



# FULL OF WONDER

Interior designer Elnaz Namaki's apartment  
is a masterclass in fluid layout, clever storage,  
ingenious details and luxe layering

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**SITTING ROOM**  
Mid-century shapes and statement artwork define this area, while storage in dark stained oak houses accessories and media.

Eclipse sofa in Pink, Elnaz Namaki Studio. **Artwork** (opposite), Eddie Martinez at Timothy Taylor. Dibujos Tinta rug, Nanimarquina at Made in Design





#### KITCHEN

A standout stepped counter in rich green granite from Iran helps to separate this area from the sitting room.

Cabinetry designed by Elnaz Namaki Studio. Bespoke pendants, Atelier Alain Ellouz. For similar green granite, try The Beauty of Marble. C-Chair dining chairs, Gubi

Coming home re-energises me,' says interior designer Elnaz Namaki, whose stucco-fronted Victorian apartment on a quiet west London street exudes a sense of graceful serenity. 'At the end of a night out, I often joke that I'm retreating to my charging station, much like an electric car,' she says.

Elnaz was initially drawn to this property for its lofty proportions and view of the lush gardens at the rear. She could see that the well-worn one-bed interior had the scope to be transformed into a two-bedroom, two-bathroom home. 'It was a question of tweaking the layout,' she says, 'though those tweaks involved significant restructuring.'

After turning to business partner Hugo van Bilderbeek to check that her plans were feasible ('I always like his nod of approval on projects like this'), Elnaz embarked on a detailed six-month renovation. The galley kitchen was knocked through to the adjoining sitting room; the master bathroom borrowed space from the bedroom for a roomier feel; a wall was removed from an awkward L-shaped nook to create a guest bedroom-study; and a shower room was turned into a glamorous cloakroom.

All of these spaces lead off from a square entrance hall, which initiates a natural sense of flow. 'I wanted this area to make an impact. I played on the idea of a traditional panelled hallway, but with shadow gap detailing instead of beading and a painted tin ceiling. It's very New York loft-meets-English style,' Elnaz says. Lighting that she designed in conjunction with Art et Floritude provides graphic silhouettes, while a striped shearling bench adds a playful yet practical note.

Hard-working joinery is a feature throughout. In the sitting room, Elnaz designed a full-height piece built around an off-centre flue that could not be moved, and added a marble inset to turn it into a gas fireplace. This is mirrored in a marble-lined

concealed drinks cabinet to create a sense of symmetry. 'I made sure the corning wraps around the joinery for a seamless finish,' Elnaz says. The kitchen follows the same principles – extra-tall cabinets emphasise the ceiling height, while two prized slabs of green-veined granite create a cantilevered counter, delineating the open-plan space.

A love of travel combined with her Iranian roots informs Elnaz's eclectic schemes. 'I appreciate many genres, so narrowing my choices wasn't easy,' she says. In the sitting room, she opted for a contemporary look 'with mid-century touches and a monochrome feel'. The master bedroom scheme, which takes its cue from her trip to Vietnam, features trunk-like joinery with elements of raffia, rattan and dark wood.

The decor in the guest bedroom-study was inspired by a Persian rug once owned by Elnaz's grandparents in Tehran, which is complemented by a plaster ceiling finish in a chalky blue. These notes are picked up in the adjoining bathroom, with walls lined in a paisley print. 'We stencilled details from the wallpaper onto the ceiling of the study to carry that feel through.'

In both bathrooms, old-school luxury abounds. Elnaz chose Arabescato Corchia for the flooring and bath surround in the master en suite: 'It's my dream marble because of its blue-toned veining,' she says. The cloakroom features a burgundy and white stone floor, plaster pink basin, matt black WC and 1950s mirror with a lit frame. 'Compact spaces are ideal for experimenting with all-out glamour,' Elnaz says.

In a home where form and function merge so seamlessly, it's little surprise that staying in feels like the new going out. 'Weekends are about cooking simple meals, relaxing on the sofa and watching TV,' Elnaz says. 'A home is somewhere you can feel safe and inspired – and this one ticks both boxes.' 🏡

■ Elnaz Namaki Studio, [elnaznamaki.com](http://elnaznamaki.com)





**MASTER BEDROOM**  
Versatile floor-to-ceiling storage maximises the space and layers of different textures bring a sumptuous edge. Blind in Sarada Texture in Blue/Tan, Brunswick & Fils. Jolene armchair; Truffle ottoman, both Elnaz Namaki Studio



**ENTRANCE HALL**  
Impeccable detailing delivers pared-back sophistication. 'The wall lights are made with volcanic lava, which has a wonderful translucent quality when lit,' says Elnaz. Ceiling tiles, Tramps. Wall lights, Elnaz Namaki x Art et Floritude. Lia pendant, Kaia Lighting





## INSPIRATION



**GUEST ROOM/STUDY**  
An authentic rug, jewel-hued sofa bed and decorative corning give a Persian aesthetic to this versatile room. **Blind** in Kievan in Folk Autumn, Dedar. Montsoreau desk, Duvivier Canapés. **Joinery**, HvB Development



**CLOAKROOM**  
This unexpected mix of rich hues and materials is pure drama. **Marmara wallpaper**. Osborne & Little. **Pitch basin**. Kast Concrete Basins. Rosso Levanto **flooring**. Mandarin Stone



**MASTER BATHROOM**  
Subtly toned marble is luxurious and laying the wall tiles vertically is a unique twist. **Taps**, Lefroy Brooks. **Towel rail**, Bard & Brazier. **Marble wall tiles**, Original Style

## INSIDER INSIGHT

Elnaz Namaki reveals her loves and inspiration

**SECRET ADDRESS** Les Couilles du Chien on Golborne Road – I always find hidden vintage treasures and decorative accessories there.

**GO-TO COLOUR** Soft pink is calming yet fun and stimulating. It creates a dialogue between pieces and blends softly with all colour schemes.

**SMALL CHANGE, BIG IMPACT** The tin ceiling tiles in the entrance hall completely switch things up. They create volume, making a memorable impact every time you enter or leave.

**YOUR STYLE IN THREE WORDS** Layered, refined, eclectic.

**LAST EXHIBITION VISITED** Lucien Freud at the Royal Academy. It was amazingly raw and intensely moving, inspiring me to reflect on the process and perception of ageing.

**BEST GIFT YOU'VE GIVEN** A Havana leather valet stand by Mufti to my sister. It helps plan your outfit for the next day – and looks great.

**LAST THING YOU BOUGHT FOR YOUR HOME** A set of hand-blown Italian multicoloured glasses from The Edition 94.