

DESIGN *through the* DECades

Over the past 100 years, *Home Beautiful* has seen an immeasurable amount of change. As society progressed, our abodes evolved and reflected our shifting priorities and lifestyles. From the trends we try to forget about to the styles that transport us back to our childhood homes, these are the design directions that defined each decade.

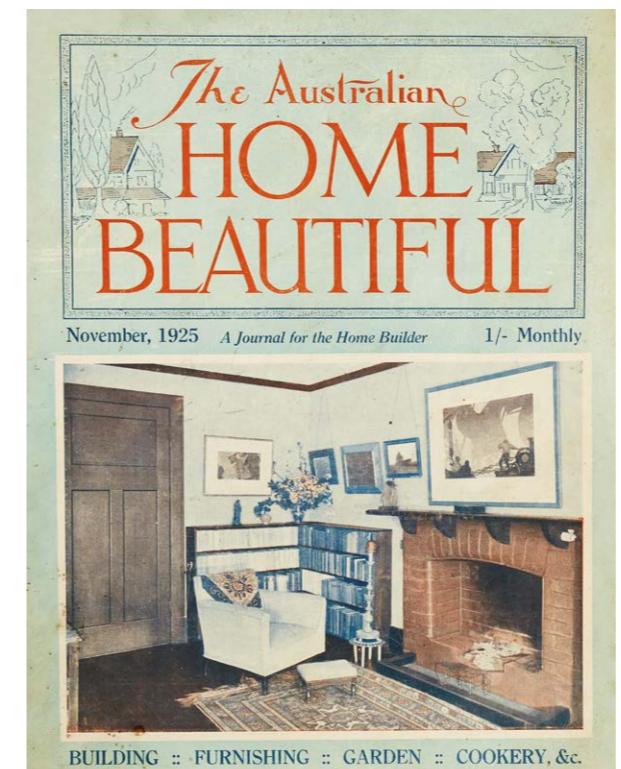
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1920s

The Australian Home Beautiful launched in 1925, celebrating our uniquely antipodean ways of life. An interwar housing boom meant that thousands of new homes were built and they needed decorating, pronto. With the buttoned-up Victorian era long gone, the Jazz Age saw Aussies shirking formal interiors for cosy living spaces. Plush armchairs and footstools with skirted upholstery offered respite for weary workers – usually the man of the house – or a serene spot to sit and read works by F Scott Fitzgerald or Miles Franklin.

Folding privacy screens made their way here from Asia, while geometric patterns, as seen in the rug and armchair (opposite), were a key trend. Touches of opulence emerged in tassels, chintz and house plants. Roaring fires warmed '20s hearths, as families were oblivious to the economic curveball yet to come.



IN THE SPOTLIGHT
Layers of large and small-print patterns in complementary colours will always be timeless.



RELAXED REFINEMENT

Conjure classic '20s elegance with these cosy, comfortable pieces. Opposite VidaXL room divider privacy screen in Dark Brown Paulownia wood, \$173.99, Bunnings. 'Bridget' swivel chair in Diane Bergeron 'Nevis' fabric in Ocean, from \$3890, Arthur G. ('Bridget' swivel chair, pictured above, in Diane Bergeron 'Park Avenue Petit' fabric in Moss, from \$5640, Arthur G.). Bullion cushion, \$279/45cm x 45cm, Land Home. 'Coco' bedside table with metal base, \$359, Domayne. 'Maisel' ceramic lamp base in Forest Green, \$330, with 'Kerala Garden' gathered empire lampshade in Aqua, \$565, both No Chintz. Mignon decorative jardiniere, \$295, Provincial Home Living. Rabbit's foot fern, \$45, Garden Life. 'Daisy' ottoman in Unique Two Tone CA7655/059 fabric, from \$2250, Arthur G. On mantelpiece For similar vase, try glass ribbed vase in Clear, \$16.46, Koch & Co. Wavertree & London Australia. French Pear candle, \$36.95. Brass candle accessories, \$59/ set of 2, Pottery Barn. On floor 'Athina' dhurrie in French Blue/ Red, \$1100/240cm x 180cm, Fenton & Fenton. On wall Porter's Paints Eggshell acrylic paint in Chintz Grey, \$159.90/4L. 'Les Pyrénées' artwork, \$950, Vintage Art Emporium. >



