

## Interior Design Guide



1. **Flooring, tiles and other existing surfaces, finishes and materials** - should be considered before interior choices are made.
2. **Invite the outdoor environment inside** - Sensing our connection to the place – blending indoor and outdoor.
3. **Wall color** – Certain walls are given colors based on the designer's directions.
4. **Texture** – Choose less glossy surfaces and instead materials with a tactile quality.
5. **Nature** – Incorporate natural elements.
6. **Preserve** – Retain elements from the previous owner if they complement the space and our concept.
7. **Vintage & Antiques** – Source items from local markets to add patina and a sense of place.
8. **Local Arts & Crafts** – Integrate locally made artwork and handcrafted items.
9. **Small Decorative Items** – Primarily place them on shelves, leaving tables and other surfaces free for guests to use.
10. **Storytelling** – Create a narrative through design choices to give guests a sense of the local area and culture.
11. **Map of the Area** – Hang a map in a suitable spot as part of the storytelling.
12. **Pictures**, etc., should be placed carefully on walls in harmony with the furniture.
13. **Cushions** - Choose colors that complement the wall colors, etc., and mix solid colors with floral or graphic prints.
14. **Functionality & Comfort** - Selection of furniture and furnishings should meet Danish standards for usability and quality.
15. **Space & Storage** – Ensure ample room for luggage and a comfortable environment. Provide sufficient storage for guests.
16. **Lighting** – Combine general and spot lighting (for reading, etc.), use only high-quality bulbs.
17. **Welcoming Touch** – Place a large ceramic or wooden bowl/tray in a suitable spot for guest materials.
18. **Danish flag** - Leave a small flag for guests to use when celebrating events with friends and family.
19. **Balance** – Maintain a harmonious mix of elements.
20. **Outdoor furniture** - Choose natural materials. Colored metal also. Avoid plastic furniture. Don't forget the cushions.
21. **Blue brand color** - To support the brand the blue brand color should be present in every holiday accommodation.



## Check list for the 21 points

This checklist can be found on the last page of the guide  
– remember to tick off each task.

Check list, HOUSE name: \_\_\_\_\_ - please tick off when completed

TASK	no adjustment	requires adjustment	explain reason for no adjustment <small>or</small> what needs to be done	responsible	start date	end date	completion
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# 1) Flooring, tiles and other surfaces/finishes and materials - should be considered before interior choices for colors, textures, and decor etc.

## Flooring :

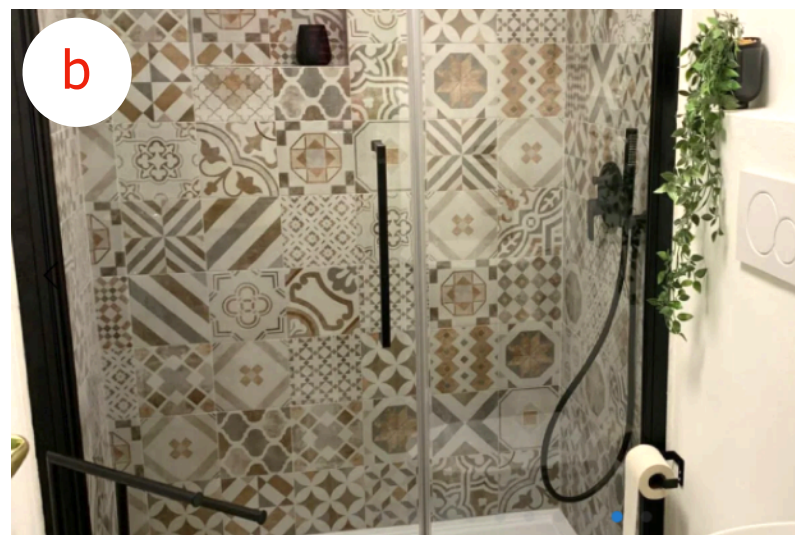
- a) When patterned flooring, avoid too many patterns in other decor and interior.
- b) When the flooring has more natural colors/patterns it's easier to match wall colors and paintings.

