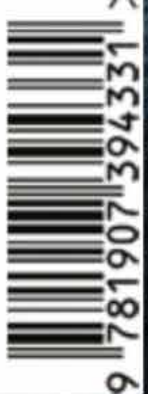


# INTERIOR DESIGN YEARBOOK 2023

**WRITERS INCLUDE:**  
**KATHARINE POOLEY**  
**LOUISE BRADLEY AND**  
**CHARU GANDHI**  
**EDITED BY ALEXANDRA BUSHBY**

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Cat Dal  
 Founder, Cat Dal Interiors



# BEDROOM DESIGN

**BY CAT DAL**

FOUNDER, CAT DAL INTERIORS

*From a previous career in fashion, Cat set up Cat Dal Interiors in 2018. A team of 4, they specialise in residential interior design and are currently working on a townhouse in St Johns Wood, a barn conversion in Suffolk, and homes in Marylebone and Belgravia to name a few.*

When we meet a new client we like to take a very detailed client brief. We can't start anything before we have a fully informed picture of who they are, their lifestyle, their routine, their requirements, so we can help to enhance their surroundings accordingly. This is a vital part of the process as it's the foundation, the base of many decisions made throughout the design stages.

Usual requests include intelligent storage, spacious bedside tables, well designed wardrobes, and space to relax and encourage reading. When we start the wardrobe design this becomes a little more in-depth, where we assess their clothing volume and types, and then we can design accordingly, space for long dresses, formal wear, glass drawers separating ties or scarfs for example, there is a variety of ways we can organise and create a place of restoration away from the



Above: Church Road Bedroom by Cat Dal



hustle and bustle of the more functioning rooms of the house. We try to set up moments to spark conversation or 'moments' for a family, whether this be a window bench for a quiet book or a sofa at the end of the bed to encourage conversations, space for yoga in the sunrise.

Window treatments are an important aspect of the bedroom, not only functional for providing black out darkness as an option, but we often layer with a second sheer curtain which can provide a bit of privacy whilst letting in natural light, and provides an additional layering of softness to the room that helps.

We encourage clients to have a little think about inspiration before we start a project, we ask if they have been to a particular country or hotel that really inspired them, and then we try to break it down as to why: the colours, the texture, the artwork, the lighting? Often clients have a number of design adjectives



**Above:** Primrose Hill Penthouse Bedroom by Cat Dal

they think they like, modern, minimal, Scandinavian, but this process of talking through some inspiration images can be really useful to uncover what they actually are drawn to, and it can be surprising to some to realise they are actually really drawn to rich colours for example. We also

remind clients we need to keep a sense of cohesiveness throughout the house, so we need a red thread running through the house, connecting the space with a narrative. Honesty and good communication and feedback is something we really encourage as well, as this sets off a fantastic



**Above:** Walton on Thames Bedroom by Cat Dal

starting point for the designer-client relationship which results in a collaborative successful design. Challenges we face are usually logistics such as long lead times and keeping ahead of stock levels. Showrooms are getting smaller and smaller these days in the stock they carry, so it can be difficult to arrange for the clients to try out or see some of the items in the flesh. We also like to source vintage items, to add a sense of soul and history to a space, and oversees deliveries is another challenge at the moment, but shipping is a worldwide headache from what I can see! We work with budgets from mid to high end. Being Scandinavian 'Lagom' (just enough) is an ethos that resonates with us, so we believe in 'buying once, buying right'. Investing in good craftsmanship that you would keep for a long time, and possibly hand down to future generations. I inherited my Danish grandmother's PH 5 pendant, and it looks just as great now as if it was brand new. We mix the suppliers we source from, so we can source a high street side table next to a designer armchair, or a vintage sideboard with high end table lamps, this curation and mix is very much our melting pot DNA. I would advise investing in good lighting, particularly in a bedroom, there should be atmospheric mood lighting and perhaps a small reading side light, or an ethereal, organic shaped pendant over the bed, rather than harsh spotlights. We love to bring pattern or style in a headboard or wallpaper. Previously we have installed 3 framed panels over a bed with a calming heron pattern, which frames the bed and sets a transformative, glamorous feel for the room. Grass cloth wallpaper on

**Below:** Bedroom Design by Cat Dal



the walls is also a brilliant way to add depth to the walls, they become so inviting to touch, and add a layer of tactile luxury.

We are inspired by client's artwork, or often we start with one particular fabric - headboard rug, which we build the scheme around. We see inspirational images daily in terms of new products, hotels, restaurants, other designers and magazines.

Clients are very price savvy these days, with a good understanding on quality and value, so we work to an agreed budget from the start, and

show them various options within their budget, or in some cases show them an investment piece if we truly believe in its value for the space. It's important to remember you can't price the emotional value of a beautifully and intelligently designed room, it is an immeasurable value.

[www.catdalinteriors.com](http://www.catdalinteriors.com)  
IG: @cat\_dal\_interiors





## BELGRAVIA BY THE SEA

Located in a 190 year old Grade 1-listed building, this Brighton based property has been redesigned by Cat Dal Interiors. Taking cues from the landscape and the playful energy of the seaside town, a highly eclectic space has been filled with layers of texture, pattern and colour balanced with clean lines and a modern sensibility. Architectural details have been highlighted and reinstated throughout, mixing the client's heirloom pieces with vintage and modern classics, and incorporating new bespoke joinery wherever possible to provide ample storage. The result is a light, airy and sophisticated space filled with fun and whimsical moments.



Designed by Cat Dal Interiors and completed in October 2021.  
Photography by Rachael Smith.



