

# DESIGN CONCEPT

VAN VUUREN | STAGING FOR SALE



## WELCOME

Thank you for the opportunity to offer design advice to help optimise your property for sale. It was lovely to meet with you and view your charming home, and it's been a thoroughly enjoyable and rewarding project to work on.

Please take your time studying the provided information.

All questions and feedback are welcome.



*Kristine Franklin*  
FOUNDER & LEAD DESIGNER

## NOTES

- Recommendations are suggestive only.
- Relevant items are directly linked to their respective purchase avenue. Although I have made an effort to source available items, please appreciate that certain products may be low in stock or subject to extended delivery time-frames.
- Any renderings are intended as visual guides. Included elements are representational only. Scale may not be accurate.
- As per the design proposal, specification of products is not an inclusion. Regardless, I have attempted to specify some particular products where appropriate. Products not specified may be selected at your discretion, taking inspiration from the provided imagery.
- Remove as much clutter as possible to create a clean “unlived in” look. When you’re selling things don’t need to be functional or practical. It’s all about aesthetics.
- Don’t feel the need to decorate every wall and space. Less is often more, especially when staging for sale.
- Try to put your personal taste aside.
- Focus on the big picture and concentrate on using styling to create an impression. Small projects, like changing knobs on furniture, are unlikely to have a big impact.
- Given your time-frame, look to make any on-line purchases ASAP to allow for delivery.

ENTRY

BEFORE



RECOMMENDATIONS

Flank mirror with battery operated wall lights. Can use rechargeable LED lights or hardwired lights with rechargeable bulbs ([LINK](#) | [LINK](#)).

Hang mirror centrally above bench.

Add two - three light toned cushions to help lift the darkness in the space ([LINK](#)).



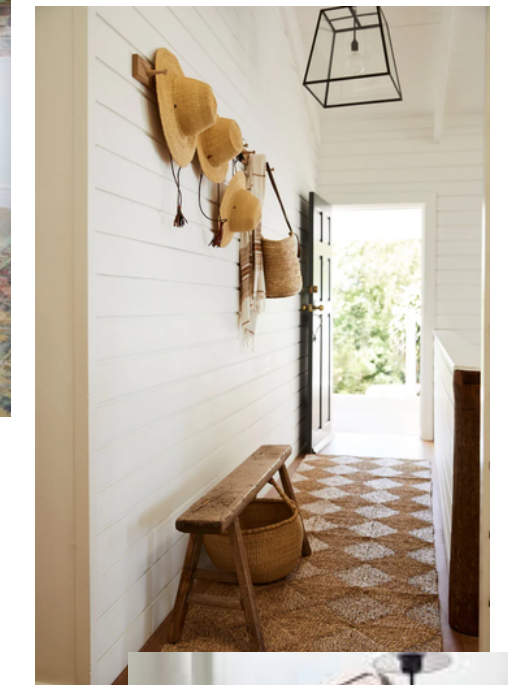
ENTRY STYLING EXAMPLE

Refresh bench with linseed oil (or similar) ([LINK](#)).

Conceal shoes in baskets underneath (remove as many shoes as possible during the sale period to minimise clutter).

Remove all current wall art and items from coat hooks. Use only a few select aesthetic pieces on coat hooks to create a sense of cohesion and consistency.

INSPIRATION



# FRONT LIVING ROOM (SITTING ROOM)

## BEFORE

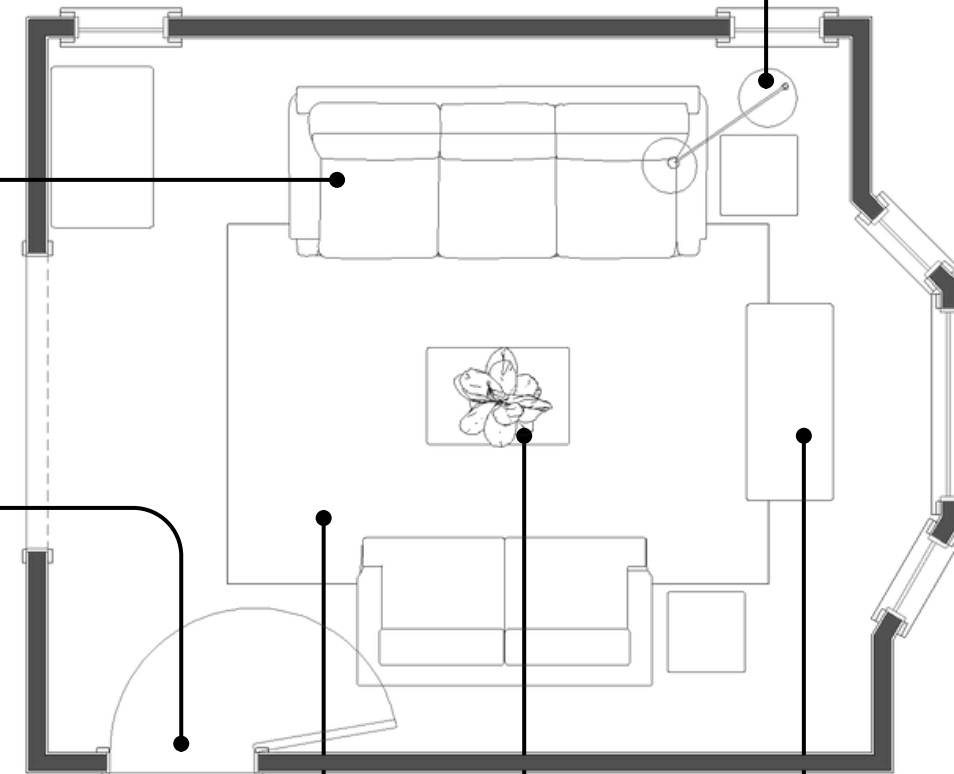


## RECOMMENDATIONS

Introduce some light toned cushions to help lift the dark couches ([LINK](#) | [LINK](#)).

A floor lamp would be nice to add height and warmth. If you don't have a spare one, IKEA and Kmart have some affordable options ([LINK](#)).

### LIVING ROOM LAYOUT EXAMPLE



Ensure door is open to clear couch.

Replace chair with bench seat.

Use some greenery on the coffee table to add some life. A large vase with some cut branches would be fine.

Add larger rug if possible so that all furniture is anchored. If needed, you can pull the three seater couch off the wall and into the room. You could consider the IKEA Lohals for an affordable option.

## INSPIRATION



DINING ROOM

BEFORE



RECOMMENDATIONS

Add two additional dining chairs to help make the room feel more grand.

Introduce bar stools (three - four). I would opt for stools without backs so they aren't intrusive. Check out Marketplace for something affordable in a style which suits.

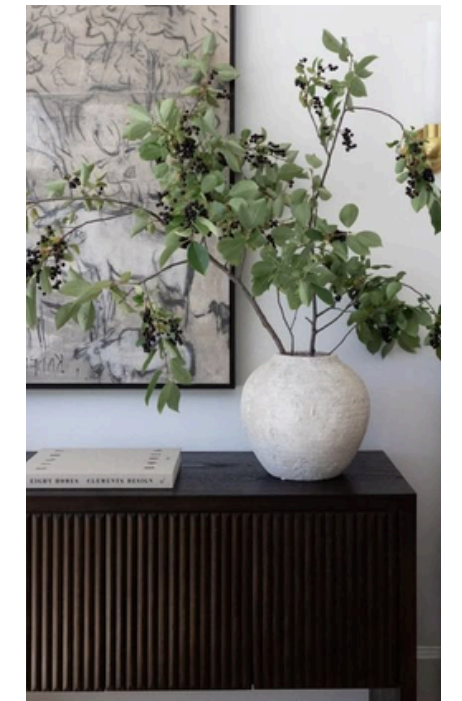


SIDEBOARD STYLING EXAMPLE

Declutter the fireplace mantle and sideboard. Unless the top of the sideboard is damaged, I would remove the runner. Use a few large pieces for styling rather than small items. I think the ship lamp could be used here. It's hard to suggest a shade not knowing the size, though IKEA has a few affordable options ([LINK](#)).