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1950s

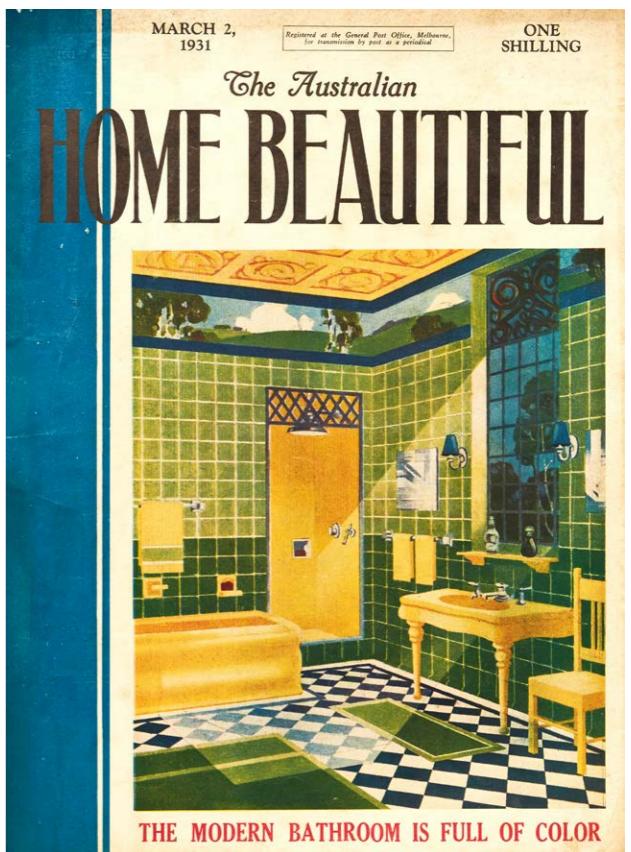
Curves, colour and class marked '30s Art Deco design, particularly in unexpected places, such as the bathroom – the star of this 1931 issue of *The Australian Home Beautiful* (this page). In the cover story, EV Lavater writes, “There has been in recent years a remarkable advance towards new standards of beauty and convenience in bathrooms. The trend towards the use of harmonising or pleasing contrast of colors [sic] in porcelain fixtures, floor and wall tile has revolutionised this once despised adjunct to a home”.

By this time, many homeowners were elevating their interiors with bold, sunny hues and whimsical wallpapers (opposite). Jewel-esque lighting and chequerboard flooring – often made of rubber or linoleum, believe it or not – also made their mark. But the Wall Street crash triggered the Great Depression in Australia, at its worst in 1932, eliciting more austere and restrained schemes. Aussie battlers got creative, using affordable materials such as Bakelite, concrete and plywood to craft and curate their homes.

HERITAGE HEROES

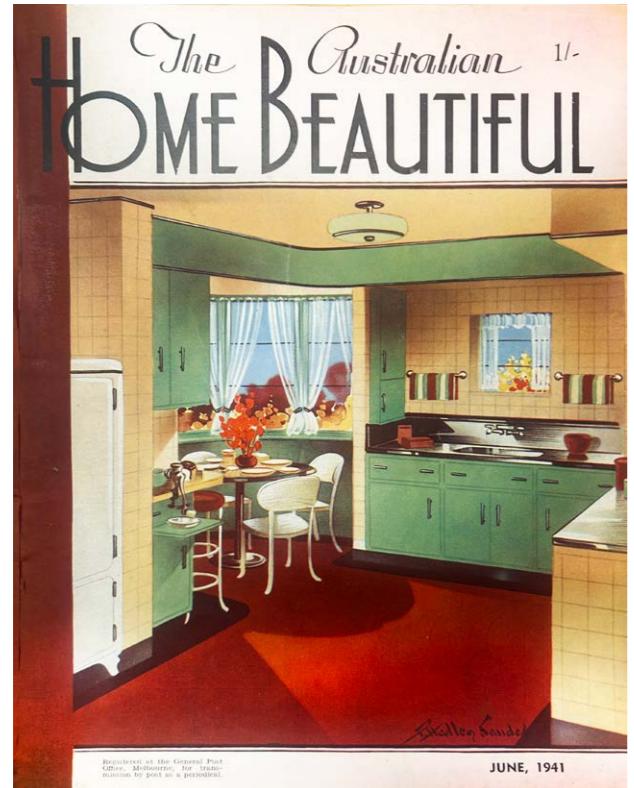
Tap into timeless 1950s decor with playful pastel palettes
Opposite The Water Monopoly 'Rockwell' 750mm large basin on pedestal in Sherbet Yellow, \$2800, 'Rockwell' 3-hole basin mixer with high spout and metal/coloured crosshead taps, \$1945, 'Rockwell' bath in Sherbet Yellow with matching feet 1700mm x 800mm, \$13,285, and 'Rockwell' bath filler on floor legs with metal/coloured crosshead taps for 'Rockwell' bath with feet, \$3825, all The English Tapware Company.

