

PRESS RELEASE

Scatter-lings of Africa

Anton Odendaal from leading furniture retailer, Rochester, offers his top seven tips for decorating with scatter cushions.

22 July 2015, Johannesburg: Scatter cushions can be one of the quickest and easiest way to spruce up various indoor and outdoor spaces throughout your home. You can use them to add colour or textural interest to a space, or to create a specific theme – quickly, easily and at a minimal cost. Anton Odendaal from leading furniture retailer, Rochester, says: “Rochester offers a wide range of gorgeously trendy scatter cushions that can be used to completely change the look and feel of a room, without breaking the bank.”

Here are his top seven tips on how to decorate using scatter cushions:

- 1.) **Same-same is a no-no:** If your scatter cushions match your sofa, it is time to pull yourself out of the ‘80s and get rid of them. “Scatters are the ideal way of pulling together all the colours and patterns in a room, and if they blend in with your sofa, you will end up with a décor composition that is entirely void of character and visual interest. Instead, try to have fun with your choice of scatters – use them to add colour, texture and patterns and to create a scheme that is a true reflection of your own personal sense of style,” explains Anton.
- 2.) **Placement is key:** Scatters can completely transform a space, depending on where they are placed and how they are positioned. You can choose to group scatters of various sizes together, or for a more uniform look, you can choose scatters that are all the same size. Anton advises: “When grouping scatters, either group them in pairs, or in groups of odd numbers. It is also a good idea to arrange them in a way where there is some kind of symmetry in the arrangement for optimum visual impact.”
- 3.) **Pick your palette:** Any cohesive interior will boast a definite colour scheme throughout, and scatters provide the ideal means of introducing repeat or related colours into the space. Anton advises: “Selecting one or two solid colours works well, or alternatively, you can choose two different patterns or textures for an effective and eye-catching arrangement. Be sure to always choose colours that contrast with your sofa, but that harmonise with your floor rug, curtains and other décor elements.”
- 4.) **The style will dictate the number:** For more traditional décor, it is best to stick to an even amount of scatter cushions, says Anton: “The easiest way to achieve this is to choose two matching solid square colours and position them in the corners of the sofa. Then select two smaller matching patterned scatters and place these in front of the two larger ones.” However, if you are after a more eclectic look, then Anton says that you

should elect an odd number of scatter cushions: “For example, for a three-seater couch, choose five completely different scatter cushions, with different patterns, but other harmonising qualities.”

- 5.) Shape-up:** The scatter cushions you choose don't necessarily have to all be the exact same size. In fact, Anton says that some of the most effective scatter arrangements comprise cushions of various sizes and shapes: “One of my favourite scatter arrangements is one that is known as the 2-1-2 arrangement. It comprises two solid coloured larger scatters, complemented by some slightly smaller scatters with interesting patterns and textures, positioned in front of the larger ones. This is then finished off with a rectangular scatter with similar tones as the two solid coloured cushions placed in front of the smaller cushions.”
- 6.) A treat with texture:** Don't be afraid of experimenting with different textures – it can really add to the aesthetic appeal of a space. Anton notes that if you are not very adventurous and prefer monotone décor schemes, you can use scatters featuring various textures to create added visual interest: “Imagine a living room with a monotone cream-coloured palette – this scheme can be livened up through the addition of a collection of cream-coloured scatters in various textures – think velvet, linen, cotton, denim, faux fur, mohair, the choice is endless. The colour palette remains calming and neutral, but the added texture keeps it from being boring.”
- 7.) Setting the style and the tone:** The right selection of scatters can completely transform a room, so it is advisable to thoroughly analyse the room in question before you purchase your scatters. Says Anton: “Brightly coloured scatters can add a bright pop of colour to an otherwise drab and dull room. However, if the space is very well lit and bright, then adding bright colours via scatters, can make the space seem a little overwhelming. For very brightly lit rooms, scatters in darker hues will make the space feel a little cosier, and if these compliment the curtains and flooring, it will visually recede the room, making it feel smaller and more intimate. Darker jewel tones are especially great for this purpose.”

ENDS

Released on behalf of Rochester (www.rochester.co.za) by The Line (www.theline.co.za, ant@theline.co.za).