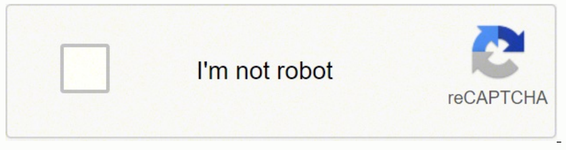

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What is emphasis in interior design

If you read our blog you know that we have already touched on all the elements of design (line, colour, texture & pattern, light, and scale & proportion) as well as two of the principals of design (balance and rhythm). This week we're moving on to emphasis, probably one of the most well-used design principals. Two of the questions we always ask our clients during the programming phase include: 1) What do you want to highlight in your space, and 2) What do you want to hide in your space? These questions form a foundation for our interior designers to create and/or distract focus from an area. Typically in commercial interior design we find our clients are most interested in highlighting their products, signage or customer service counters, whereas in residential projects design elements such as a fireplace, artwork, the staircase, high ceilings, or large windows with views tend to be the focal point. It's pretty obvious that Pinkeye Crossover Design Studio wanted the yellow desk to be the focal point in their design for Oz Flagship, but they also applied texture to create a screen partition with secondary emphasis. A focal point or even two emphasized areas can really help to create drama and interest in a space all while creating an everlasting first impression. Because we focus on commercial interior design here at Hatch (and these first impressions are always so important for the success of a business), it is essential that we ensure a client's product and brand message are dominant in our projects and we do this in a number of ways. Emphasis via Placement The way you place your intended focal point within a space is one very important consideration. For example, in a linear room such as a hallway the wall space at the very end of the hall or a feature area in the centre would have the most impact. If you read our last blog post and intend to create rhythm by repeating elements in your design, you could create a focal point by interrupting that regularity right down the centre to bring attention to the "one-thing-that's-not-like-the-others". The most commonly used way to create focus is to use colour just like Wingardh Architects did in this law office design for Vinge. That staircase sure pops with that deep teal hue. Emphasis via Elements of Design Since you are now so well-versed in all the elements of design, why not use one or two of them to create emphasis? Colour and light are two really easy ways to do this. Use a contrasting or bright hue along with some spot lighting to make sure your important item gets the attention it deserves. You can also introduce a new texture, smaller scale items, or direction using lines around your focal point to really make it stand out. We think you're getting the picture here, basically work towards creating noticeable contrast around your focal point and it will shine within your retail shop, office, spa, or restaurant design. There are few more elements of design coming up in our future posts, don't forget to check back soon. » Have a commercial project? We can help. Contact Hatch Interior Design located in Kelowna, British Columbia – Because Good Design is Good Business. Blog - Uncategorized The principle of emphasis in interior design is the process of creating focus within a designated space. This method is used not only to draw attention to a focal point in the room but can also be used to divert the viewer from noticing a less desirable area of the space as well. This is accomplished through the utilization of the elements of interior design: line, shape, form, color, texture, and space. It is important to understand why emphasis is important to your home's design and to determine which items should be designated as dominant in your room's look while others play a supporting role. If there are too many dominant features in a space, it can end up looking too cluttered and unattractive. Less is more when it comes to focal points in each area. Drawing a viewer's attention in a room can be done either through an architectural feature or with an added item placed in the space. Good examples of the former are a unique backsplash, a beautiful tiled fireplace, or an unexpected arrangement of floor tile. Added pieces in a space that would draw the eye are a large painting, antique furniture, or an opulent chandelier. Once the focal point is chosen, the rest of the design can work around it. Emphasis can become a room's focal point through isolation, contrast, and placement. A wall that has no adornment but bears a single painting brings focus to the room through isolation. This separation gives the viewer's eyes nowhere to go but to that piece of art. Create Contrast emphasis by injecting a pop of bright color into a room with a monochromatic palette. Finally, achieve Placement emphasis by arranging anything in the center of a room will draw the eye first. For example, place a brightly felted pool table in the middle of a game room. No matter what you choose for a focal point, be sure to provide support by arranging your furnishings in such a way that an almost invisible path leads the viewer to the focus point. Providing this direction will ensure that your item receives the attention it deserves while making you look like a professional at the same time. Photo Courtesy: NelleG/E+/Getty Images Redecorating the rooms in your home can bring some chaos, but it also brings a