



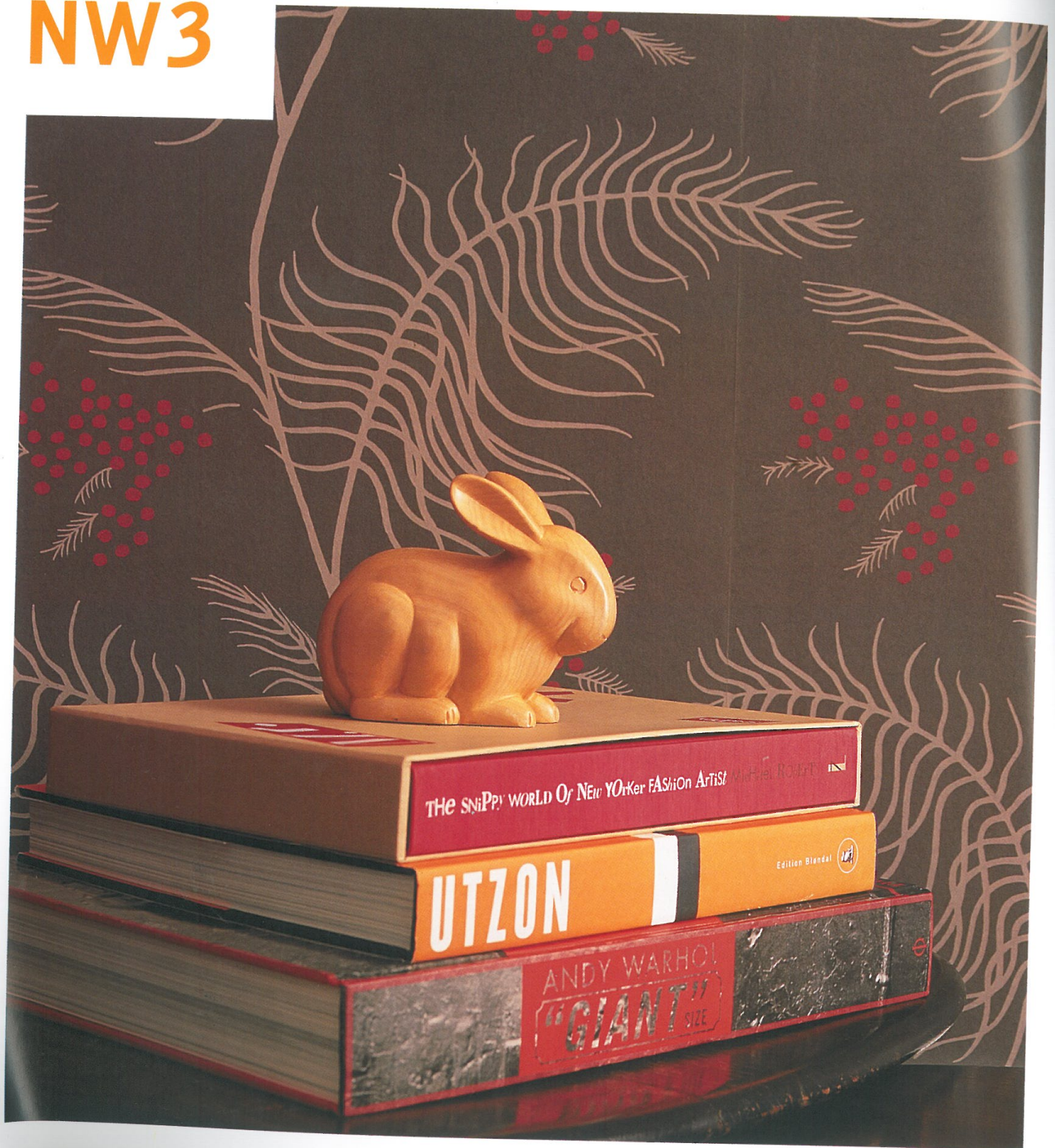
NEW LONDON STYLE

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PHOTOGRAPHS BY INGRID RASMUSSEN

Thames & Hudson



NW3



JO BERRYMAN HAMPSTEAD

Rock-'n'-roll meets high fashion in this Edwardian brick house in Hampstead, where the sophisticated boudoir-chic feel is tempered by cheekily humorous touches.

Keen to put down roots in leafy Hampstead, fashion stylist Jo Berryman searched the area for a family home before coming across this large, red-brick Edwardian house in the spring of 2005. The magnolia tree in the front garden was in full bloom, and the double-fronted building was flooded with light. 'It had a wonderful feeling,' remembers Jo. 'As soon as I walked through the door, I knew that it could be a lovely home.' The house needed six months of structural work, but once it was complete, Jo combed antiques markets and architectural salvage yards to come up with a unique look that was all her own.

To create an entertaining space on the ground floor for friends and family, Jo chose to build a kitchen-cum-dining room to one side of the sweeping wooden staircase, which leads out into the garden, and a living area on the other, which stretches back along the entire length of the house. The sleek design and industrial chic of the Boffi kitchen makes a great contrast to the more nostalgic, vintage feel to the rest of the home. Steps lead down into the intimate dining room, which is set beneath a skylight, with windows overlooking the garden. The sitting room is filled with antiques and junk-shop finds, including a circular sofa from the 1970s and a round, acid-etched pewter table from Alfies Antique Market, which is decorated in silvery greys and burgundy to contrast with the pink prettiness of the magnolia tree outside. Jo loves textiles and contrasting patterns, and chose two colourways of the same wallpaper pattern from Cole & Son to divide the room into two distinct areas. At the rear of the room, overlooking the garden, is a white baby grand piano, set atop a 'Squiggle' print rug by Vivienne Westwood. The walls are papered with a pale blue paisley design and offset by antique white-lacquered Chinese cabinets with inlaid mirrors, together with large blue jars designed by Jo's friend, Mags.