On basin 'Mademoiselle' vase, \$448, Love After Love. Purple Mémoire EDP, from \$315/100ml, Floris London. Penhaligon's 'Quercus' body and hand wash, \$98/500ml, Myer. **On wall** 'Nasturtium' wallpaper in Bigleaf, \$402*/2 rolls, Lake August. 'No 2' strap mirror in Red, \$810/50cm, Hay. Aerin 'Asalea' double bath sconce in Brass and Clear Glass, \$1350, Bloomingdales Lighting. Radiant vertical round single heated bar in Brushed Gold, \$385, The Blue Space. Carrara skirting tile, \$42/tile, Perini. For similar towel, try Habitat 'Alana' Turkish cotton bath towel, \$39.95, Pillow Talk. **On floor** 'Klay' textured tiles in Beige (60cm x 60cm), \$39.95/sqm, and 'Omniiform' textured tiles in Charcoal (60cm x 60cm), \$39.95/sqm, Beaumont Tiles.



IN THE SPOTLIGHT
Yellow will forever be an uplifting colour for your home. Softer, zesty shades bring the look right up to date.

1940s



IN THE SPOTLIGHT
Statement pieces that spark joy will always raise a smile and give your home the personal touch.



COLOUR ME HAPPY

Nod to nostalgia with fun finds à la 1940s style
Opposite 'Newbury' floor lamp in Antique Brass, \$825, Emac & Lawton. 'Villa' chair in White, \$220, Provincial Home Living. 'Paradise' cushion cover in Green, \$71/50cm x 50cm, Casa e Cucina. 'Emery' dining bench, \$1695, Provincial Home Living. Cushion cover in Ochre, \$169/48cm x 48cm, Casa e Cucina. Green leopard cushion cover, \$89/40cm x 60cm, Luxe & Beau. 'Jodhpur' cushion cover in Green, \$140/50cm x 50cm, Casa e Cucina. 'Docksta' table, \$279, Ikea. On table Gilded dinner plate, \$29, and 'Bamboo' cutlery, \$80/5-piece set, all Luxe & Beau. Leopard print napkins, \$89/set of 4, Eclectic Style. Olympia egg cups, \$2.09 each, and Zicojia toast bread rack holder, \$21.99, all Amazon. Citrus lime fruit vase, \$49.95, Pillow Talk. Large ceramic fruit bowl stand in Yellow and Orange Stripe, \$380, and San Pietro napkins, \$180/set of 4, all Alex and Trahanas. 'Assiett' plate in Antique Green, \$59, and Sthål dinner plate in Seaweed, \$71, Casa e Cucina. On wall Dulux Wash & Wear paint in Tinker Light Quarter, \$102.95/4L. Plates, clockwise from top left Alex and Trahanas x The Thinking Traveller 'Cassata' ceramic side plate, \$95, Alex and Trahanas. Green Bon Appetit starter plate, \$35, Luxe & Beau. 'Spirale' dessert and side plate in Yellow/White, \$85, Alex and Trahanas. Eliza Karazah salad plate, \$18, West Elm. Sthål 'Assiett' plate in Primavera Green, \$59, Casa e Cucina. 'Spiaggia' entree plate in Yellow, \$85, Alex and Trahanas. 'Hubert' wall mirror, \$299/100cm, Freedom. >

The country was still reeling from economic collapse when World War II began. As such, supplies were scarce, meaning *Home Beautiful* readers had to embrace DIY throughout the 1940s, poring over gardening articles to flex their green thumbs and relishing recipes that helped them stretch out rations. Those with enough space even learnt how to reimagine an air-raid shelter as a chic apartment. The more industrious readers ordered Patterncraft furniture patterns from the magazine to build their own bookshelves, chairs, tables and divans (now known as daybeds).

