

Are you a HOUSE CLICHE?

Are you lusting after DEER ANTLERS? Fretting because you haven't got a DORNBRACHT shower? Do you spend hours stroking your NOGUCHI coffee table? Oops! Looks as if you could be showing signs of OBSESSIVE DECO DISORDER!

WORDS RACHEL LOOS

ACCORDING TO RECENT REPORTS, HOME PORN is hotter than *Fifty Shades* right now. And while we all admit to a little deco daydreaming, there are a group of people taking it to the extreme. Obsessive Deco Disorder, as it's being dubbed, is the result of excessively viewing interiors blogs, and now Pinterest, and spending many an anxious hour comparing your home to those that have made cyberspace stardom. ODD sufferers are addicted to styling their homes, and often deeply stressed that they're not keeping up with the international style crowd.

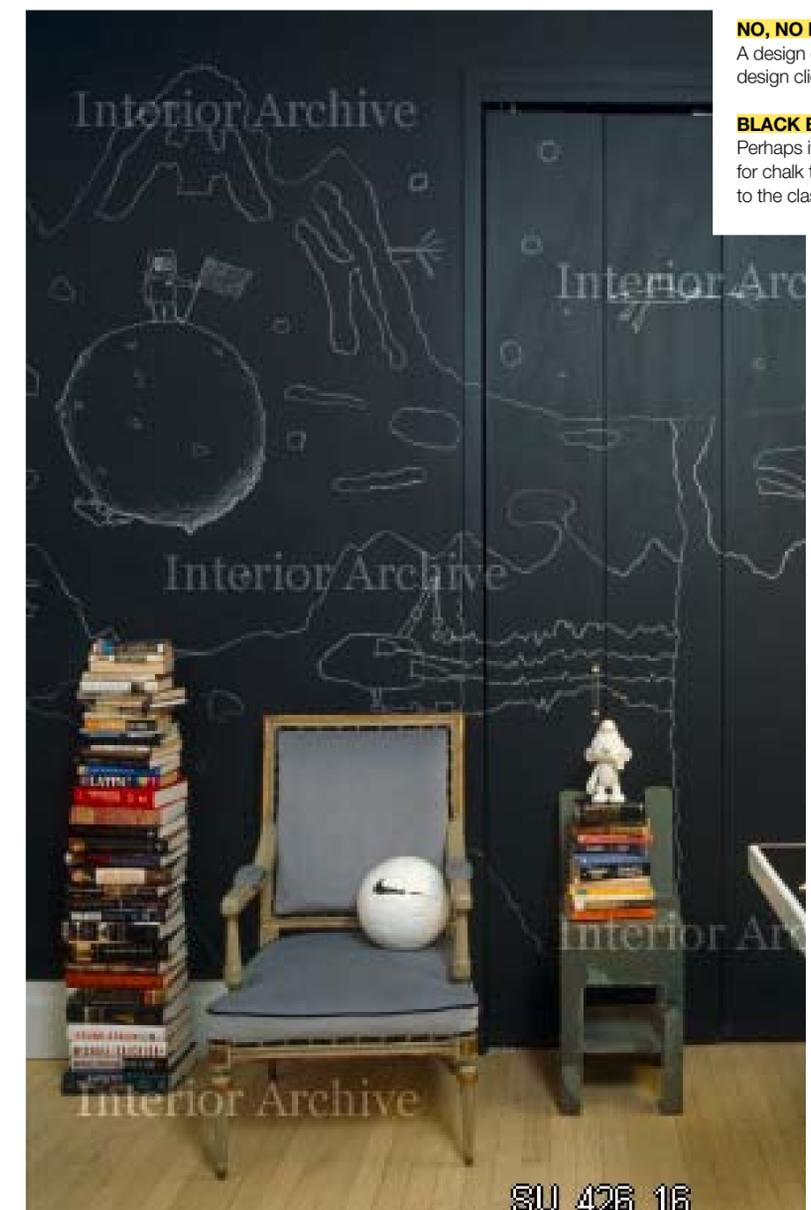
The condition was first diagnosed by American writer Kurt Andersen in *Vanity Fair*, who observed that millions are now 'amateur stylists, scrupulously attending, as never before, to the details and meanings of the design and decor of their homes, their clothes, their appliances, their meals, their hobbies, and more'.