Add a large plant or vase in the center of the dining table to introduce greenery and life.

INSPIRATION



KITCHEN

BEFORE



RECOMMENDATIONS

Paint all benchtops white. You can use the Dulux Renovation range ([LINK](#)) or a similar brand. Rather than stark untinted white, consider a slightly deeper white such as Dulux Whisper White.

If you would like to change the cabinets, you can attempt limewashing as per your preference. Limewashing does carry some complexity and may produce undesirable results. My suggestion would be to thoroughly clean and re-oil with a low-sheen or matte finish, or paint.



Refinish the backsplash with a render style paint to give it texture and hide imperfections ([LINK](#)). Dulux Texture Medium is available in 4L or 10L only. If you would like a cheaper option, you can make your own render style paint by adding white grout or plaster of paris to regular paint or liming stain ([EXAMPLE LINK](#)).

Place a storage unit beneath the overhanging bench and dress it purely for show. There are many cube/unit options available from IKEA, Bunnings and Kmart. Choose a unit which fits, or combine a few as needed. If viable in terms of scale (I don't have exact dimensions), this unit from IKEA may be ideal, though potentially too long ([LINK](#)).



If desired, add a rug for decorative appeal during showings. The floor space is quite substantial and a rug can add softness, colour and pattern. Approx. size of 90cm x 250cm.

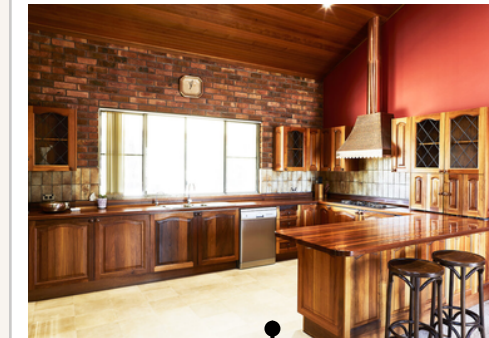
Declutter as much as possible. Remove all items from the walls, benchtops, behind the door and beside the fridge, along with the knife strip. Once the update has been completed, add back only a few select decorative pieces for optimal appeal.



If you would like to change the knobs, I would use a combination of pulls (on the drawers) and knobs (on the cupboards) ([LINK](#) | [LINK](#)).

Sand and fill the panel beside the stove. You can use a two part filler for optimal strength and coverage ([LINK](#)).

INSPIRATION



Before & After Example



Rug Example



Underbench Storage Ideas

# MASTER BEDROOM

## BEFORE



## RECOMMENDATIONS

Keep things simple for the bed. Place one art piece over it ([LINK TO FRAMER](#)). Introduce an accent cushion in colours which compliment the artwork. Here, rather than use the red from the artwork (which can be a polarising colour) I have chosen sage to reference the muted background ([CUSHION LINK](#)).

The current bedside table are fine in terms of scale, though if you would like to switch them for the glass ones that will also work. Just be sure to hide cords. etc.



### BEDROOM STYLING EXAMPLE

You can refinish the floorboards or replace the carpet. Either option is fine and will come down to cost, time and effort. If you choose floorboards, be sure to add a rug.

If you would like to change the knobs on the chest of drawers, feel free to do so. But be mindful that it is unlikely to have much overall impact. This room will benefit most from neat, thoughtful styling.

Declutter all walls and surfaces and keep decor minimal. The dresser is in a bit of an awkward position so there's no need to draw extra attention to it with too many accessories. Place any decor items with height on the far side of surfaces (away from the main entry point) so they don't block line of sight. The decor shown in the rendering is purely suggestive. Use what you have to create a similar effect.

