

NEW

# AMERICAN HOME STYLE HANDBOOK

FROM RUSTIC TO REFINED, DISCOVER THE DELIGHTS OF AMERICAN INTERIOR DESIGN



Digital  
Edition



FIRST EDITION

HOUSE TOURS • CRAFT PROJECTS • STYLING GUIDES

**DINING ROOM**

The new wall panels were made to match the home's original wainscoting. The organically shaped dining table is complemented by round chairs. Walls in Broccoli Brown, Farrow & Ball. Antique rug, Lawrence of La Brea. Bespoke table and chairs, Studio Jake Arnold

**SITTING ROOM**

The bar area in brass and suede was designed by Jake and brings a sense of refined, retro glamour to this corner. Yo-Yo stools, Jean Royère. *Crystal's Friend*, 2011 artwork by John Currin. Brass sconces, Paul Ferrante

**KITCHEN DINING AREA**

A vintage trestle table is paired with mid-century rattan and wood chairs by Charlotte Perriand. Enamel pendant, Lisa Johansson-Pape. Pendants (over the island), Rose Uniacke



Jake Arnold's book, *Redefining Comfort*, is the culmination of his symbiotic journey into interior design – pursuing his dream, reimagining industry norms, losing his fear, building client trust and feeling validated. Jake studied business and economics at Nottingham University, as an antidote to concerns that following his love of interior design was not a real career choice. The years up to his early twenties were shrouded in self-doubt until he realised focusing on his passion was the only way to live.

Securing an internship with an LA-based interior design company, Jake arrived in America with no established business contacts or friends, and barely enough money to last a few months – but also with no preconceived ideas to hold him back. Fast forward 11 years, and Jake runs his renowned design studio from LA, along with The Expert – a video consultation service that he jointly founded, connecting people to global interior designers. 'I wanted to give back and eliminate the barriers of high-budget, full-service commitment – offering everyone access to expert, industry knowledge and encouraging both established and new design talent,' he says.

*Redefining Comfort* charts Jake's inspiring rise to success and this project, named 'Optimism', showcases his design take on a one-storey, mid-century Californian ranch by architect Gerard Colcord. 'Colcord's projects became synonymous in the 1950s with the fulfilment of the American dream – homes that balanced the importance of work and family. In turn, this project has become a cornerstone of my work, using optimism and hopefulness as a central foundation for design.'

Keen to find a home 'with soul' – Jake was entrusted by his clients to help them find this property. He

was drawn to Colcord's classic architectural design features: colonnaded porches, vast panelled windows and lofty pitched roofs. The house is in Beverly Hills and has expansive canyon views, and Jake stripped the recent, unsympathetic interior back to its bare bones, refurbishing original wooden floors, reinstating panelling and slowly rebuilding the decorative layers. His approach to colour was driven by the clients' love of neutrals, whilst encouraging bolder, tonal hues that reference the surrounding landscape.

The use of historical prints on furnishings, from the likes of Fortuny, Liberty, Ralph Lauren and Schumacher, adds a timeless gravitas, balanced with textural plains from de Le Cuona, Holland & Sherry and Pierre Frey. Throughout, old, new and custom-made is thoughtfully curated. 'It's what sets a project apart – and taking the time to explore and unearth new European and international treasures is high on my future agenda.' Rooms are zoned creatively to optimise flow, and to amplify opportunities for entertaining and comfort. The use of curved, bespoke furniture creates a gentle fluidity and intimacy, and offsets more linear edges on panelling, bookcases and angular roof lines.

Natural materials add soul and a quiet sense of luxury to the home – think a custom-made bar in brass and suede, antique rugs, vintage oak and sheepskin chairs, primitive wooden tables, Audoux Minet vintage lights and Brèche de Vendôme stone flooring. 'For me, great design is about staying grounded and expressing your creativity,' says Jake. 'No matter how large or small, it should always be a place that makes you feel good. Physical beauty can be bought, but living well is a choice.'

■ [jakearnold.com](http://jakearnold.com)

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# OFFICE

In this capacious room, a bespoke curved sofa upholstered in a de Le Cuona velvet adds a relaxed edge to the room, with the blue-grey hue echoing the Farrow & Ball De Nimes shade used throughout. Vintage wicker coffee table, Chairish. Work table, Stahl + Band. Bookcases and custom desk and sofa, all Studio Jake Arnold