Formal dining rooms collected dust as families gathered in breakfast nooks on banquettes (opposite) or their dine-in kitchens, enjoying steak dinners on resplendent Laminex tabletops. By the end of this tumultuous decade, most homes had electricity and kitchen appliances – or ‘electric servants’ as they were called. Australian households were finally hurtling towards a brighter, more prosperous future marked by a baby boom and the advent of a wondrous invention called television.

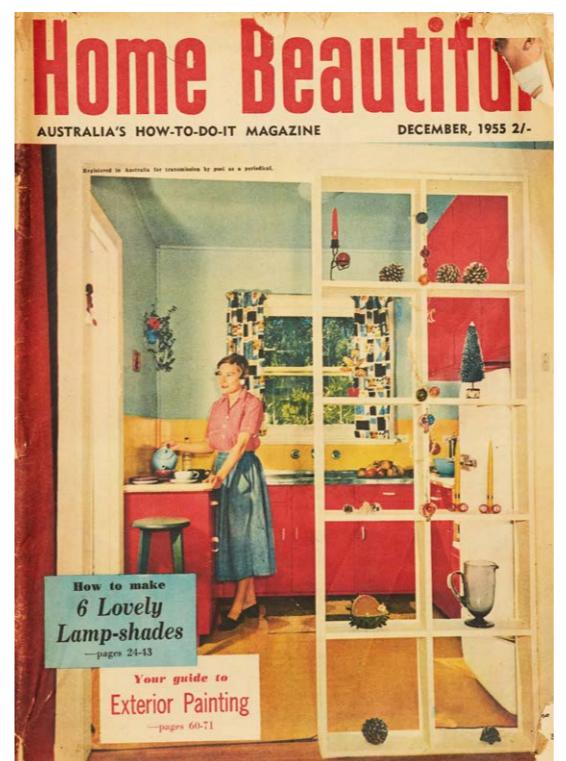




1950S

This groundbreaking design decade saw Modernist style transform homes with swathes of primary colours brightening every housewife's day. Any and all mood boosters were welcome, as the average homemaker did more than 77 hours of domestic work per week.

Clean, straight lines inspired by Scandinavian design, as well as organic shapes – as seen in kidney-shaped coffee tables and iconic Eames lounge chairs – were in. Unnecessary embellishments were out, although a patterned curtain didn't go astray. Our old hardwood floors were covered by carpets, and chrome was king. Architects such as Harry Seidler and Robin Boyd dared to let the sunshine in with floor-to-ceiling windows. Meanwhile, *Home Beautiful* campaigned for a Small Homes Service, to help offer average income earners low-cost house plans.



IN THE SPOTLIGHT

Cooking is never a chore with classic cookware and time-saving gadgets like these.



MID-CENTURY MARVELS

Celebrate retro refinement with these 1950s-inspired pieces. Opposite 'Alley' dining table, \$1295, Provincial Home Living. On table Artisan 9-Speed Hand Mixer KHM926 in Empire Red, \$209, Kitchen Aid. For a similar vase, try 'Berakna' vase, \$3.50, Ikea. At Home egg crate, \$24.95, Robert Gordon. Anko bowl, \$29/12-piece set, Target. 'Obernai' 1 section library, \$2495, Provincial Home Living, painted in Dulux Wash & Wear paint in Pale Vellum, \$108.32/4L. On top and second shelf Assorted dinner and side plates including Heirloom dinner plates, \$19 each, and salad plates, \$14 each, Pottery Barn. Anko rim-embossed dinner set, \$29/12-piece set, and Anko dinner set, \$7/12-piece set, Target. Bonna Luca plates in Ocean, from \$17.95, Alfresco Emporium. 'Merchant' dinner set, \$174.95/12-piece set, Robert Gordon. 'Ostbit' plate holders, \$4 each, Ikea. On third shelf Dipping bowl in Red, \$48, Mud Australia. Bonna Luca plates in Ocean, from \$17.95, Alfresco Emporium. Anko rim-embossed dinner set, and Anko dinner set, all as before. Fourth shelf 'Mineral' mugs, \$49.94/set of 4, 'Adelaide' fry cups in Green, \$66.95/set of 6, At Home egg cups, \$27.95/set of 6, June's Garden side plates, \$19.95/16cm each, 'Adelaide' fry cups in Birch, \$66.95/set of 6, Coastal Junction cups, \$49.95 (as part of set), all Robert Gordon. Bottom shelf Cast iron round casserole in Garnet, \$570/3.3L, shallow casserole in Garnet, \$570/2.2L, and round casserole in Cerise, \$640/4.2L, all Le Creuset. Skirt on cabinet in 'Calverton R Rouge' fabric, \$88/m, Warwick. Bistro School bar stool, \$180, Vorsen. On wall Benjamin Moore EcoSpec Interior Latex Eggshell paint in Grecian Green, \$137.50/3.78L. 'Summer Fruits' artwork (top), \$395, Vintage Art Emporium. 'Still Life with Copper and Fruit' artwork by Leila McNamara, \$350, Vintage Art Emporium. Maggie Beer woven gingham apron, \$49.95, David Jones. >

