



Sarah Ahluwalia | SAAL DESIGN

interior design studio

PRESS KIT

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SARAH AHLUWALIA (ah-loo-wol-ee-uh)

Sarah has over 30 years experience within the world of luxury interiors.

Her father was architect James A. Roberts. He was famous for pushing architectural boundaries, most notably with his design for the Rotunda in Birmingham. Her mother was a dealer in nautical antiques. She has spent her entire life surrounded by art & design.

After meeting artists such as Barbara Hepworth as a youngster, Sarah was inspired to study Fine Art at Central St Martins in London. Upon graduating she worked as a watercolour artist and gallery curator but soon discovered her interests lay beyond the canvas. Combining her creative skill with her inherited knowledge of architecture, Sarah decided to establish her own interior design studio - Saal Design.

Sarah's work has a refined yet eclectic aesthetic.

Her process incorporates a personal and relaxed approach, along with practical and commercial considerations.

Sarah finds inspiration in the world around her, in textures - both natural and architectural; in coastal landscapes, botanical geometry and in the human creations of art and structure. Through her family and travels she has developed a deep appreciation for Indian culture and design and enjoys incorporating these influences in her work.

She is inspired by the way humans have created spaces for themselves throughout history; from the bustling bazaar to the universal desire to find sanctuary and calm.



PROJECTS



THE FARMHOUSE

A beautiful 6-bedroom new build. The brief was to create a fresh, classical country house feel that would allow the client to entertain family and friends in comfort.

Kitchen design: Aztec Design







JACOBEOAN MANOR HOUSE

Dating back to the Anglo-Saxon period, this Manor House has withstood over 800 years of history. The client's brief was to build an elegant and beautifully styled family home, that was adaptable to their 4 children's needs, while remaining authentic and true to the building's history.











ARTICLES



· Expert

FENG SHUI



· Inspiration

BOLD INTERIORS



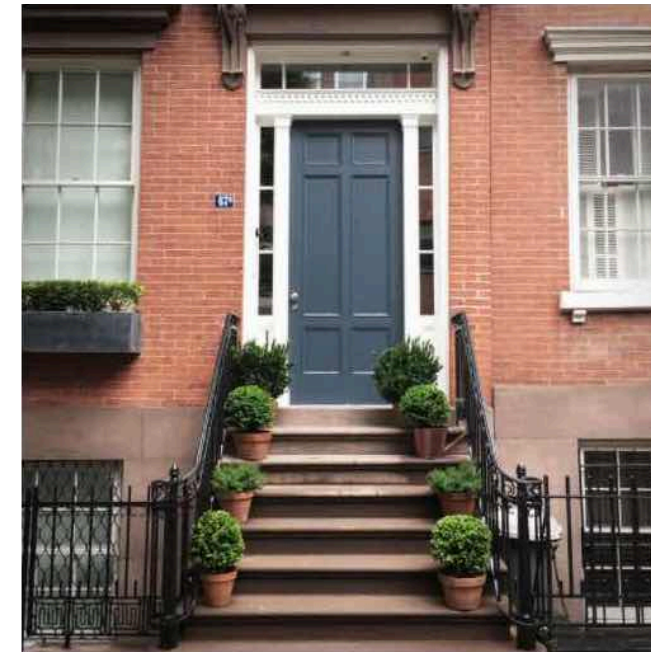
· Expert

THE PERFECT BEDROOM



· Trends

MODERN BOHEMIAN



· Inspiration

NEW YORK, NEW YORK



· Trends

GOING GREEN



· Inspiration

INSPIRATION: ARTWORK



· Expert

MINIMALISM



· Inspiration

INSPIRATION: LIGHT

The Saal Design Journal

A design blog that gives more - offering expert insight and personal inspiration.

Sarah writes for the Saal Design Journal every 2 months. She endeavors to create content that is personal and engaging. Wanting to offer more than the usual 'How to' design blogs, she explores her topics thoroughly and shares her discoveries along with her expert opinion.

Sarah's specific interests include design psychology and sanctuary making.

[VISIT JOURNAL](#)



Modern Bohemian

I've had my eye on the 'modern bohemian' trend for a while now as its popularity has grown. Its eclectic nature and combinations of materials appeals to my personal aesthetic. My favourite thing about this style is that there aren't any strict rules and that there are so many opportunities for self-expression.

The word Bohemian means 'a socially unconventional person, especially one who is involved in the arts'. The French definition also refers to the Romany gypsies, who are thought to have originated from India before arriving in Europe in the 13th Century. It is often said that this accounts for the Indian and Moroccan influences in Bohemian design.

In the past bohemian style has been associated with being busy and sometimes a little overwhelming. Modern bohemian is the first stage of its evolution. It maintains the core bohemian values but is a little more refined and curated. It takes the clean lines and functionality of modern design and combines it the textures of bohemian craft.

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Little Greene, Scree 277 & Shallows 223



The Perfect Bedroom

The bedroom is one of the most important rooms in the house. Recent studies have shown that people, whether they are relaxing, working or sleeping, are starting to spend more time in their bedrooms than in their living rooms. This is especially true now that Autumn is upon us and the nights are drawing in. It is a room that can have a big impact on our physical and mental well-being and it is important that this is taken into account during the design process.

Our sleep space should be a sanctuary. A place to settle our minds and unwind. An important step towards achieving this is making sure the colours work in harmony. Finding inspiration in natural stone and wood is a great place to start. A neutral scheme of whites, creams and warm greys always work well as a base, especially if the room receives a lot of natural light.

Alternatively, if your room doesn't get much light then it is usually better to take the tone darker. Darker colours absorb shadows and don't need as much light to look their best the way lighter colours do. They blur the boundaries between the floor and wall, creating an intimate yet expansive atmosphere. Deep rich hues of green, blue and grey are best for creating a relaxing atmosphere. Avoid anything too intensely vibrant as these can have the opposite effect, causing the body to feel energized and unsettled.

[READ MORE...](#)



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