## INSPIRATION



# BATHROOM

## BEFORE



## RECOMMENDATIONS

Add new tapware. Bronze or antique brass would be ideal though as they're rarer colours they can be hard to find at affordable prices. Instead, look at standard brass, nickel or even black in a classic style to add more character ([LINK](#)).



Keep this room simple and white, adding interest and colour through decor. Use pretty towels ([LINK](#)) in sage green or soft purple to compliment the adjoining bedroom. If you opt for a patterned shower curtain, go with solid towels so as not to compete ([LINK](#)).

If you would like to get a quote for a new shower screen, contact a local company. If you find it too expensive or the wait-time is unsuitable, I don't think there's anything wrong with retaining a curtain for sale purposes. I would choose a lovely patterned fabric to impart charm. Something with soft purple or sage green will compliment the master bedroom well.

Paint the tiles white and refinish the shower base.  
You can also paint the shower frame white.



Introduce handles to the vanity to give the unit more character. Go for a metal colour which matches your chosen tapware ([LINK](#)).

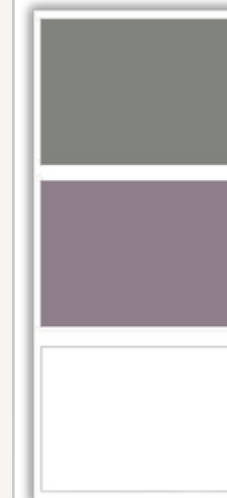
**UPDATE:** If you would like to introduce more colour given you won't be using a shower curtain, opt for purple or sage on the front of the bath and use patterned towels to compliment.

As with all rooms, declutter and keep only pretty decorative pieces on display.

## INSPIRATION



Before & After Example

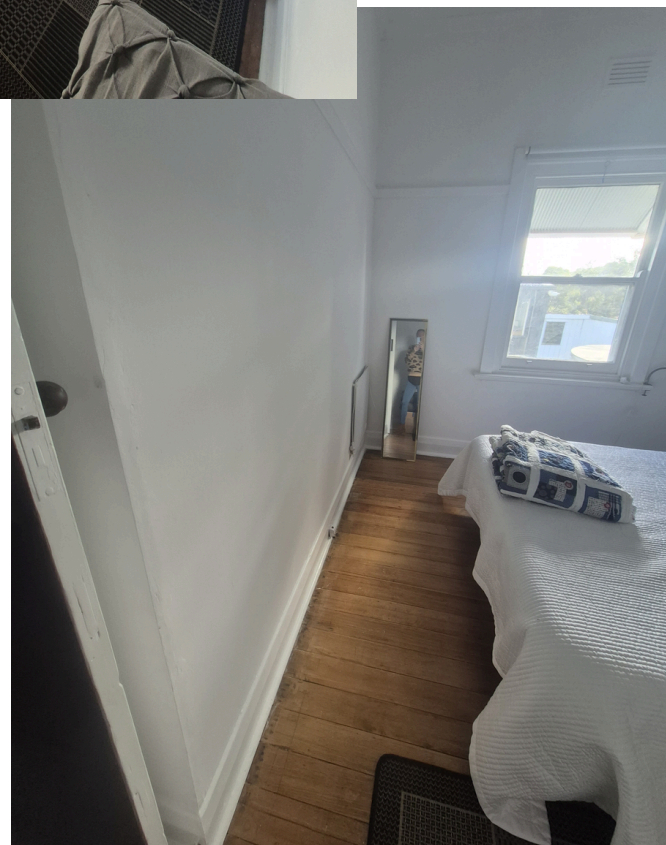
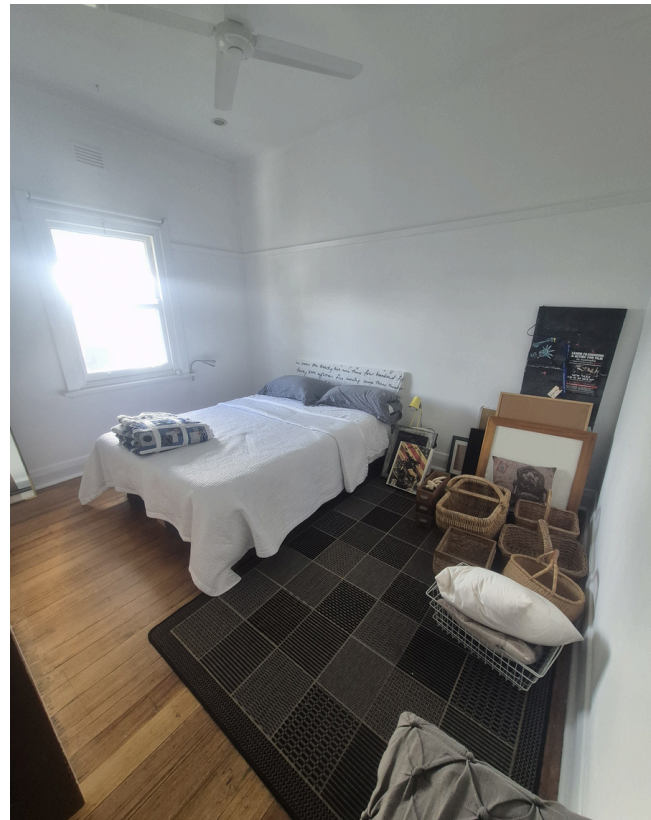


