

| BOTANICALS FOLIAGE WALLPAPER

The Thoughtful Wallpaper Planning Guide

How to choose a wallpaper that feels right for your room – and your home.

A gentle, practical guide to exploring connection, pattern and placement.

eld!e
creative studio



Wallpaper has a wonderful way of changing more than the appearance of a room. It can soften a space, bring warmth to an overlooked corner, create a sense of play or make a room feel completely enveloping.

It can also feel like a big decision.

There is colour, scale, light, furniture and the question of how much pattern is enough. The aim of this guide is not to give you a list of rigid decorating rules. It is here to help you slow the decision down, notice what you are naturally drawn to and choose something you will enjoy living with for years.

The most memorable homes are rarely the most perfectly styled. They are the ones filled with colour, artwork and details that feel connected to the people who live there – the places they remember, the things they collect and the atmosphere they want to create.

Before thinking about trends, begin with how you want the room to feel. From there, the practical decisions become much easier.

How to use this guide

Work through the sections in order or dip into the areas most relevant to your project.

Keep notes as you go, then use the planning worksheet at the end to compare your favourite ideas.

- Begin with the feeling you want to create.
- Consider the room, its light and what is already staying.
- Explore pattern scale and different ways to use wallpaper.
- Order samples before making your final decision.
- Record your measurements and questions before ordering or speaking with an installer.

A thoughtful starting point

You do not need to have the entire room planned before choosing wallpaper.

Begin with one clear feeling, one pattern you love and a sample viewed in the space itself.



Calm and restorative

Look for gentle movement, open space within the repeat and colours that sit comfortably beside natural materials. Soft botanicals, muted greens, warm neutrals and faded blues can create a restful starting point.

Warm and nostalgic

Heritage florals, hand-drawn details and sun-softened colour can make a space feel familiar and layered. Pair the wallpaper with timber, linen, collected artwork and pieces that already hold meaning.

Playful and imaginative

Choose a pattern with an element of discovery: an unexpected bird, a curious botanical, a dancing line or a motif that reveals itself slowly. Playfulness does not have to feel childish; it can simply bring life and personality to a room.

Dramatic and expressive

A generous-scale repeat, deeper palette or immersive application can give the room a confident point of view. Let the pattern lead and keep some surrounding elements quieter so it has space to breathe.

Light and quietly uplifting

A pale ground, airy repeat and small moments of colour can lift a room without overwhelming it.

This works beautifully in bedrooms, nurseries, sunrooms and spaces used throughout the day.

TIP

Write down three words

Choose three words that describe how you want the finished room to feel. For example: warm, collected, uplifting. Use those words to assess every wallpaper, fabric and colour choice that follows.

2. Get to Know the Room

The wallpaper will become part of a room that already has its own light, proportions and practical purpose. Before choosing a design, take a few minutes to notice what is already there.

- What is the room used for, and at what time of day?
- Who spends time there?
- Does it receive warm morning light, strong afternoon light or very little natural light?
- Which furniture, flooring, artwork or paint colours are staying?
- Are there architectural details worth highlighting, such as panelling, alcoves or a fireplace?
- Do you want the wallpaper to lead the room, or quietly connect the other elements?

3. Colour, Light and What Is Already There

Colour changes throughout the day. A wallpaper that appears soft and warm online may feel cooler in a south-facing room, brighter beside a large window or deeper under evening lighting. This is one reason a physical sample is so important.

Use the room as your palette

You do not need to match every colour exactly. Instead, look for a thread that connects the wallpaper to the room: a similar undertone, a repeated accent colour or a shared sense of warmth.

- Place the sample beside the flooring, not only against a painted wall.
- Hold it near the furniture and textiles that will remain.
- Look at it in daylight and under the lamps you use at night.
- Notice whether the background colour feels crisp, creamy, greyed, warm or cool.

A useful rule without matching

Choose colours that feel related rather than identical. A room often feels more natural and collected when its colours echo one another instead of matching perfectly.

4. Choosing Pattern Scale

Pattern scale influences how quickly the eye reads a design and how strongly it shapes the room. The size of the room matters less than many people expect. A large pattern can be wonderful in a small space, while a smaller repeat can bring rhythm and detail to a generous room.

Large-scale patterns

Generous motifs can create impact and make a room feel immersive. They are especially effective where there is enough uninterrupted wall space to appreciate the artwork, but they can also turn a small powder room or alcove into something memorable.

Smaller repeats

Smaller motifs tend to create texture, movement and visual rhythm. They can sit comfortably behind artwork, shelving or furniture and often feel easy to layer with other elements.