Jo converted the entire first floor into one large area comprising bedroom, dressing room, walk-in wardrobe and bathroom. Inspired by stylish hotel rooms, she wanted this space to exude indulgence. Jo ordered a 'handsome-looking' Savoir No. 2 bed

(originally designed for the Savoy Hotel in London's Strand) in order to 'channel that old-style Hollywood glamour, with a bit of Château Marmont thrown in.' When decorating the space, Jo imagined 'a Hollywood starlet wafting about on a zebra rug and wearing a Champagne-coloured negligée,' and to complement this glamorous 1930s and '40s feel, she chose delicate shagreen bedside tables and Art Déco lamps with fringed shades. Rather than have a real zebra-skin rug, she chose instead a chic Diane von Furstenberg design for The Rug Company. On the walls hang a small collection of nudes, ranging from an oil by David Cobley (whose work can be seen in the National Portrait Gallery) to a vintage painting from Fandango in Islington. One of Jo's favourite pieces is the gold lettering reading 'Love Me' by New York City-based graffiti artist Julia Change. At the opposite end of the room is the dressing area, with a pewter bateau bath set beneath the window. Next to the bath, Jo placed a carved, baroque wooden table, a family heirloom that 'looks so Masonic, but could also be Indian.' It is an eclectic piece with a carved wooden egg suspended between the table legs. Jo has a bath every night before bed without fail, and loves to have this time alone to meditate and reflect on her day. The bathroom is a much more functional space, with lots of marble and mirrors, very much inspired by the luxurious Mercer Hotel in New York's SoHo. There is a long marble sink and a marble shower room with benches at each end, which doubles up as a hammam.

On the second-floor is an intimate snug with amazing views over the Hampstead treetops and the London skyline. This is the one area where DVDs and CDs are allowed in the house, as Jo prefers not to have too many televisions or stereos about the place. There is a humorous British vibe to this room with cheeky references to the Union Jack, from a 'Jubilee' needlepoint tapestry by Lucinda Chambers on the wall to a Vivienne Westwood tobacco-stained cushion, both for The Rug Company. Renovating and decorating the house gave Jo a new-found appreciation for interior design. She loved all of the different elements, from picking out the smoky-grey wooden floors to choosing the Colefax & Fowler curtains and the vintage furniture. She is even thinking of embarking on a new career as an interior designer, but for the time being is thrilled to have created such a quirky, vintage-inspired home.

A carved rabbit perches atop a pile of art and design books, set against a backdrop of 'Mimosa' wallpaper from Cole & Son.

The vintage desk and chair, seen here in Jo's study, are from architectural salvage firm Retrouvius, while the staircase in the hallway is original to the Edwardian house, as are the smoky-grey

floorboards. In the sitting room, the bold Damien Hirst print above the mantelpiece provides a striking contrast to the feather-print Cole & Son wallpaper and vintage rose-patterned fireguard.



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Jo created a boudoir feel in the combination bathroom/dressing room with a vibrant Osborne & Little print for the curtains, an African-inspired rug by Diane Von Furstenberg for The Rug Company, and

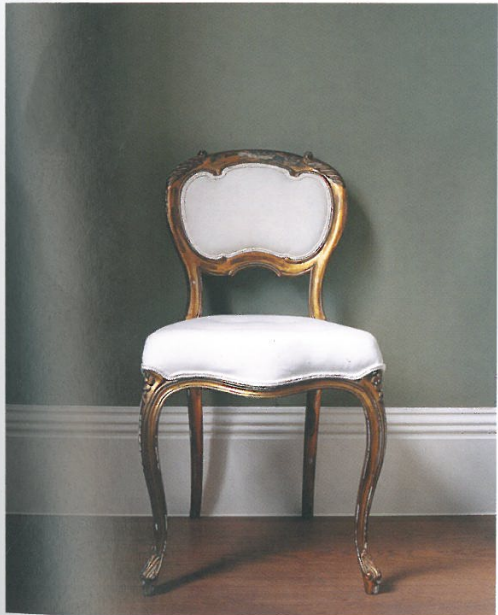
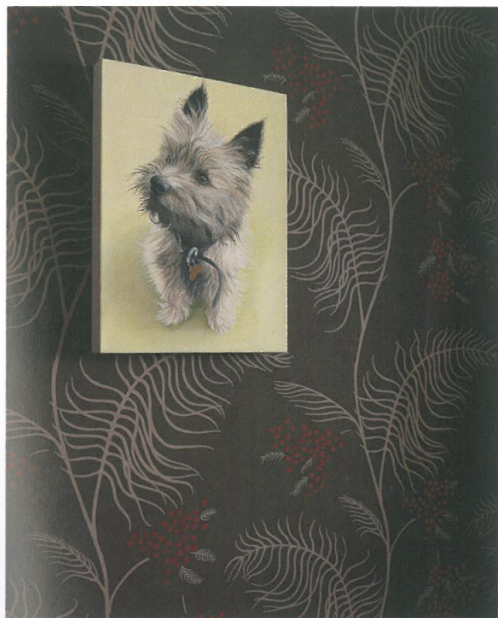
shapely chairs from George Smith. In the bedroom, she added shagreen bedside tables from the 1970s for a more masculine feel; their bold, modern design complements the simple Art Déco lamps.



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Jo loves the humorous British vibe of the snug, with its Chesterfield sofa – given a modern twist via velvet upholstery – and Union Jack theme. The 'Jubilee' needlepoint on the wall is by Lucinda Chambers



for The Rug Company. Quirky vintage finds, such as this kitsch Yorkie painting and rococo-inspired chair from Alfies Antique Market, have pride of place, together with a collection of platinum discs.