Shower  
Curtain  
Ideas



BEDROOM 1 (BRENDAN)

BEFORE



RECOMMENDATIONS

As this room is so fresh and bright, it works well to keep it simple and minimal. Less is more.

Center the bed on the wall and place the rug underneath. Add two side tables (I think you may have a matching pair you can use - if not, mis-matched is fine) and two lamps ([LINK](#)). These particular lamps are just one example - there are other affordable options you could choose.

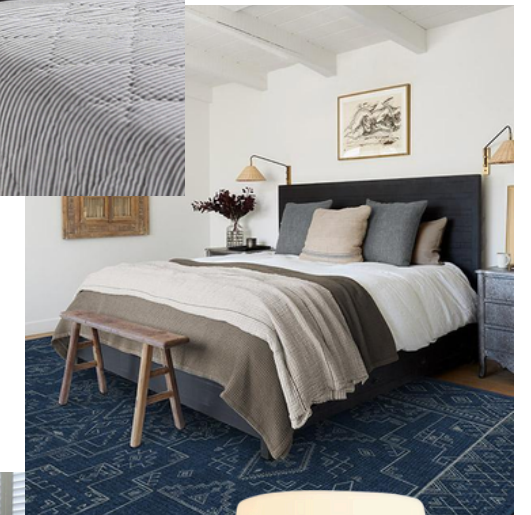
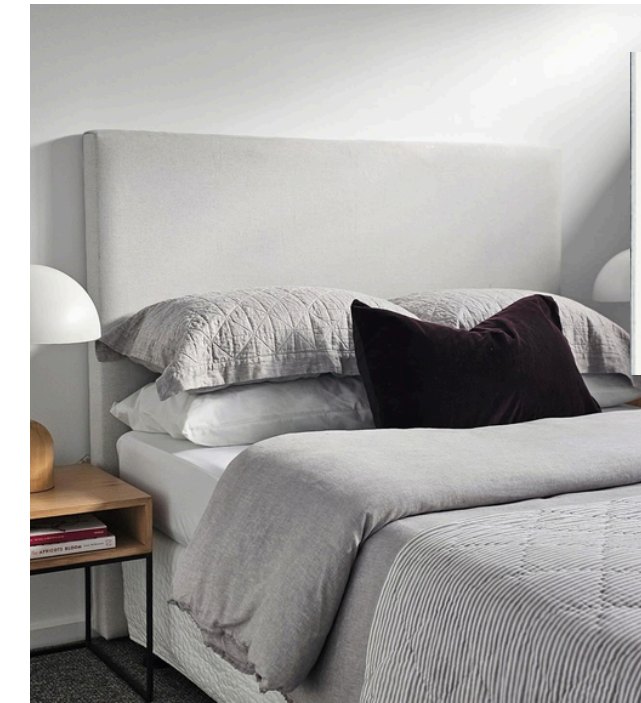


