

# The New Rules of Wallpaper

After decades of being considered a sign of dated decor, this statement maker has emerged as a designer's favorite trick. Here, six ways to transform rooms today

SOUTHERN LIVING 27

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#### HIGHLIGHT OLD-HOME CHARACTER

Odd angles, low ceilings, and quirky nooks are just a few of the challenging but appealing hallmarks of Southern homes with roots that run deep. But old can be enchanting, so rather than hiding signs of age, designers are playing up funky features through wallpaper. "We wanted to embrace the charm of the rooflines in this 1935 home," says Richmond, Virginia, designer Lizzie Cox. "Wrapping the wallpaper along all angles instantly added whimsy." Here, the vertical stripes of Schumacher's Fern Tree make the bathing nook seem taller.

#### SPEAK WITH AN ACCENT

Although pattern can dominate a room, that's not always the case. In this Sullivan's Island, South Carolina, kitchen, Charleston-based **Cortney Bishop** used wallpaper as more of an accessory to highlight the room's checkered marble floors and natural wood cabinets. The trick lies in scale. "Smaller patterns give weight to



other elements," she says. Applying it up high in this kitchen helps minimize visual clutter.

THE DETAILS For a similar look, try Ravi in Camel. peterfasano.com

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#### LET TRIM TAKE THE **SPOTLIGHT**

Timeless motifs like chinoiserie will always have a place in our homes, but how can you make them feel fresh for today? It's as easy as paying more attention to a room's often overlooked details. "Painting trim is like wearing lipstick," says Richmond designer Elly Poston Cooper. "It provides that finishing touch." In this dining room, Cooper played off the Gucci wallpaper's sophisticated appeal with coordinating blue trim in a high-gloss finish to make it pop in an equally elegant way.



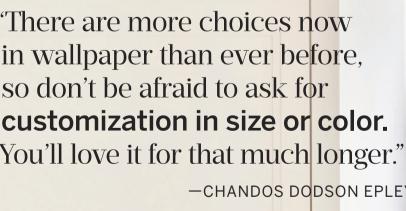
**THE DETAILS** The trim in this painted Farrow & Ball's Skylight (No. 205).

LAUREY W. GLENN

dining room is

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# DON'T FORGET THE FIFTH WALL

The golden rule for success with paper is to fully commit to four walls. "Either do it or don't," says Florida designer Ashley Gilbreath. However, the room's fifth wall (aka the ceiling) is a different story. "Ceilings define rooms more than you think, and a wallpapered one can provide dimension and depth," says Houston's Chandos Dodson Epley. She channeled the vibes of a boutique in her client's closet with a Schumacher print she says "mimics the waves in the ocean." The effect is both calm and dramatic. As Epley points out, "It's much more visually appealing than painted drywall."

THE DETAILS For a look-alike, try **Norwall Burl Vinyl Roll Strippable** Wallpaper in Blue. homedepot.com

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"I always say, 'Don't put all your jewelry on at one time.' In this room, that **pattern was the jewelry,** so I didn't have to try so hard everywhere else."

> -YANCEY SEIBERT SHEAROUSE

## PUT IT ON REPEAT

While pattern on matching pattern is a trusty trick for packing big style into small spaces, the idea itself isn't exactly new. "Think of toile de Jouy bedrooms [that were popular in the 18th century]," says Augusta,



Georgia, designer Yancey Seibert Shearouse. She pulled it off in a modern way in a girl's room (above) using a colorful Galbraith & Paul print that does double duty as both a wallcovering and headboard fabric. In another kids' room (at right), Jacksonville, Florida, designer Andrew Howard opted for a largerscale Galbraith & Paul find for the shades and paper, lining up the repeat perfectly so the windows seem to melt into the walls. A good rule of thumb when twinning your fabrics and wallcoverings is to achieve this look with help from professionals-and find a print that really speaks to you.



# HAVE A SINGULAR SENSATION

Large-scale prints can be intimidating to use, particularly if you're packing in loads of color, too, but they do have their benefits. "A larger print often makes a small space feel a lot bigger," says Ashley Gilbreath. Instead of sacrificing scale, dial back the pigment. In the Rosemary Beach, Florida, laundry room above, she used a beachy blue palmetto wallpaper by Clay McLaurin Studio as a starting point and matched the primary hue on painted cabinets (Farrow & Ball's Teresa's Green, No. 236). "The monochromatic palette makes the space feel more modern and clean," she says.