

## HOME

**INTERIOR MINISTRY**

Ursula Wesselingh, founder of interior design company Room to Bloom, gives her advice on how to decorate a nursery

**What is Room to Bloom?**

It's a London based interior design consultancy that specialises in children's spaces. I design nurseries, kids' bedrooms and playrooms for children aged 0-12.

**Why children?**

Because I think children deserve the most beautiful room in the house. In my experience as an interior designer, children's rooms are often overlooked in larger projects and don't get the attention they deserve. That needs to change. Spending time and effort on your child's bedroom says "I love and care about you" in a very special way.

**What are your basic principles?**

Keep it practical, keep it beautiful, keep it you.

**What is your starting point for a new design?**

First and foremost my client's brief, of course. Next, the quality of the light in a room and the opportunities in terms of space planning. The inspiration for a design can be an item that my client loves, like a fabric or a print, a particular colour, or a mood. Everything else evolves from there.

**When should parents start thinking about decorating a nursery?**

Anywhere from three to

five months before the due date, ideally. Good design takes time, so this allows you to order the essentials and for ideas to develop and grow.

**Do you have a preferred colour palette?**

I work a lot with greys, neutrals and muted tones, but I'm not afraid of colour either. It really depends on what colours work well with the room's aspect.

**Are there girls' designs and boys' designs?**

There can be, but I'm personally not a fan of the ubiquitous blue / pink divide and like to mix it up a little. Most of my clients are attracted to Room to Bloom's contemporary approach: nurseries are fairly gender neutral



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in terms of colour and materials, while accessories and styling push it into a gender specific direction.

**What kind of materials do you like to use?**

I love natural materials such as wood and linen. Natural or painted timber feels warm, grounds a space, and is very versatile design wise. If I had my way, everyone would have timber flooring—it lifts any space instantly and is easy to combine with almost any other material or colour.

**Do you like putting art in nurseries?**

I think everyone remembers a poster or print from childhood that they used to gaze at while falling asleep, so I like using art—it builds memories. A print or artwork can often be the start of a room's design in terms of colour or mood. Choose a print you love and repeat some of the colours on the walls and elsewhere in the room.

**If parents have the choice of a large or small room for a nursery, is one better than the other?**

Either can work and has its challenges, but smaller is often preferable for nurseries. It's easier to make a small room feel safe and cosy, and smaller furniture won't feel 'lost' in the room. For older children, floor space to play becomes more important, so moving them to a larger room if you can is a good idea.