## Tiles :

- a) When bright-colored tiles use same colors on other interior to link together + add neutral colors.
- b) When natural-colored tiles it's easier to choose bright colored decor and interior.

## Other :

- a) If bricks are visible, consider their color when choosing decor and interior.
- b) If there are noticeable outdoor colors, consider them when choosing indoor wall colors.





2) **Invite the outdoor environment inside** - Overall, it's about sensing our connection to the place – recognizing that the outdoor environment often has a lot of character to offer. Blending indoor and outdoor.



This feeling of  
warm colors,  
plants and  
natural material  
=> indoor



### 3) **Wall color** – Bettina Therese provides guidance on color placement while maintaining a Scandinavian aesthetic, including white. Bettina Therese also provides the accurate color codes.

The Design Manual for graphic expression includes colors that evoke sensations. These colors are translated into colors that work as wall colors in a physical space. Bettina Therese provides the wall color codes.



Source: Design Manual by KREATOUR





4) **Texture** – Choose less glossy surfaces and instead materials with a tactile quality. All natural materials, ceramics, woven interior etc. are good choices.





5) **Nature** – Incorporate natural elements such as nature-inspired motifs, wooden interiors, and dried and artificial plants, also fresh plants/flowers if possible (following Bettina Therese's guidance).





6) **Preserve** – Retain elements from the previous owner if they complement the space and our concept. Combining new and old creates a homely atmosphere. Also this is more sustainable.





## 7) Vintage & Antiques – Source items from local markets to add patina and a sense of place.





**8) Local Arts & Crafts** – Integrate locally made artwork and handcrafted items.



Handmade  
wooden cutting  
board and local  
food products



...they also produce a variety of hand made objects such as tables, necklaces, holders, decorations all made from the wood of their very own olive trees.

<https://deliciousmontenegro.me/listing/olive-oil-olcinium/>

Place brochures about local artisans and their exhibitions



9) **Small Decorative Items** – Primarily place them on shelves, leaving tables and other surfaces free for guests to use.