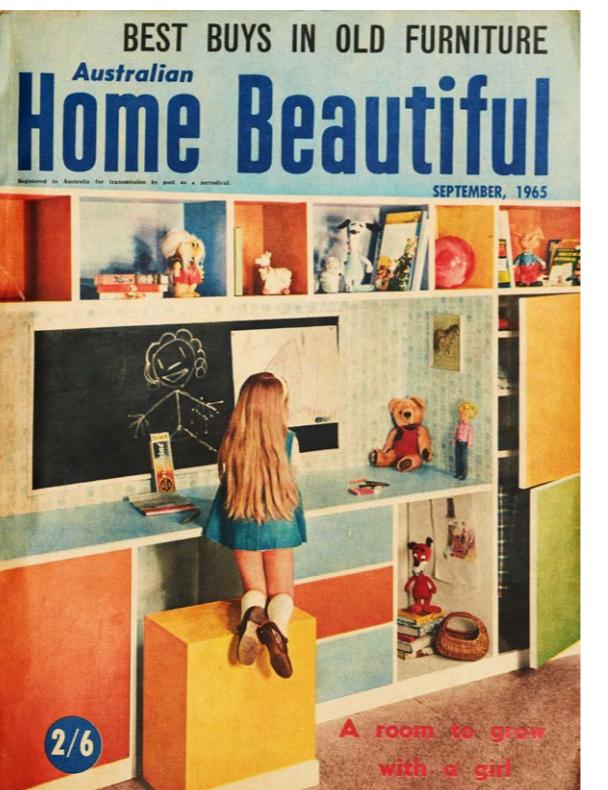
1960s

Walls came down in the 1960s – literally and figuratively. A sweeping cultural revolution was afoot outside, while inside, open-plan living created space and connection for families. Kitchens overlooked tulip-shaped dining tables or more casual living zones and the resident cook (usually Mum) was no longer cut off from the rest of the house.

Since television had been introduced to Australia in 1956 – colour TV became available almost 10 years later – the lounge room became suddenly centred around ‘the box’. Perched in anticipation on mid-century furniture often bearing burnt orange, cerulean or saffron hues, families watched everything from the first landing on the moon to *Skippy the Bush Kangaroo* in the late 1960s. Space was all the rage in interiors, with futuristic lamps and ‘Sputnik’ chandeliers illuminating homes. Kids were often relegated to rumpus rooms, out of sight and mind, where they could play Dominoes and Twister or craft to their little hearts’ content (until dinner time, of course).



IN THE SPOTLIGHT
Add a sense of fun with playful patterns and curvaceous shapes.



FASHIONABLE FLAIR

Swing into '60s style at home with these striking silhouettes
Opposite 'Alfie' armchair in Warwick 'Hiranni' fabric in Stone, \$5752, Molmic. Cushions, from left Fringed cushion in Cassandra Harper Textiles 'Match Sticks' fabric in Sky/Indigo on Ivory with fringe in Inge Holst brush fringe in Sky, Elliott Clarke. Square cushion with fringe in Performance Linen 'Butterscotch' fabric, \$238/55cm x 55cm, Land Home. 'Rosie' dining table in Mist, \$2200, Fenton & Fenton. On table Beaker cup (left) in Duck Egg, \$60, and utensil vase in Duck Egg, \$100, both Mud Australia. Printworks chess in Green, \$99.90, and dominos, \$59.90, both Design Stuff. On wall Noosa' grasscloth woven wallpaper, \$499.95/10m roll, Olive et Oriel. 'Violette Seville Orange' vintage botanical print, \$79.95, French Knot. 'Hanami' linen fabric in Guava (used as curtain), Walter G Textiles. 'Hudson Gingham' Roman blind in Cloud, from \$99.75, Tuiss. Lila green bordered shag rug, \$249/180cm x 120cm, Miss Amara.

