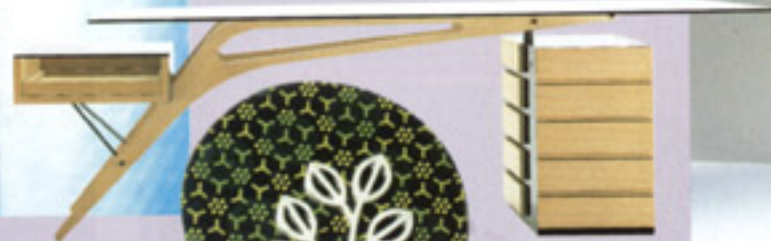


ELLE

DECORATION

WHAT'S NOW



50S STYLE

It's back in vogue, with the revival of graphic pattern, colour and surface decoration in our homes.

The 50s' radical take on interior decoration led to a design boom that upped the ante for affordable, mass-produced goods, modernising domestic interiors with wit and grace. Maybe in 2004, we yearn for a return to that elegance, captured in this year's sartorial love affair with ladylike chic. Perhaps a nostalgia for the safe and homely rituals of the 50s plays a part too, as we tap into the vibe of an era that spawned the domestic-goddess culture, along with defined gender roles and shiny family values. Or maybe it's simply about great designs that have stood the test of time, from high-impact wallpaper to covetable ceramics, which are still collected today.

The new 50s mania embraces everything from books to jewellery, furniture, accessories, textiles and hotels. As Bradley Quinn, author of a new book on the period (right) enthuses, 'The 50s interior left behind a legacy of textiles, motifs, streamlined forms and unadorned shapes that remain as practical as they are beautiful. Five decades on, the passion for mid-



ABOVE, CLOCKWISE FROM TOP LEFT: the 50s-style lobby of Park Inn, Värnamo, Sweden; Katy Hackney's graphic jewellery, made using vintage Formica; glass designer Aline Johnson's 'Microstripes Handkerchief' vases; ceramic 'Green Spiral' vase by Lisa Katzenstein; the New Piccadilly café (8 Denman Street, W1); organic vessels by Sam Dickenson for Phorm; jewellery by Katy Hackney; Italian designer Carlo Molino's late-50s 'Cavour Desk', £5,995, reissued by The Conran Shop. **BELOW:** 50s design is explored in new books: *Mid-Century Modern* by Bradley Quinn (Conran Octopus, £25); *London Cafés* by Edwin Heathcote (Wiley-Academy, £9.99).



5 PLACES FOR FAB 50S FINDS

- 1 LOST, 397 St John St, EC1 (020 7278 7793)
- 2 TWINKLED, Old Petrol Station, 11 Stockwell St, Greenwich, SE10 (020 8269 0664, www.twinkled.net)
- 3 FLYING DUCK ENTERPRISES, 320-322 Creek Rd, Greenwich, SE10 (020 8858 1964, www.flying-duck.com)
- 4 RETRO HOME, 56 Notting Hill Gate, W11 (020 7243 1863)
- 5 FLEA MARKETS (see What's Now, page 47)

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