

Accessorizing Principals

“This is how we go from a house, to a home.”

The **FIVE** Key Principals

1. *Balance*

Create a sense of symmetry when laying out your space. Remember to balance color and the visual “weight” of your vignettes around your room. People see the whole room, not just an arrangement of items. This concept is key in built-ins and shelves because they create a context that is easy to visually measure size differences.

2. *Vantage Point*

When you walk into any space there is a first impression “vantage point” or “dominate view.” Keep in mind that you should face your vignettes to maximize this dominate view.

3. *Scale & Proportion*

Don't over-fill or under-fill the available visual space (e.g. in a built-in, in a hutch, in a curio etc). Somewhere around 2/3 full gives the eye enough negative space to take in your vignette without your items feeling dwarfed by their surroundings.

4. *Cascade*

Use this technique so you can see everything in a vignette. Remember, tallest in the back to shortest in the front.

5. *Pyramid*

Arranging vignettes in a pyramid shape is an easy formula to make a grouping aesthetically pleasing.

A few rules of thumb:

1. Groups of odd numbers look best 9 times out of 10.
2. Pairs of items or vignettes will create symmetry to achieve a feeling of balance.
3. Repeating the same item can create a simple, beautiful, and balanced display. This design principal is called “Rhythm”.

NOTES:
