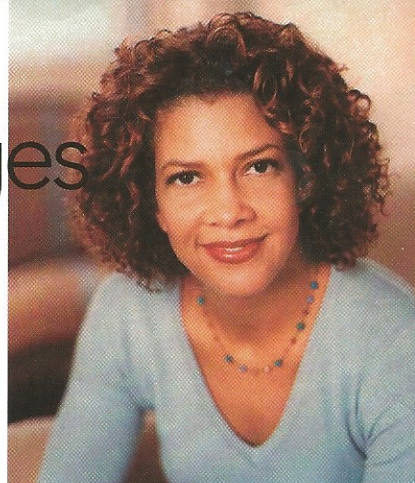


INSIDE DESIGN sheila bridges

The New York-based interior designer offers tips on how to conquer your colour inferiority complex. By Liza Finlay



even offers a dedication to “everyone who has ever wondered if having the urge to re-decorate is a sin.” Because the better part of redecoration is colour, we asked Sheila to give us some professional pointers for using paint, palettes and her much-loved pastels.

S@H: In your book, you describe something called the colour inferiority complex. What’s that?

SB: A colour inferiority complex is a fear of any room that’s painted any colour but white. The bolder the colour, the deeper the complex. Most people have this complex to some degree. They feel safe in white, which is too bad, since the easiest way to change the look of a space is to paint it. With paint, you can take risks with colour that you wouldn’t take with furnishings or fabrics, since they are much more expensive.

Of course, the flip side is colour contagion. Once you paint a room a colour, the other rooms feel incomplete, unfinished. So you have to paint them, too.

S@H: Do you have favourite colours?

SB: I’m drawn to watery shades, like celadon and blues – particularly blues that

The past few years have been full of firsts for New York interior designer Sheila Bridges, who was named America’s Best Interior Designer by CNN and *Time* magazine in the fall of 2001. Just months later she published her first book, *Furnishing Forward: A Practical Guide To Furnishing for a Lifetime* (Bulfinch, 2002). This February, her new television show, *Sheila Bridges: Designer Living*, aired on HGTV and the Fine Living Network in the United States.

In her book, Sheila encourages readers to experiment with styles and colours, and

TRADE SECRETS: COLOUR

In her book, *Furnishing Forward* (Bulfinch, 2002), interior designer Sheila Bridges writes: “We often underestimate the power and psychology of color. By doing so, we cheat ourselves of the opportunity to create home environments that inspire and invigorate, soothe and comfort.” We asked Sheila to pick a spring palette and tell us how each colour might affect us. **SOFT GREENS** “Greens are soothing,” says Sheila. “They make us feel peaceful.” **ROBIN’S EGG BLUE** “Like greens, blues are calming, but they can also be motivating.” **LAVENDER** “I love bedrooms this colour – it inspires harmony and is great for insomniacs.” **BUTTERCUP YELLOW** “It’s a great shade for heightening memory, which is why Post-it Notes are often yellow.” **PINK** “It’s so flirtatious and energizing without being as arousing as red.”