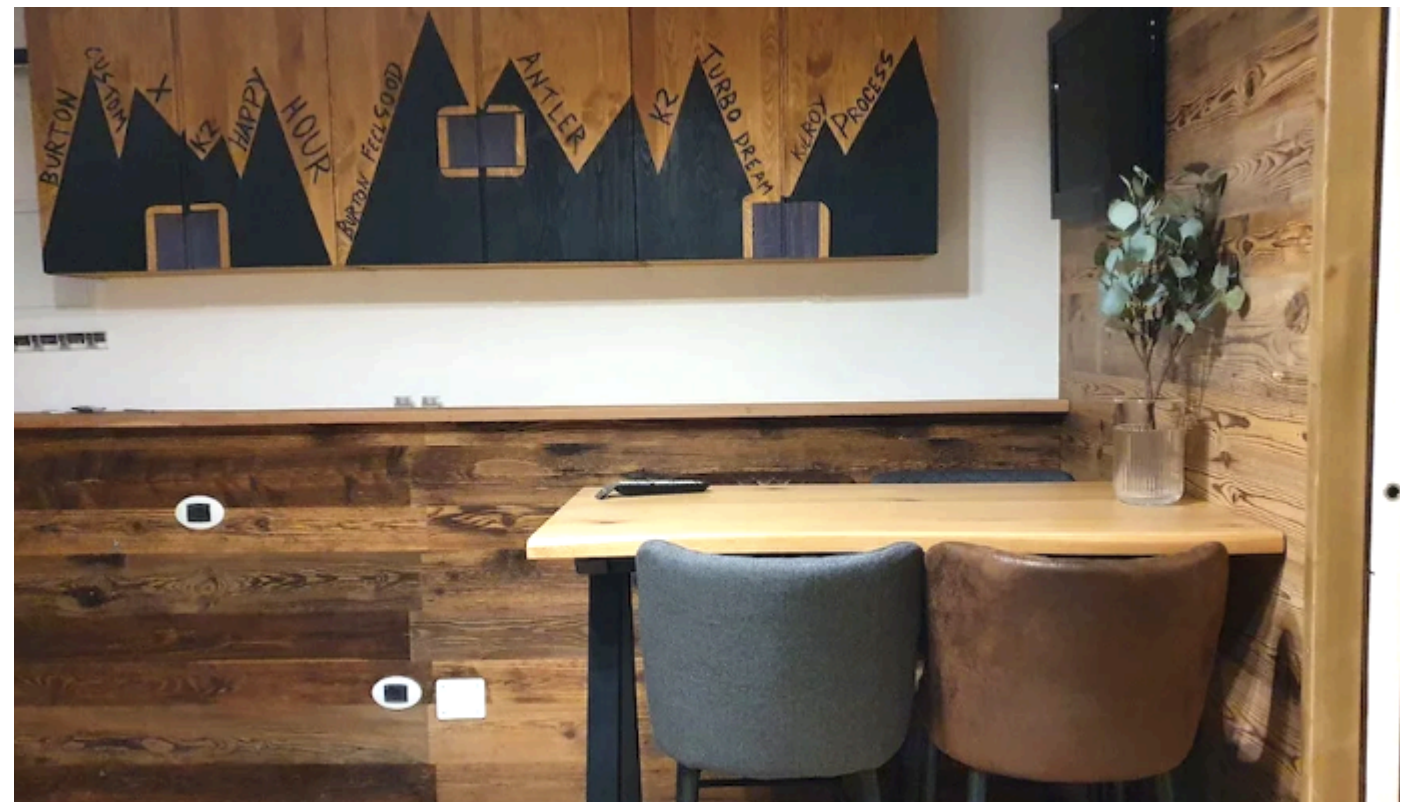
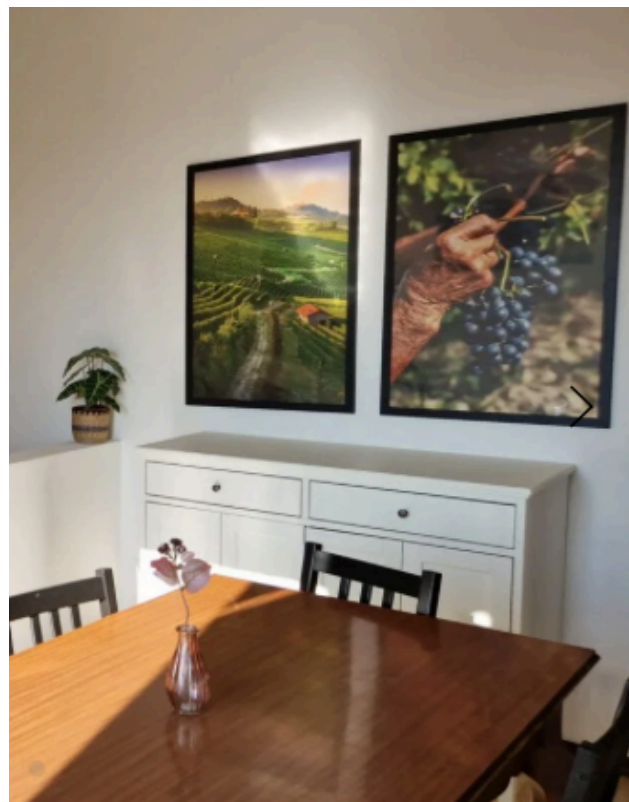


10) **Storytelling** – Create a narrative through design choices to give guests a sense of the local area and culture. Use the signature blue brand color as an accent.



Use the blue brand color to support:

- a wall section
- a frame
- written text
- etc.





## 11) Map of the Area – Hang a map in a suitable spot as part of the storytelling. Use the signature blue brand color as an accent.

Use the blue brand color to support:

- a wall section
- a frame
- written text
- etc.