BEDROOM STYLING EXAMPLE

Raise the headboard (you can use bricks/soup cans etc. as they won't be visible behind the bed). Recover the headboard in a dark fabric to reference the floor rug ([LINK](#) - both the Charcoal or Graphite colourways would work).

Add one artwork over the bed. I think your streetscape painting could work well in here. Then link it with a cushion or two which picks up on the blue in the art. Choose something darkish to co-ordinate with the rug and headboard ([EXAMPLE LINK](#)).

INSPIRATION



BEDROOM 2 (STEFAN)

BEFORE



RECOMMENDATIONS

There's no need to introduce a headboard if the double bed size makes it impractical for you. Add a piece of artwork (hung low-ish) and use pillows for bridging height.

Add two side tables (mis-matched is fine - the height doesn't need to be the same) and two lamps ([LINK](#) or [LINK](#)). You can upcycle your current "trunk" tables to act as bedsides.



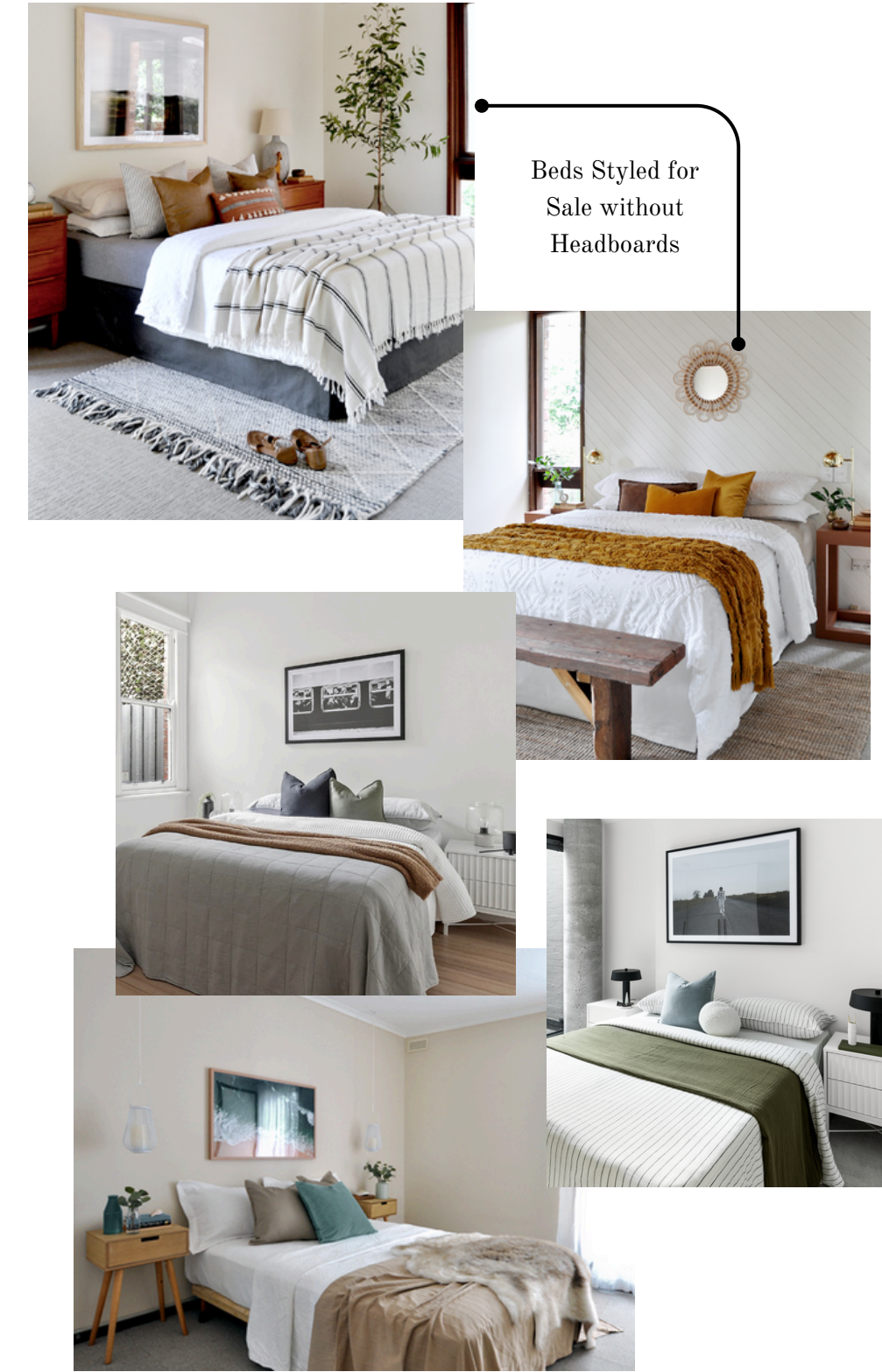
BEDROOM STYLING EXAMPLE

As always, declutter the room - clear all walls and surfaces. Keep decor and furniture minimal.

Position the bed slightly toward the right to allow space for the dresser beneath the window. Place the rug centrally under the bed. Use a fitted sheet or some pillow cases in a grey similar to the rug so it makes sense in the space.

Reference the artwork with a cushion ([LINK](#)) or two which picks up on the colours. You can also add a throw blanket for additional layering ([LINK](#)).

INSPIRATION



Beds Styled for Sale without Headboards

REAR LIVING ROOM (TV ROOM)

