

Trends come and go, but effortless elegance is an enduring interior style for the modern home. One designer who has turned this concept into an art is Jo Hamilton, the founder and creative director of Jo Hamilton Interiors. Over her 25 years in the business, Jo has worked around the world on a variety of projects, from luxurious city apartments to cosy country homes. “If you walked into two of my houses, you wouldn’t necessarily know they were designed by the same person,” Jo says. But what her designs do share is a common thread of elegance and class – plus a little something special: an incredible piece of art, a bespoke chandelier, or a surprising pop of colour. We caught up with Jo about the evolution of her style and what’s exciting her in the world of interior design.

My own personal style is eclectic

I think that it’s elegant and tranquil, too. I don’t like an interior to be too contrived or matching. I like things to look as though they’ve grown organically and to tell the story of the person that’s living there.

I love to look for unusual pieces

I like things that no one else will have, and I often bring pieces back home from my travels. I’ve brought back ancient doors, art, sculpture, fabric, rugs – pretty much everything! It’s a good way to create something really unique. I love the tranquillity and calm of my home but also love that it’s not bland; it’s full of exciting pieces, things to look at and little spaces to escape to. That’s what a home should be in my book.

I’ve made art a feature in my home

Over the years I have collected pieces I love: some are by well known artists, others not; some expensive, others not; some classic, others not. But they work together, and they blend somehow. I have arranged groups of art that contrast and complement each other at the same time and chosen mismatching frames that work with the overall look.

I’m always changing, adjusting and tweaking

I can’t seem to help myself, and I guess it comes with the job! I’ve started looking at houses in the countryside now. I love London and will always be based here, but having a little hideaway outside of town is becoming more and more appealing.

I love the story element of designing an interior

I’m interested in discovering the client’s story so that I can draw that out and show a journey in the pieces I choose – that might see a very clean-lined modern piece sitting next to an antique piece from Hong Kong because the client lived there for a period of their life.

What really excites me is listening to my clients

I love translating my clients’ likes and dislikes into a discernible style, even though they might not even know they have one. It’s a real skill and a big part of my job to decipher a client’s style and translate that into a coherent design.



“I see myself as a bit of a thrill seeker where colour is concerned. It is often misinterpreted, misunderstood and misused”

MODERN
HOME

MY SIGNATURE STYLE

Words by Courtney Goldsmith

JO HAMILTON

The leading designer reveals her tricks for using colour, discovering a client’s hidden style and creating a space that’s tranquil but never dull

I like structure in pattern

I love the structure and strength of geometrics, but I’m also a big fan of organic, plant-based patterns that meander and play across a wall or design. Over the past decade, I’ve become much more texture-focused. I really like to layer textures one on top of another. Linens on velvets, natural wood on stone, brass and bronze on marble – it adds such depth and warmth to any scheme.

I really enjoy colour

I see myself as a bit of a thrill seeker where colour is concerned. It is often misinterpreted, misunderstood and misused. The trick is to balance colour and tone. That’s one of my strongest skills and is a key to my style.

I fall in love every season!

I find new colours to fall in love with, but soft, powdery tones are a big favourite. They work beautifully in almost any setting. They can take the place of neutral colours on walls or upholstery without challenging or overpowering, but they can also take centre stage if you play them off against each other, which I enjoy.

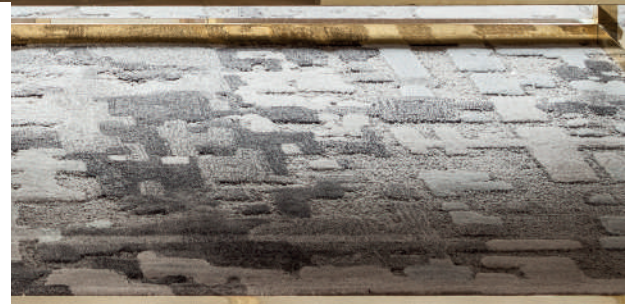
We’re using a lot of mint green

I think it’s going to be a big colour story for the coming year. It is the perfect partner for the blush pinks of the last few years, and the palette is beautifully complemented with the addition of soft, dusty peach tones. Blush and peach warm the coolness of the mint, making it a very easy scheme to live with.



I'm also excited about hardware
Hardware has been pretty functional and unexciting, but there is a mini-revolution that is building traction at the moment. A few design-led manufacturers are changing the game entirely. Plain, simple doors and drawers are being brought to life with sculptural, beautiful hardware in warm-toned metals and natural finishes.

Sustainability is so important
I think many people want to do the right thing but don't know where to start. It's easier than you might think. Paint, for example, used to leave a big environmental imprint, with up to 30 litres of toxic waste for every litre of product, but eco-friendly paints are widely available now, with the best on the market being fully compostable.







Pastel colours feature in many of Jo's designs. Recently, mint green has been a huge hit. The cool tones of Neo Mint perfectly balance the warmth of dusty peach and blush pink

Greenwich Village, New York

Observatory Gardens, Kensington. Photography: David Butler



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JO HAMILTON

Jo Hamilton is the creative director of Jo Hamilton Interiors. She has been involved in high-end developments in the UK and abroad. For more, visit johamilton.co.uk



Observatory Gardens, Kensington. Photography: David Butler



Mayfair bedroom