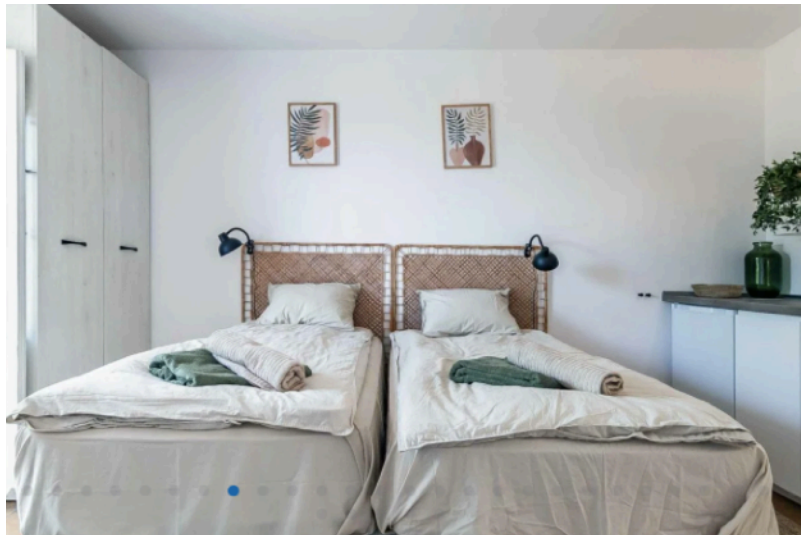


A suitable spot could be the entrance or dining area.





12) **Pictures**, etc., should be placed accurately on walls. Not too scattered and not too high. Instead, grouped together at a suitable height in harmony with furniture. Large pictures create a sense of order and make the room look bigger.



Pictures are too small,  
placed too high and with  
too much space in between.



This solution works well in living room, dining room, and hallways.



This solution works well in bedrooms and in most other places also.

## 13) **Cushions** - Choose colors that complement the wall colors, etc., and mix solid colors with floral and/or graphic prints.

### Defined Color range



All of these colors can be used, including white and black



If the room has one of these wall colors, the color should also be reflected in the cushions.



### Ideas for selecting cushions



### How to:

- Select "color story" from paintings in the room.
- Check with defined color range.
- Different patterns + solid colors.
- Vary sizes.
- Vary textures.
- Odd numbers.

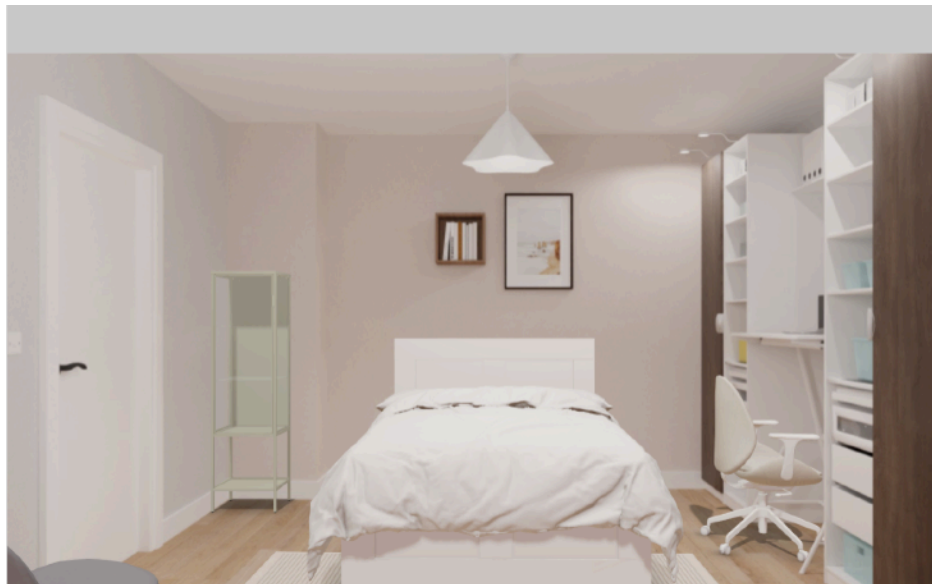


14) **Functionality & Comfort** - Selection of furniture and furnishings should meet Danish standards for usability and quality - such as beds, mirrors, pillows, etc.