BEFORE



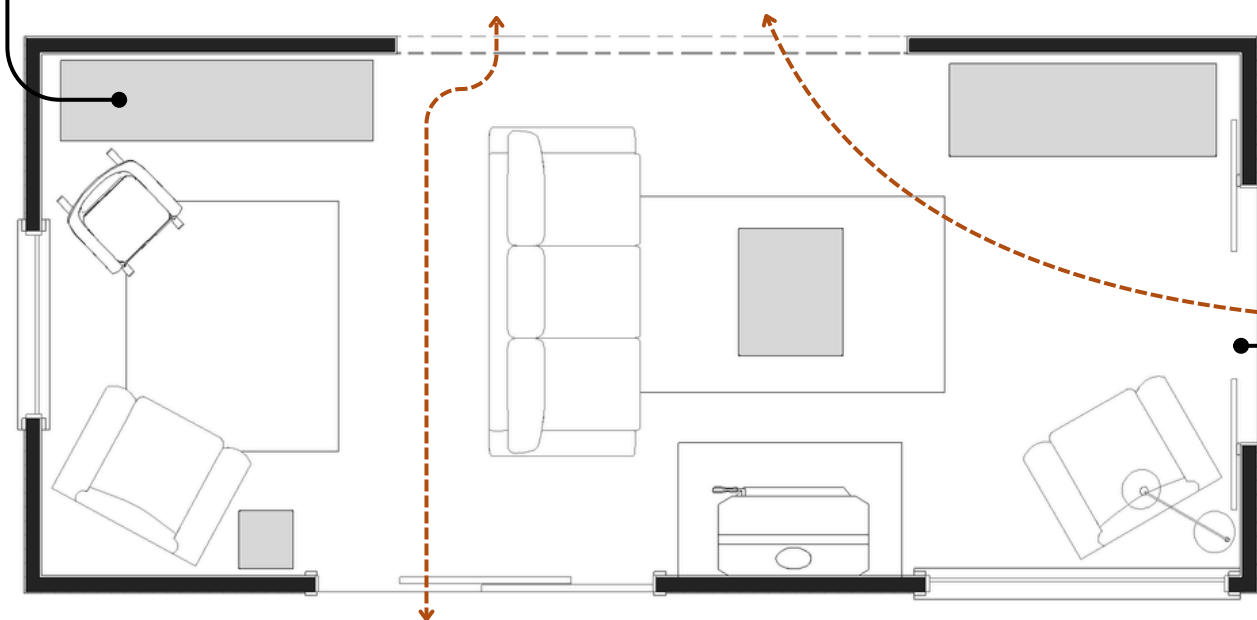
RECOMMENDATIONS

Rearrange the bookcase so items are a bit more minimal and intentional. It doesn't need to be "Pinterest" styled, just nice and neat.

I don't think you need too much colour as this is a nice, calm room and you have the greenery outside, but if you would like more colour, I'd be inclined to use desaturated hues (so nothing too bright or primary). Red will compliment the framed tapestry, blue will harmonise with the framed tapestry. I would not use both red and blue (unless the colours is very muted). Be mindful that too much blue can create a coastal feel which may not suit. ([LINK](#) | [LINK](#)).

For the purpose of selling, I think it would work to place one of the armchairs from the fire side of the room on the bookcase side of the room. This will give the bookcase side more of a "library/reading-space" feel, and open up the fire side as it is currently a little cluttered (especially in comparison to the bookcase side, which is quite sparse). Using consistent furniture across the whole space will also help bridge the room so there is a sense of consistency overall. Something like the below layout works to maintain travel paths (as indicated).

LIVING ROOM LAYOUT EXAMPLE