Open patterns

Designs with more breathing space around the motifs can feel light, relaxed and less visually dense. They are a lovely choice when you want the wallpaper to support the room without becoming its strongest feature.

Dense patterns

Closely layered motifs create richness and atmosphere. They can make a space feel cocooning, established and full of character, particularly when used on several walls.

View the design close up to appreciate its detail, then stand across the room to see how the repeat reads from a distance. Both views matter.

| HERITAGE PEONY BOLD FLORAL WALLPAPER



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A gentle beginning

Pattern does not need to cover a whole room to make an impact. Start with the space - and the level of pattern - that feels right for you. A single alcove can bring as much joy as an entirely wallpapered room.

5. Choosing Where to Use Wallpaper

Wallpaper does not have to be limited to a single feature wall. Think about how much presence you would like the pattern to have and how you want the room to feel.

All four walls

Wrapping every wall in pattern can make a room feel warm, complete and immersive. It works particularly well in bedrooms, dining rooms, studies and smaller spaces where you want to create a distinct atmosphere.

A feature wall

A feature wall can introduce colour and character while allowing the surrounding walls to remain quieter. Choose a wall that already has a natural focal point, such as the wall behind a bed, fireplace or dining table.

Above panelling

Wallpaper above painted panelling or wainscoting creates a layered, considered look. It is also a beautiful way to introduce a stronger pattern without covering the entire wall.

Alcoves and unexpected spaces

An alcove, reading corner, wardrobe interior or shelving recess can become a small moment of surprise. These areas are ideal for experimenting with a pattern you love before committing to a larger space.

Powder rooms and small rooms

Small rooms do not always need small or restrained patterns. A powder room, hallway or compact bedroom can be the perfect place to choose something more expressive and create a memorable, jewel-box effect.

The fifth wall

Wallpapering the ceiling draws the eye upwards and brings another layer of interest to a room. It can be used on its own or continued from the walls to create a more enveloping effect.



A Closer Look: Pattern Drenching

Pattern drenching means allowing one design – or a carefully coordinated family of patterns – to flow throughout a room. Wallpaper might continue across every wall and onto the ceiling, then reappear through curtains, cushions, upholstered furniture or other fabric details.

Rather than making a space feel busy, repeating a pattern intentionally can create a surprisingly cohesive and immersive room. The eye is no longer drawn to one isolated feature; instead, the entire space feels connected.

You could use the same pattern across wallpaper and upholstery fabric for a bold, cocooning result. Alternatively, combine related patterns that share a colour palette, drawing style or story for a more collected and layered feeling.

Three ways to try it

Begin with the version that feels most natural for your room and your confidence with pattern.

The full embrace: use the same pattern across the walls and ceiling, then repeat it in one upholstered piece or window treatment.

The coordinated room: combine two or three related designs that share a palette, drawing style or story.

The gentle echo: wallpaper the room, then repeat one colour or motif through a cushion, curtain, lampshade or upholstered bench.

Where it works beautifully

Pattern drenching is especially effective in bedrooms, reading rooms, powder rooms, nurseries and other spaces where you want to create a strong sense of atmosphere. Smaller rooms can be particularly successful because the pattern becomes part of the experience of the space rather than a distant decorative feature.

Creating places for the eye to rest

An immersive room still benefits from contrast. Quieter flooring, plain bed linen, timber furniture, aged metals and natural textures can ground the pattern without weakening it. The aim is not to dilute the design, but to give it a calm setting.

TIP

Choose a pattern you genuinely love

Pattern drenching asks you to live closely with a design. A sample is essential (wallpaper and fabric).

Pin it up, move it around the room and notice whether you continue to enjoy its colour, rhythm and details over several days.

6. Why Samples Matter

A screen can introduce you to a design, but a physical sample helps you understand how it will actually live in your home. It shows the true colour, detail, scale and surface of the wallpaper, and it allows you to see how the room changes it throughout the day.

When your sample arrives

1. Place it in the room where the wallpaper will be used.
2. Move it to more than one wall, especially if the room receives light from different directions.
3. Look at it in the morning, afternoon and evening.
4. View it beside flooring, paint, furniture, curtains and any upholstery that will remain.
5. Stand close enough to see the hand-drawn detail, then step back to understand the overall effect.
6. Leave it in place for several days to experience it before deciding.

You may find that the pattern you first considered bold begins to feel beautifully natural once it has been in the room for a few days. Equally, a quiet design may reveal more detail and personality than you noticed online.

