



NORDIC AND MID-CENTURY STYLE

CHISWICK FAMILY VICTORIAN HOUSE
MORETTI INTERIOR DESIGN LTD





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Moretti Interior Design were hired to complete a full refurbishment of a four storey Victorian house to create a new and contemporary family home in West London. The brief was to design a contemporary space with elements of a Nordic and Mid-Century style for a family of four. The client wanted to keep the external clean lines of the typical Victorian feature but to adapt that to their own style. The idea was to create an airy spacious home with neutrals walls and add interest with pops of colour and different textures throughout.

Moretti Interior Design, a West London Interior Design studio believe that interior and architecture should work naturally around the client and not vice versa. Recognising that each project is an individual expression of the client's unique personality and understanding their values and artistic preferences it is essential for the team to create personalised interior designs that are comfortable, eco-friendly and reflect modern lifestyles.

Cinzia Moretti, Creative Director of Moretti Interior Design, holds a BA (Hons) in Design and Innovation and a Diploma in Interior Design. She started her career while still at college, where her talent was spotted during a famous world design fair. Cinzia has designed high-end interiors for over a decade in the UK and overseas. Her approach to design is very distinctive, she uses environmental psychology and colour psychology to help clients to design their dream home.

For Cinzia design is art, psychology and biology together. This is why she has started Bio-Design, taking inspiration from Biomimicry. The holistic approach of Design begins when delving deep into the heart and soul of their clients to learn as much as they can about their personality, values and beliefs, which can then be expressed visually and creatively.

For this project, the house needed to be both practical and stylish at the same time. The core of the house is the kitchen, where the client wanted to have a wide space to entertain people during parties and at the same time a space for the kids to play. The client wanted also to show his wine's collection and be able to drink

with his friends like they are in a wine bar. For this reason, a specific wine room with marble worktop, stools and a clear glass door have been designed in order to create a feature space inside the house.

Moretti Interior Design added some colour to construction beams, that appeared a constraint at the beginning of the design but instead become a feature and an integrated part of the interior scheme. The reception room colour scheme was inspired by a client painting and the aim of this space was to integrate the contemporary look with some Mid-Century furniture; a space where to relax in the evenings and weekends. Upstairs, for the client's master bedroom, a walk-in wardrobe was designed to be linked with the colour scheme downstairs.

Moretti Interior Design's favourite aspect was to be able to merge the client's different personalities and create places where they can each enjoy their separate hobbies but also areas dedicated to spending time with the family, such as the kitchen. The design works so well because Moretti Interior Design have transformed the space making it interesting, airy, spacious and stylish.

A lot of glass and natural light has been added in order to create contact with the environment. The corridor that links the first floor to the second one has been kept all in glass in order to allow the outside view to be part of the design.

The success of this project has seen Moretti Interior Design shortlisted in The International Design & Architecture Awards 2019. When discussing the awards with Cinzia, she told design et al “The International Design & Architecture awards are important as I think it is part of a designer's journey to be recognised and appreciated for the input that we have in people's lives”.

Both luxurious and relaxed, the subtle but exquisite finishes, made to measure bespoke furniture and carefully considered lighting in this refurbishment have created truly peaceful spaces.

