



## INTERIORS

# Tastemakers: Elnaz Namaki, interior designer

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Elnaz Namaki has her own studio and works on projects in London and the US

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With Iranian roots and a British upbringing, Elnaz Namaki, 30, has been influenced by a variety of styles. She has lived in London and Istanbul and cut her teeth in the interior design world in Paris, working under Bruno Moinard in 2012. She launched Elnaz Namaki Studio in 2017 and works on prime projects in London and the US. Last year Namaki launched Luuna, a furniture collection featuring an eight-piece sofa range in organic wool in creams, pinks, greys and black-and-white stripes.

She lives in Notting Hill, west London, in a period white stucco building, and has decorated her home in a style that combines oriental, monochrome, minimalism, colonial, industrial and a hint of maximalism.



### **What is your biggest source of design inspiration?**

Travel and nature. I grew up in the countryside, so there is a side of me that loves being outdoors.

### **Chintz or minimalism?**

I love both, but if I had to choose, minimalism. As Leonardo da Vinci said: “Simplicity is the ultimate form of sophistication.”

### **What is your design essential?**

Warm lighting is key for a cosy atmosphere.

### Your interior design quick fix?

Antique mirrors create space, while adding warmth and texture through the antique finish.

### Your prediction for the next big interior design trend?

Statement ceilings, especially curved ceilings — they add so much energy to a space.

### The design pitfall to avoid?

Design trends can be a pitfall if you let them overrule you. Your home should tell a story of who you are.

### If you could live in anyone's house whose would it be and why?

The French interior architect Joseph Dirand. His style is understated, but always feels warm and original.

### When decorating what do you splurge on?

Sanitaryware. Good-quality taps and showers from Lefroy Brooks.

### What would you save on?

Paint. You can always mix colours with Dulux.

### The best piece of design advice you have received?

Stay true to the spirit of the client and the essence of the space.

### What is your favourite thing about your home?

The high ceilings and large entrance hall.

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