Before ordering

Confirm the wallpaper type, roll or panel dimensions, repeat information, lead time and installation recommendations shown on the product page. For larger or more complex spaces, ask a professional installer to confirm quantities before you place the final order.

7. A Simple Measuring and Planning Check

This guide is not intended to replace the measuring advice supplied with a wallpaper product or the experience of a professional installer. It will, however, help you gather the information you need before ordering.

1. Measure the full width and height of each wall you plan to cover.
2. Record doors, windows, sloped ceilings and unusual architectural details.
3. Check whether the walls are even, freshly plastered, textured or affected by moisture.
4. Note the wallpaper format: roll, panel, mural or made-to-measure.
5. Check the pattern repeat and whether matching requires additional wallpaper.
6. Keep a small allowance for trimming and installation, following the product or installer guidance.
7. Order the full quantity at the same time where possible, so all wallpaper comes from the same print run.

8. Bringing the Room Together

Once you have chosen the wallpaper, let it guide rather than dictate every remaining decision. Pull one or two colours from the pattern for paint, cushions, curtains or smaller details, then bring in materials that add contrast and calm.

Create balance through texture

Timber, linen, woven fibres, aged metals and handmade ceramics can soften a strong pattern and keep the room feeling grounded. Plain textiles do not need to be completely neutral; they simply need enough visual quiet to support the wallpaper.

Repeat, rather than match

A colour or shape repeated in another part of the room creates connection. It might be a soft green carried into a lampshade, a curved motif echoed in a chair or a botanical pattern continued through a cushion or upholstered bench.

Allow the room to evolve

You do not need to buy everything at once. Thoughtful rooms are often built gradually, with pieces collected and added over time. Begin with the wallpaper and the things you already love, then notice what the room genuinely needs.

One for the pattern lovers

Confirm the wallpaper type, roll or panel dimensions, repeat information, lead time and installation recommendations shown on the product page. For larger or more complex spaces, ask a professional installer to confirm quantities before you place the final order.

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Customisation and bespoke projects

Sometimes the right design needs a small adjustment to become right for the project. Selected Eldie Creative patterns may be available with colour or scale changes, and bespoke wallpaper and fabric design can be developed for trade projects.

Interior designers, architects and creative businesses are welcome to enquire about trade samples, custom colourways, coordinated wallpaper and upholstery fabric, and original pattern commissions.

Trade enquiry

For trade support or a bespoke project, contact Cat (cat@eldiecreative.com) or visit [Trade & Bespoke](#).

Your Wallpaper Planning Worksheet

Use this page to bring your ideas together before ordering samples or making a final decision.

PROJECT NOTES

Room

How do I want this room to feel? Choose three words.

What is staying in the room?

Existing colours and materials

Natural light and time of day the room is used

Preferred pattern scale / willingness to explore scale

Wallpaper placement

Would I like to repeat the pattern through curtains, cushions or upholstery?

Favourite wallpaper designs

Samples to order

Notes after viewing samples in the room

Questions for Cat from Eldie Creative

Your Final Wallpaper Checklist

Before placing your order, pause and check that the design still supports the feeling and practical needs you identified at the beginning.

- ☐ I have viewed a physical sample in the room.
- ☐ I have checked it in daylight and evening light.
- ☐ I have viewed it beside the flooring, furniture and textiles that are staying.
- ☐ I understand the scale of the motifs and how the repeat reads from across the room.
- ☐ I have decided where the wallpaper will begin and end.
- ☐ I have considered whether the design will appear in fabric or upholstery as well.
- ☐ I have checked the product format, dimensions, lead time and installation information.
- ☐ My measurements and required quantity have been confirmed.
- ☐ I still genuinely love the pattern after living with the sample for several days.

A Final Thought

Choosing wallpaper is not about finding the safest option or following every decorating rule. It is about noticing which pattern continues to draw you back – the one that holds the right colour, story or feeling for your home.

Take your time, order the sample and let the design sit beside the life already happening in the room. The right wallpaper should not make your home feel staged. It should make the space feel more like yours.

If you've chosen one of my wallpaper designs;

Tag me on Instagram to show me your new lush space, ready for memories to unfold!

@catbellini
Eldie Creative | Designer Wallpaper Home Decor
#eldiecreative

Need to contact me?

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Want 10% off your next home decor order? (excludes wallpapers)

Share your before-and-after photos or videos with the **eldie creative community** on Instagram.

Tag @catbellini and use #eldiecreativewallpapers to receive your discount.

Small treasures,
enjoyed daily.

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