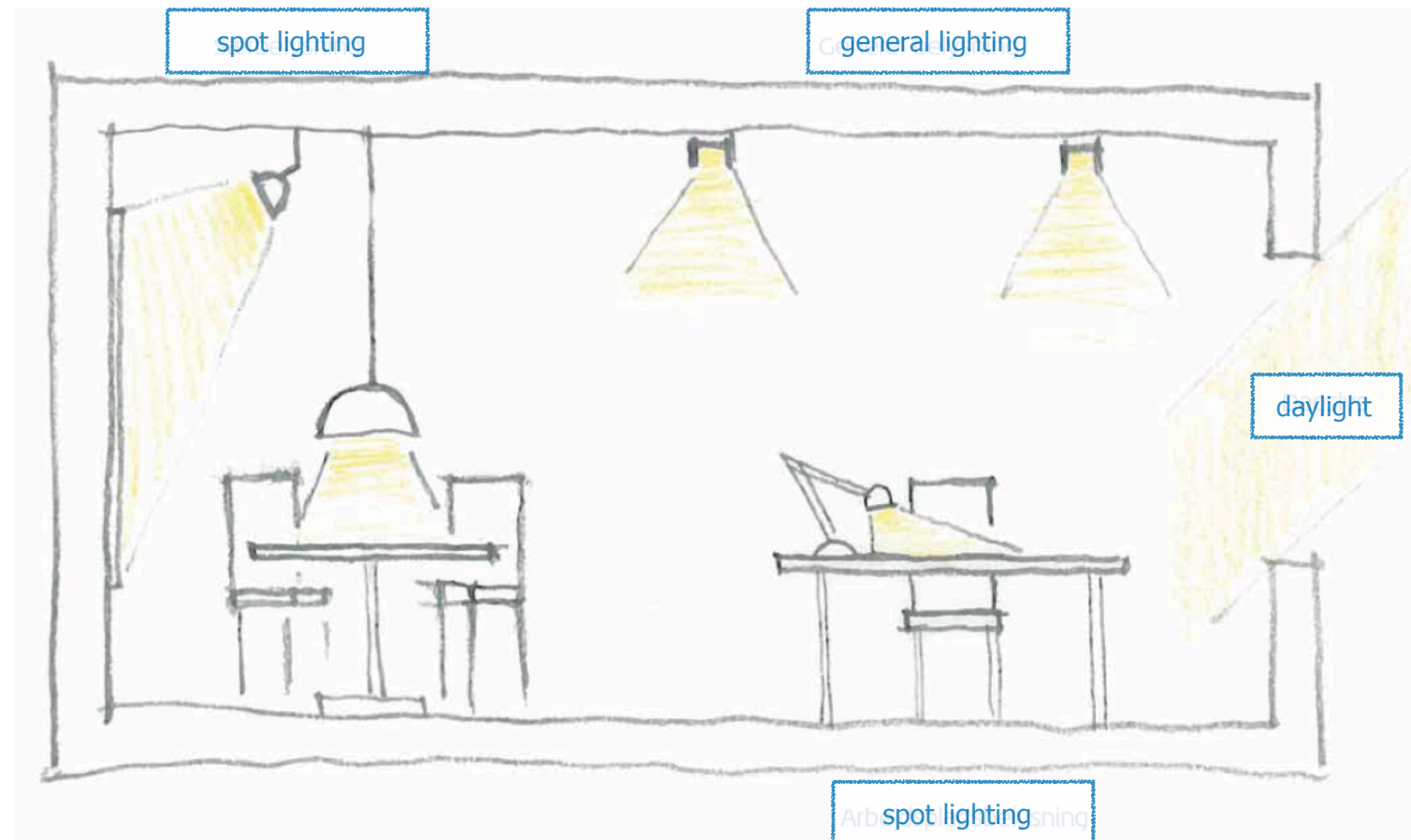


15) **Space & Storage** – Ensure ample room for luggage and a comfortable environment. Provide sufficient storage for guests.





