the defining brands of our era for anyone planning a domestic revamp. \* Sunday Express Magazine \* Farrow & Ball How to Decorate aims to demystify home decoration. Featuring a host of beautiful homes, with advice on everything from which shades to use in north-facing rooms to the creative potential of floor paint, it's a practical, inspirational guide. \* The Times Magazine \* Farrow & Ball How to Decorate is both inspiring and extremely practical. \* Telegraph Magazine \*

Joa Studholme Having joined Farrow & Ball over 19 years ago, Joa Studholme has amassed a vast wealth of experience. From developing the new colours to consulting on design projects, Joa has worked with the paints and papers every day on both residential and commercial projects. A self-confessed 'color-geek', Joa's passion for interior design and color means her own home is under constant renovation and she claims to redecorate it at least once a month.

Charlotte Cosby Head of creative, Charlotte Cosby, has been working with Farrow & Ball for the past eight years. Charlotte began her career in finance, but she soon realized that her heart was in the creative world and she moved to Farrow & Ball in 2006. She has full responsibility for creative direction, including product development, brand identity, photography, showroom design and much more. Charlotte is passionate about pattern, color and design and spends much of her free time redecorating her beautiful Victorian apartment by the sea.

Farrow & Ball Paint pioneers John Farrow and Richard Ball founded their company in 1946. They met while working at a local clay pit and later went on to build their first factory in Dorset, southern England, where the company is still based. Farrow & Ball is now one of the world's leading home decorating brands, manufacturing decorative paint and wallpaper that transform homes around the globe. Farrow & Ball paint is distinguished for its depth of color and unique finish developed through the use of high levels of pigment, rich resin binders, and ingredients with a high refractory nature. In addition, its complementary wallpaper products are handcrafted using Farrow & Ball paint with traditional block and trough printing methods, creating a distinctive tactile texture.

I received my book yesterday. I LOVE it! I thought it would be mostly pretty pictures like the other Farrow and Ball books but this one is actually very instructional. They have a list of which white goes with each color, using neutrals and different ways to get different affects, like by painting woodwork and trim the same color as your walls. I highly recommend this book for the beginner or seasoned designer.

I bought this book as a gift for my mom (she has a lot of good ideas but struggles with confidently decorating her home and picking paint colors). As expected, the book has tons of great pictures. It seems to be providing just the info my mom needed. It basically walks the reader through a simple design strategy. Talks about architecture, how light effects color, how to figure out what your own tastes and styles are and how to apply them effectively.

beautiful book, lots of great ideas.

An interesting book with great ideas regarding theory and tips for practice

Love this book. Good read for me as a newbie.

Gorgeous book with useful tips & photos.

Not what I anticipated, but color beautiful

I haven't fully dove into this book but so far it seems like a very thoughtful guide to color and use of depth.

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