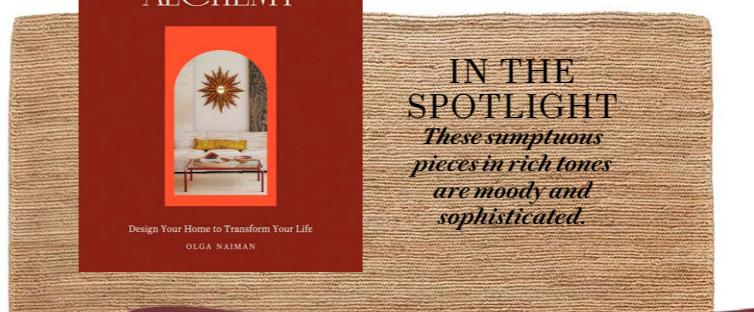
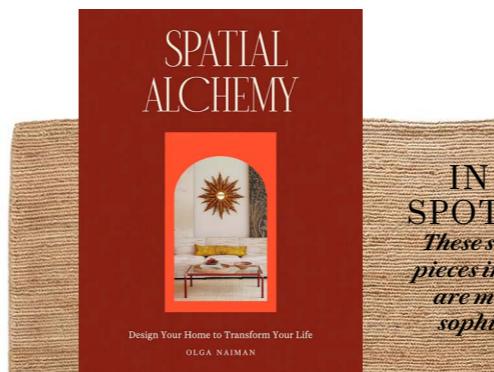




1970s

This bohemian yet glamorous design era was characterised by 'warm and woody' elements. The carpets got shaggier, colour palettes earthier, and patterns more psychedelic. Sunken lounges promoted less TV and more conversation. Lush houseplants and cut flowers turned our homes into veritable greenhouses, while floral motifs popped up on every surface, from bedlinen to tiles. Plasterwork was peeled back to reveal brick walls, and arches added more curves to our increasingly sensual homes.

Influenced by gourmands such as Margaret Fulton and Julia Child, housewives did not just cook, they entertained, planning menus of salmon mousse, devilled eggs, prawn cocktails and jellied everything. Swedish retailer Ikea opened its first Australian store in 1975 and two years later, David King and his mother, Gwen, started hand-crafting foam furniture at home and selling it at Paddy's Markets in Sydney, before launching the legendary brand, King Living. The 1977 Sofa (opposite) is a modern reimagining of their original design.



HISTORY REPEATING

Embrace enduring '70s style with cult classics. Opposite Arche 'Cube' rectangular coffee table in Rosso Levanto marble, \$1850, Trit House. On table, from back All books, Kinokuniya Sydney. 'Amaro' spike glass vase in Cognac, \$400, Luxe & Beau. For a similar candle, try Diptyque 'Ambre' candle, \$155/300g, Mecca. Incense burner, stylist's own. Dharma braided jute rug in Natural, from \$750, Rugs for Good. '1977' sofa chair, from \$1115, and '1977' sofa corner module, from \$1492, both in Leura S Pinot Noir, King. Back wall in Eterno Marmo 'Viola' honed marble-look tile (60cm x 120cm), \$145/sqm, Perini. >

1980s

Designers and architects turned up the lights in the '80s, an era full of contrasts. Colourful Memphis style, hailing from Milan, emerged early in the decade. By the mid-1980s, white-, pastel- and peach-painted walls reigned over garish tones and wallpaper. Glass bricks, skylights, latticework and Venetian blinds made interiors brighter, while ruffles and lace, floral patterns and cane furniture added romance, as seen in *Home Beautiful*'s 60th birthday issue (this page).

Homeowners gained affluence, and technology skyrocketed. Hi-fi sound systems, air-conditioning and intercoms entered houses, and renovations saw Victorian- and Edwardian-era homes trending once again. As *Neighbours* became good friends and kids watched *Crocodile Dundee* on VHS – stuck to leather couches – suburban homes felt uniquely Aussie.



