



Inspiration

COASTAL CHIC

DESIGNER JODIE CARTER FOCUSES ON TEXTURE AND LAYERS TO CREATE HAPPY HOMES FILLED WITH WARMTH

Words LAURA BARRY

Perfecting the floor plans of Lego houses and visiting galleries, gardens and historic homes with her grandmother are some of Jodie Carter’s earliest memories of design. Naturally, she went on to become an interior designer and founded her eponymous business in 2003. “I’m definitely a maximalist! I love books, accessories, fabrics and beautiful stones,” says Jodie. “I love a classic design and I don’t stick to any one style, but I’m particularly drawn to coastal properties and tend to do a lot of waterfronts.” Jodie’s interior-design schemes often incorporate coastal hues of blue, lots of texture and visual layers constructed from wallpaper, fabric, rugs and window coverings, as seen here in a recent home she completed in Coogee, NSW. “My clients asked for a warm and welcoming home with an understated luxury feel,” explains Jodie, of the project pictured here and overleaf.

GET THE LOOK



From left: Dodicci ‘Weger’ armchair in Light Grey/Natural, \$689, Living Styles. Dulux Modern White Wash & Wear paint, \$91.90/4L. Mirage Haven ‘Agery’ velvet cushion cover in Dark Blue, \$54.95/30cm x 50cm, Hardtofind. Palecek ‘Corfu’ vase, \$1165/tall, Boyd Blue. Boyd ‘Monolith’ coffee table, \$4870, Boyd Blue.



“The home is not complete until you have added a layer of life to it” JODIE CARTER

SCHEME OF THINGS
JODIE SAYS THE HARDEST PART OF THIS SCHEME WAS MAKING IT FEEL LUXURIOUS YET EFFORTLESS. “TO US, THIS MEANT TIMBER VENEER IN SOFT, GREYED-OFF TONES, A DECADENT HAND-KNOTTED RUG WITH SILK THREAD, A SOFA WITH LINEN FABRIC WAS TIED BACK TO THE RUG BY USING A MIX OF SUBTLE BLUE VELVETS AND PATTERN,” SAYS JODIE. THE CABINETRY AND WALLS ARE IN DULUX MODERN WHITE.

STAR OF THE SHOW THE COFFEE TABLE IS THE CENTREPIECE OF THE LIVING ROOM, SAYS JODIE OF THE ‘MONOLITH’ TABLE FROM BOYD BLUE. “THE TEXTURE AND HUE OF THE COFFEE TABLE UNITES THE COLOUR OF THE SOFA, THE TIMBER AND THE COASTAL FEEL, WHILE THE RUG GROUNDS IT ALL,” SAYS JODIE. >

PHOTOGRAPHY (THIS PAGE) MARIE HOMER (OPPOSITE) DANIELLA PHOTOGRAPHY (PORTRAIT) STYLING (OPPOSITE) JOSEPHINE EVE ACTUAL PAINT COLOUR MAY VARY ON APPLICATION



TALKING TEXTURE
TO ENSURE THE RESTRAINED PALETTE OF THIS PROJECT DOESN'T FEEL PLAIN, JODIE INCORPORATED LOTS OF TEXTURE. ALL "CAREFULLY CONSIDERED TO EVOKE THE FEELING OF UNDERSTATED LUXURY," SAYS JODIE. THE 'KUSINA' RECLAIMED ELM BAR STOOLS ARE FROM UNIQWA.

AIR APPARENT
"THE KITCHEN AND DINING ROOM WERE DESIGNED TO BE LIGHT AND AIRY," SAYS JODIE. THE KITCHEN CABINETS IN DULUX LEXICON QUARTER, SILESTONE BENCHTOP IN NOLITA FROM COSENTINO AND WHITE-WASHED FLOORBOARDS EVOKE THAT BREEZY, COASTAL FEELING.

1

Waffle linen **bath sheet** in Chalk, \$139, Shack Palace.



8

Arteriors 'Salotto' cabinet, \$22,250, Boyd Blue.

7

Water Tiger has a range of special pieces, from planters to furniture, for indoors and out.

6

CooH in Sydney is "the perfect place to stop" says Jodie.



2

'Flight Risk' artwork, \$5460*, Cindy Press.



3

L&M Home 'Mona' curve planter in Latte, from \$95/ small, and Interior by Feda 'Talía' cushion, \$160/55cm x 55cm, Ivy Lane.

4

Tatavu Grill & Bar, Sheraton Fiji Golf & Beach Resort.



5

The BMW X5, a hybrid vehicle, is high on Jodie's wish list.



Designer's notebook

JODIE'S FAVOURITE PLACES, SPACES, PEOPLE AND IDEAS TO INSPIRE, MOTIVATE AND CELEBRATE

What is your proudest professional achievement? "I recently purchased a large studio and now have five staff helping bring my vision and projects to life. Design guru Kimberley Seldon of Business of Design has also asked me to be a coach and mentor to upcoming designers - this was a dream of mine for a long time."

Where are your favourite places to shop? "Boyd Blue (8) is my number one go-to store for their use of texture and natural materials. Water Tiger (7) has the best rustic pots, stools and one-off furniture pieces. Linen & Moore, available through Ivy Lane (3) in Sydney's Paddington, is the place to pick up cushions, vases and bedding for last-minute styling."

Where is your favourite place to dine or grab a coffee? "I'm vegetarian, so I'm always looking for somewhere that does great vegetarian dishes or salads. CooH (6) in Alexandria is the perfect spot to stop - their cauliflower and tahini dish is to die for."

Where do you go to find inspiration? "Trade shows in Sydney or Melbourne and general showroom visits, but now that the business has grown, I'm doing more overseas travel with my Business of Design group. Last year was Dallas and Santa Monica where I was able to do incredible home tours, stay in amazing hotels and eat in beautiful restaurants, which is super-inspiring."

What's on your wish list right now? A black hybrid BMW X5 (5) is on my list for 2024, the Dior tote bag in blue toile is divine, and I do covet artworks from Cindy Press (2) in the US - she does the most beautiful black-and-white drawings of women. I would also love my own cocktail cabinet and one from Boyd Blue would be perfect. Finally, waffle linen bath sheets (1) from Shack Palace."

Where do you go to relax? "I have four pugs and I love curling up with them on the sofa. If I'm on holiday, then it's poolside at a resort in Fiji with a great book, pina colodas brought to me and pool bar snacks. We spent a week at the Sheraton Fiji (4) recently and it was heavenly."

What is the most rewarding part of your job? "Making my clients dreams come true and seeing them happy in their homes."

See more of Jodie's work at jodicarterdesign.com.au.

PHOTOGRAPHY (THIS PAGE) DESIGN IDENTITY AUSTRALIA (PORTRAIT) CHARLOTTE CURD (COOH) (OPPOSITE PAGE) HOMER ACTUAL PAINT COLOUR MAY VARY ON APPLICATION *ALL INTERNATIONAL PRICES ARE CURRENT EXCHANGE RATES AT THE TIME OF PRINTING