Again, declutter as much as possible and keep decor simple. Nothing is needed on the fireplace "mantle". Place a vase of greenery on the coffee table.

Add handles to the barn doors ([EXAMPLE LINK](#)). These are quite fine but nice and long. There are lots of similar options you may choose instead.

INSPIRATION



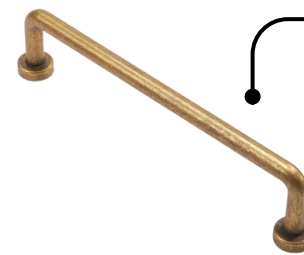
# LAUNDRY

## BEFORE



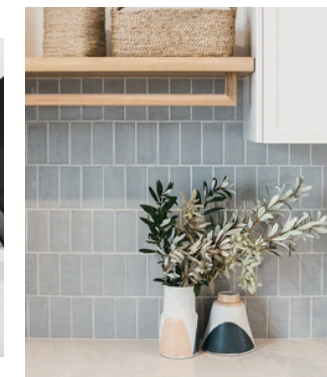
## RECOMMENDATIONS

If the inside of the cupboard bothers you, you can use peel-and-stick tiles or wallpaper to make it look prettier ([LINK](#) | [LINK](#)).



Bolder handles will provide a bit of a lift and some needed character ([LINK](#)). A brass or gold option will help brighten the room.

If you would like to paint the cabinetry, feel free to do so, though know that it's not completely necessary. Given you have the terracotta floor tile, I would opt for a simple white. Dulux Whisper White, as suggested for your kitchen benchtops, is a great safe option for sale purposes. If you would like to go bolder, a seafoam or soft sage would be pretty.



Declutter all walls and surfaces. Avoid placing items on the floor if not needed as this reduces the appearance of spaciousness. Use just a few select pieces for decorative purposes.

## INSPIRATION





the painted  
*hive*  
INTERIORS BY KRISTINE FRANKLIN