HELLO, SUNSHINE

Curate '80s-esque rooms with radiant refinement
Opposite 'Lucia' rattan dining chairs in Honey, \$579 each, Naturally Cane. Tolv 'Rotunda' dining table in Black, \$2700, Trit House. **On table** 'Indian Rose' linen tablecloth in Green, \$521/220cm diameter, Casa e Cucina. Trim on tablecloth in bullion fringe trim in Natural, \$65/m, No Chintz. Aerin 'Sophia' ice bucket, \$580, Becker Minty. Perrier-Jouet Blanc de Blanc Champagne, \$149.99/750ml, Dan Murphy's. 'Pelham' cotton napkins in White, \$3.95 each, Pillow Talk. Gold leaf napkin rings, \$62/set of 4, Williams Sonoma. 'Heirloom' stoneware salad plates (on top), \$14 each, and dinner plates, \$19 each, all Pottery Barn. 'Albany' stainless steel cutlery in Gold, \$239/24-piece set, Stanley Rogers. Canvas and Sasso 'Paloma Fiore' placemats, \$139/set of 4, Home Goods Hardware. 'Piana' wine glasses in Fishnet, \$64/set of 4, and 'Piana' Champagne glasses in Fishnet, \$64/set of 4, all Pepperwhites by Tara Dennis. 'Madeleine' taper candles in White, \$49/set of 6, Trudon. Trudon gold-plated flower candlesticks, \$149 each, Libertine. For a similar vase, try 'Signature' glass vase, \$49.95/medium, Alfresco Emporium. Aerin 'Benit' sculpted chandelier, \$2500, Bloomingdales Lighting. *Olive trees*, \$325 each, Garden Life. Dharma braided jute rug in Natural, from \$750, Rugs for Good. >





1990s

Everything old was new again in the '90s, as *Home Beautiful* readers embraced rustic furniture and shutters, tartan and striped fabrics and Tuscan style. Terracotta was de rigueur. We pined for pine and granite kitchens, wrought-iron decor and country-style reproduction furniture (opposite). The idea of the 'outside room' became a thing. But thanks to "the recession we had to have" – Australia's worst since the Depression – decorators didn't necessarily have deep pockets. American icon Martha Stewart came to the rescue, showing homemakers all over the world how to handmade doilies and create Christmas centrepieces.

Paint updated rooms on a budget with stencilled and sponged effects. Young homeowners looked to *Friends*' maximalist, purple-bathed set for inspiration. And many teenagers – who enjoyed more agency over their bedroom decor than previous generations – pinned up grungy band posters, much to their baby boomer parents' chagrin, who typically preferred the bright graphics of Ken Done.

BRING THE OUTSIDE IN

Take a leaf from the 1990s with beautiful biophilic buys
Opposite 'Grizedale Mural' on wall in Green, \$1100/4m x 2.5m, Wallpaper Direct. Hand-thrown terracotta **conical pots** (large pots either side of chairs), \$995 each/medium, terracotta **contour pots** (small pots either side of chairs), \$125/medium, olive trees, \$325 each, **Buxus Japonica balls**, \$225/small, and \$395/large, and **Casuarina Glauca Green Wave** plants, \$125 each, all Garden Life. Mediterranean Collection 'Queenslander' **armchairs**, \$2168/set of 2, and 'Queenslander' **coffee table** in Natural, \$699, all Naturally Cane. Custom **outdoor cushion** in Natural with Dark Gold fringe (on right-hand chair), \$225, Original Parasol Co. On **coffee table** Eros distressed bowl in White, \$249, Alfresco Emporium. Ecology 'Aveline' **goblets** in Plum, \$69.99/set of 4, Victoria's Basement. Iron **daybed** on castors (bench seat cushion not included), \$650, Dusty Luxe. Bench seat cushion covered in 'Mallacoota' outdoor fabric in Hibiscus, \$88/m, Warwick. Nonci Red stripe **cushion covers**, \$89 each/50cm x 50cm, Luxe & Beau. Scallop **bolster** in Magenta Solid, \$245/74cm x 18cm, and square scallop **cushion** in Magenta Solid, \$225/56cm x 56cm, Original Parasol Co. **Tierre Cotto Rosso Extra** textured tiles, \$47.95/sqm, Beaumont Tiles.



2000s

IN THE SPOTLIGHT
Indulge with luxury pieces in delicate whites, metallics and cut crystal.



Towards the end of the millennium, *Home Beautiful* marked 80 magical years in print and dived into the digital age. Our loyal readers came along for the ride and embraced Y2K style, minimalist design and industrial chic. Colourful kitchens and timber joinery, which had persisted for decades, were subbed out at the turn of the century for glossy white kitchens and steely benchtops. Exteriors of older homes painted in Mission Brown were refreshed with 50 shades of grey. Not to worry. Feature walls and karate-chopped cushions were often saturated in red and fuchsia, while dark wenge furniture and Singapore orchids (opposite) gave a nod to nature.

