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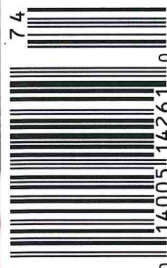
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# *strictly* PERSONAL

Inspired by her client's one-of-a-kind style, a designer embraces bold patterns and flashes of glamour while keeping things classic with artful furniture silhouettes.

*writer* Margaret Zainey Roux *photographer* Nathan Schroder *producer* Donna Talley







Allane O'Neil's living room is defined by streamlined symmetry. The straight lines of the limestone fireplace are echoed by recessed divided-light windows, whitewashed ceiling beams, and contemporary seating pieces. The patched hide rug, with its rounded shapes inspired by Moroccan tiles, provides a graphic counterbalance.



Polished chrome armchairs upholstered in a fuchsia damask print add spice to the dining room. "We loved the weight of the reclaimed oak dining table, but we needed to glam it up with something shiny," designer Morgan Farrow says.







A little funky, a little sexy, and a little left of center. That's how designer Morgan Farrow describes her client, Allane O'Neil. It's also a spot-on description of Allane's 6,000-square-foot Dallas home, where crisp white walls bounce light so each

room shimmers like a lightbox.

This laboratory-like backdrop cried out for experimentation—and after 25 years of living in a traditional 1940s red-brick two-story that once belonged to her grandmother, Allane was ready to be bold. Thought-provoking artwork? Fearless upholstery colors? Wallpapered ceilings? Yes, yes, and yes. “I’m not afraid to veer away from the latest trends and go my own way,” Allane says.

She directed Farrow to push the envelope. “With a simple white backdrop, we could go wild with the bright, saturated hues and strong patterns that Allane is naturally drawn to,” Farrow says. “She knows what she wants and understands the art of mixing styles. Best of all, she isn’t afraid to be different!”

Statement-making fabrics and wallpapers served as starting points for each room—and speak volumes about the homeowner’s design aesthetic. “Each room has its very own wow factor that sets the tone for the space,” Farrow says. Take the velvet fuchsia damask fabric on the dining room chairs and the graphic hide rug in the living room. “If Allane loved it, we bought it, and let the pieces fall into place,” Farrow says. “We didn’t follow a methodical design plan for this house. We let our selections lead the way and feed off of each other.”

Antique, vintage, and midcentury-modern furnishings and light fixtures satisfy Allane’s craving for one-a-kind finds while infusing the 21st-century home with a sense of history. Timeworn wood tables, bold Brutalist-style chandeliers, and gilded accents might seem to be strange bedfellows, but collectively they feel unexpectedly elegant.

“I’ll often have a client come to me with the goal of achieving a certain look like ‘modern farmhouse’ or ‘country French,’” Farrow says. “This time around, that look was called ‘Allane.’”

FOR RESOURCES, SEE PAGE 94.







*“Our selections were sometimes fearless and often surprising, but always cohesive.”* —DESIGNER MORGAN FARROW



**Opposite:** Vintage Milo Baughman chairs appear almost translucent in the breakfast room, allowing the eye to travel beyond to peaceful garden views. **Above:** Polished chrome hardware and shiny brass barrel-back stools temper the rusticity of the kitchen's maple island cabinets, a rolling library ladder, and a heavy Douglas fir beam above the range. "The island is 12 feet long—perhaps one of the largest I've ever designed," Farrow says. "The kitchen is so open and communal, we needed a centerpiece of that scale to anchor it. Its layered waterfall styling gives it double the volume and visual interest."









*“Metallic elements cast a warm glow throughout the house.”*

—MORGAN FARROW



**Opposite:** Modern meets traditional in the corner of the master suite with the marriage of a transparent desk and an opulent Louis XV-style chair hand-painted in gold-to-black ombré. **Above left:** An accent wall papered in a geometric pattern puts a psychedelic spin on classic white marble tiles in the master bath. **Above:** A hallway goes tropical with a leafy wallpaper print that feels decidedly Palm Springs in style thanks to its fearless partnership with a rattan bamboo-style mirror and a black fuzzy ottoman. **Left:** The ceiling in the master bedroom features gold marbled wallpaper. The headboard is made from an early-20th-century French mirror. “This room breaks all rules,” Farrow says.





**This photo:** Block print, tie-dye, and batik patterns downplay the ritzy vibe of a gilded Greek key headboard in the guest suite.

**Opposite:** Lavender, peach, and blush pinks soften the guest room. "With so many straight lines and strong, structured silhouettes, this room would have felt masculine in any other palette," Farrow says.





## Q&A with DESIGNER MORGAN FARROW

As the mother of two children under the age of 5 and principal of her eponymous Dallas interior design firm, Morgan Farrow's world is a mix of color, chaos, and joy.

**Q: You've played with so many daring patterns in this home. What's to love about wallpaper today?**

**A:** Today's wallpapers are *not* your grandmother's! The designs and colors feel fresh and fun, not stuffy

or formal. Bold graphics and geometric prints have replaced the dainty florals of the past, and the scale is different, too. Prints and patterns have blown up to an exaggerated size so they read as modern. The colors are more saturated, and even the neutral ones look richer when enhanced with texture or metallic embellishments.

**Q: How has technology advanced wallpaper?**

**A:** I'm seeing a lot of computer- and photo-generated patterns and prints, where the images are blown-up, mirrored, or

repeated to create an overall pattern. There are also several self-adhesive or temporary wallpapers on the market. They are affordable and easy-to-install for the DIYer and a "no-excuses" option for decorating commitment-phobes.

**Q: Beyond aesthetics, does wallpaper have practical advantages over painted walls? Can it hide drywall "sins?"**

**A:** Vinyl wallpapers have a durable, wipeable finish, making walls easier to maintain than those that are just painted. Vinyl, you say? You heard me! They've come a long way and are more sophisticated than ever. Unfortunately, wallpaper won't absolve sheetrock "sins." It will do the opposite by making the damage stand out and look worse. It's crucial that walls are properly floated and prepped before they are papered to ensure a smooth finish.

**Q: What room responds best to wallpaper?**

**A:** The master bedroom! Wrap it in wallpaper, and all of a sudden you've created a cocoon. The paper serves as a buffer between you and cold walls, so the room feels softer, cozier, and more luxurious.