16) **Lighting** – Combine general and spot lighting (for reading, etc.), use only high-quality bulbs, low Kelvin (warm), and high RA for better color rendering.



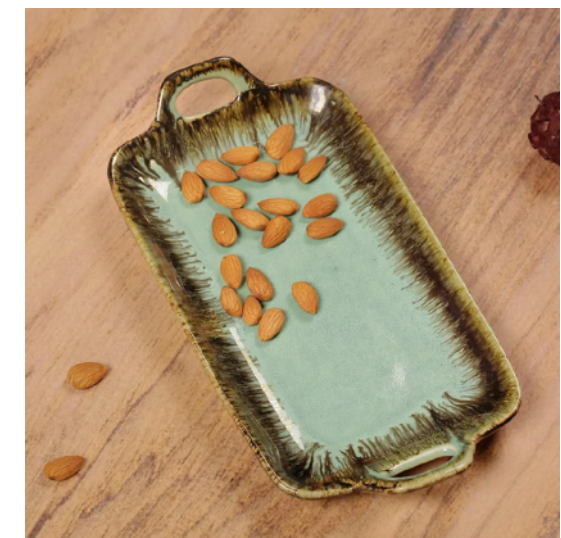
The **color tone of light** is indicated by a color temperature (measured in Kelvin, K) and can be warm, neutral, or cool. Color temperatures below 3000 Kelvin are called warm colors and appear reddish/yellowish in the light. Color temperatures above 5000 K are called cool colors and have a more bluish light.

The **ability of light to render colors** is indicated by the Ra index (0-100), which determines how naturally colors in the surroundings are reproduced. Light sources with an Ra index of 80 are said to provide good color rendering. For even better color rendering, the Ra index should be above 90. By comparison, daylight has an Ra index of 100, which is optimal.

Both the Ra index and color temperature affect how we perceive a room. **To support a warm, natural and welcoming atmosphere the color temperature (Kelvin) should be low and the Ra index high.**



17) **Welcoming Touch** – Place a large ceramic or wooden bowl/tray in a suitable spot for brochures, maps, and other guest materials.





18) **Danish flag** - Leave a small flag in a cupboard/drawer for guests to use when celebrating events with friends and family.





19) **Balance** – Maintain a harmonious mix of elements: avoid using color on every surface in the same room, combine new and vintage furniture/interior, and balance glossy and natural textures.





20) **Outdoor furniture** - Choose wood, rattan, or other natural materials with good durability and weather resistance. Colored metal also. Avoid white plastic furniture. Don't forget the cushions.



Go for good quality that last longer which is also sustainable thinking.





## 21) **Blue brand color** - To support the brand the blue brand color should be present in every holiday accommodation.





# Examples of implementation across the different rooms in a holiday accommodation

## Bedroom

### What:

- => more colors
- => more textures
- => more nature
- => more local/culture
- => more storytelling

### How:

- colored curtains
- colored towels
- colored walls
- bigger paintings
- wall decor in nature material
- plants
- wooden furniture
- vintage furniture
- local arts and crafts

## Kitchen

### What:

- => more colors
- => more textures
- => more nature
- => more local/culture
- => more storytelling

### How:

- colored tea towels
- ceramics (local)
- colored walls
- bigger paintings
- wall decor in nature material
- plants
- wooden furniture
- vintage furniture
- local arts and crafts

## Other areas

### What

- => more colors
- => more textures
- => more nature
- => more local/culture
- => more storytelling

### How:

- map of area
- local touch
- colored walls
- colored cushions
- bigger paintings
- wall decor in nature material
- plants
- wooden furniture
- vintage furniture
- local arts and crafts

## Bathroom

### What

- => more colors
- => more textures
- => more nature
- => more local/culture
- => more storytelling

### How:

- colored towels
- colored walls
- wall decor in nature material
- plants
- wooden furniture
- local products

## Outdoor

### What

- => more colors
- => more textures
- => more nature
- => more local/culture
- => more storytelling

### How:

- no white plastics
- ceramics
- colored cushions
- local arts and crafts



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