The new millennium supersized houses, with suburban McMansions sporting soaring ceilings, media rooms and home gyms, and industrial, inner-city warehouses were converted into fashionable, open-plan abodes or pieds-à-terre. Regardless of where and how you lived, a bar or buffet was key for ringing in the 21st century with a glass of bubbles in hand, while Michael Bublé hummed from the CD stacker.



SET THE SCENE

Salute 2000s style with these on-point pieces
Opposite Tolv 'Rotunda' dining table in Black, \$2700, Trit House. *On table* 'Heritage Mastercraft' flutes, \$1799/mixed set of 4, Waterford. Maxwell & Williams 'Speakeasy' 2L ice bucket, \$49.95, Myer. Perrier-Jouet Grand Brut Champagne, \$99.99/750ml, Dan Murphy's. *Orchid arrangement* by Grandiflora. Combed ceramic vase, \$129/27cm diameter, West Elm. 'Bamboo' forks in Matte Gold, \$39.95/set of 4, Alfresco Emporium. 'Eyelet' organic cotton napkins, \$79/set of 4, Pottery Barn. Mastercraft Heritage 'Alana' plates, \$1999/set of 2, Waterford. Stanley Rogers 'Albany' cake knife and server, \$69.95/set of 2, Myer. Vance Berry fabric (used as curtain), \$77/m, Warwick. *Indian Summer Mural* in Aged, \$280/mural, Milton & King. >





2010s

With fresh decor a click away and social media oozing inspiration, this decade witnessed a carousel of interior styles. You really could choose your own adventure, especially if it involved Millennial Pink.

The coastal Hamptons aesthetic, drawing from Nancy Meyers' layered, hydrangea-filled film sets, was a perennial favourite for *Home Beautiful* readers. Modern farmhouse style gave us VJ-panelled walls, exposed beams and matte black accents. Hollywood Regency influences provided a high-end hotel feel with jewel tones and brass hardware. Conversely, we also saw '70s-inspired Boho, characterised by woven, shabby chic furniture, and Scandinavian homes clad in blonde timber. From glam to agrarian, beachy to biophilic, we craved cosiness and sustainability. We wanted our homes to feel like a big hug... and still do.



IN THE SPOTLIGHT
Elevate traditional blue and white with statement lighting, and stick to stripes and checks to add a modern touch.

SUSTAINABLE STYLE

Cocoon rooms with these luxe layers for 2010s looks we still love
Opposite 'Coulton' bedhead in Painted Gingham - Indigo, \$3109/queen, Land Home. Hudson Collection European pillowcases (back), \$335/set of 2, and Oxford pillowcases, \$325, all in Navy Corded, all Blanche Rose. Pillowcases in Indigo, from \$74.90/set of 2, I Love Linen. Cushion with ruffle fringe in Medium Painted Stripe - Indigo (on far left), \$349/45cm x 45cm, Land Home. Midnight Blue embroidered cushion (middle), \$179/30cm x 45cm, Pepperwhites by Tara Dennis. 'Piazza' cushion in Navy (right), \$48/50cm x 50cm, Domayne. Classic organic sheet set in Navy (flat sheet pictured), \$199/queen, Pottery Barn. Supporter throw, \$249, Waverley Mills. Heritage Collection blanket in Expedition, \$180, The Grampians Goods Co. Savannah coverlet in Ink, \$625, Provincial Home Living. French flax linen double-sided quilt cover set in Indigo, \$400/queen, I Love Linen. 'Coco' fluted bedside table in Black, \$799, Domayne. On bedside 'Venezia Fondo' vase, \$230/large, Canvas + Sasso. Book, Kinokuniya Sydney. 'Diamante Double' Old Fashioned glass, \$79.95/set of 4, Myer. Ralph Lauren 'Dalfern' single sconce in Brass, \$1400/medium, Bloomingdales Lighting. India Berber rug, \$7600/248cm x 307cm, Cadrys. 'Mughal Leaf' fabric (behind bedhead) in Indigo, \$295/m, Quercus and Co. Grasscloth wallpaper in Indigo, \$120/10m roll, Wallpaper Direct. HB