lot of excitement as you watch an entirely new look come to life in rooms that had become mundane and dated. The long-term enjoyment and satisfaction you get from a newly redesigned bathroom, for example, is more than worth the short amount of time you spend completing the work. When you're decorating a particularly small bathroom — or any small room — you have to make the most of every bit of available space. From creating practical spaces to letting your design imagination shine through, you could take your new bathroom in many different directions. Let's take a look at some great design ideas for small bathrooms. Go Bold with Wallpaper Wallpaper may seem like a dated idea, but many of today's modern prints and designs look nothing like those blocky, geometric designs from days gone by. Bold prints and striking patterns that might look overwhelming in a larger space can really shine in a small bathroom. Choose an accent wall and decorate it with bright colors or a punchy pattern or go dramatic and wallpaper the entire bathroom in a textured print. Photo Courtesy: Tracy A. Woodward/The Washington Post/Getty Images Keep Counter Lines Clean If you have an ample budget, changing your bathroom counter can really change the entire feel of the bathroom. Choose a design that adds crisp, clean lines to the space. Decorative finishes and scalloped edges may seem fancy and tempting, but they can distract from the rest of the room and diminish your counter space. Additionally, patterned designs on the walls call for "non-busy" counters and accessories to avoid a cluttered feel. Photo Courtesy: FluxFactory/E+/Getty Images Add a Design Element to the Ceiling If decorating the walls isn't your style or you don't have a lot of open wall space, consider adding an eye-catching design element to the ceiling instead. Drawing visitors' eyes up to the ceiling helps create the illusion that your overall bathroom space is much larger than it actually is, according to Elle Decor. Photo Courtesy: David Papazian/Corbis/Getty Images Consider a Floating Sink Okay, so maybe floating sinks don't really float, but these types of pedestal sinks with no surrounding counters almost give the impression they are really suspended in midair. This sink style allows you to eliminate bulky counters and cabinets by skipping the traditional bathroom vanity. If counter space isn't important to you, look for a modern floating sink with minimal plumbing to keep your walls and floor tidy. Photo Courtesy: John Lovette/Photographer's Choice RF/Getty Images Think Outside the Shower Stall Traditional shower stalls and bathtubs take up a lot of valuable space in a tiny bathroom. If you've got the budget for a full replacement, consider turning your standard bathroom into a European-style bathroom with an open shower and drain on one end of the room, partially separated by a transparent sheet of laminated glass. Photo Courtesy: Onzeg/E+/Getty Images Try Hanging a Towel Bar If you plan on keeping the counter and you need more counter space, hang a towel bar (or two) to free up space. These bars can hold standard hand towels or even full-size body towels in most cases. This use of vertical storage space saves some of your limited square footage for other uses. As a bonus, you can find plenty of towel bars with decorative designs to spruce up your walls as well. Photo Courtesy: Comstock Images/Stockbyte/Getty Images Bring Some Natural Light In One of the biggest problems in a small space is the lack of light, and dark rooms with poor lighting look not only dismal but also seem much smaller than they actually are. If your bathroom has a window, install decorative blinds or a window shade in a color and material that lets some natural light in, even when the blinds are closed or the shade is pulled down. Photo Courtesy: Catherine Falls Commercial/Moment/Getty Images Spring for an Oval Mirror You know how funhouses always have halls and rooms with funky mirrors in them? The logic is simple — mirrors are great at creating optical illusions. Oval mirrors, in particular, create an illusion of height, and every mirror reflects both artificial and natural light to make rooms much brighter. Place an oval mirror over the sink or an open wall to add brightness and create the illusion of extra height in your small bathroom. Photo Courtesy: tulcarion/E+/Getty Images Use Ledges or Shelves for Storage If you're completely remodeling your small bathroom, consider choosing a shower and tub enclosure with storage ledges in the walls. If your do-over isn't that extensive, you could hang shelves in the shower enclosure or above the sink. Ledges and shelves are great for storing shower and hair products that you don't want cluttering your counters. Photo Courtesy: Image Source/Getty Images Choose Flexible Storage Options As much as you want to avoid clutter in a small bathroom, it's inevitable that you need certain items in the room. The storage items you choose are determined by the style choices you make throughout the room. If you opt for a pedestal sink, you might be able to slide a basket with fresh towels underneath it. If your shower doesn't have shelves, then look for a hanging shower caddy to drape over the shower head to hold your supplies. If you hang a shelf near your sink, pick up some cute containers to place on it to hold your toothbrush, toothpaste, hairbrush and other essentials. Photo Courtesy: MIXA/Getty Images MORE FROM QUESTIONSANSWERED.NET

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