Elaine Miller, from design blog Decorno, has noticed the trend too. 'Some people are insanely self-conscious. Even their house is a performance.' Those with ODD love having the latest design must-haves – right now it's a bar cart for hostess-with-the-mostest entertaining – but the problem is that overexposure often turns today's cool thing into tomorrow's design cliché. Take the Noguchi coffee table, once considered a beautiful and immensely covetable design classic: today it's the name of a blog that mocks interior design clichés.

F**yournoguchicoffeetable has become one of



HORNED OFF!
Yawn... the hunting lodge staple is now everywhere



NO, NO NOGUCHI
A design classic or design cliché?

BLACK BORED
Perhaps it's time for chalk to return to the classroom

SU 426 16



YOU'VE BEEN FRAMED!

Get back to the photo album...

the most talked-about blogs since its launch at the beginning of the year. Its American founders, a couple who prefer to remain anonymous, began the picture-based blog looking for decorating ideas for their loft home. 'And when we turned to the web, we kept seeing a Noguchi coffee table in everybody's apartment,' they explain. 'So we created the blog as a joke between the two of us – but it kind of exploded in the first day.'

Regular categories include Frame Cluster Friday (walls covered with pictures) and Terrarium Tuesday, but it takes a swipe at everything from black-brick fireplaces to chalkboard walls, furniture made from shipping palettes and Smeg fridges.

'It's great that people are thinking more about the space they live in, but a lot are simply copying things they see in photos, regardless of whether it suits their space or lifestyle,' they say. 'The Noguchi coffee table is a stunning piece of art. But it's impossible for us to see it that way any more, which is funny and a little sad.'

But before you start checking out if your own home features any of their so-called clichés, check out *Apartamento* magazine. One of the world's hippest interiors tomes, it shows homes as they are truly lived in, often small and cluttered with dirty laundry and used crockery in the shots. 'It's not about design and products. We're not design fetishists,' says the magazine's co-founder, Nacho Alegre. 'The idea is about how people live in their homes and being able to tell their amazing stories.' Phew – that's lucky then! ■



Shower, £xxx, xxxxxxxx

Barcelona chair, £5,208, allmodern.co.uk

WEEK IN WEEK OUT



SHELVE THE SHELVES?

Colour-coordinated book spines are just too much

Itsy Bitsy vases, £15 each, roostliving.com

EEK! Do you suffer FROM ODD?

Try our quiz to find out...

THE WALL BEHIND YOUR LIVING-ROOM SOFA IS...

a) Artfully arranged with a series of framed black-and-white and colour photographs. No, the people in the photos aren't your family and friends – they just look cool.

b) Wallpapered – it was an easy way to add some pattern and texture.

c) Beige.

YOUR BATHROOM SHOWER IS...

a) Dornbracht's Horizontal Shower (dornbracht.com). Why stand if you can lounge? This little beauty has six water jets spaced over a long marble plinth, and with the inbuilt remote control you can choose from a 'balancing', 'energising' or 'de-stressing' shower. OK, so you had to redo your entire bathroom to fit it in and eat nothing but Pot Noodles for a year, but it was so worth it.

b) The Raindance by Hansgrohe (hansgrohe.co.uk) – it's modern and stylish in an understated way.

c) No idea. You stand under it, you get wet. Sorted.

YOUR LATEST ENTERTAINING ACCESSORY IS...

a) The Barboy Trolley. It's a design classic, you know, by Verner Panton (madeindesign.co.uk). It's a gorgeous glossy black, and two sections swing out to hold drinks and glasses. You don't think dropping almost a grand on a bar trolley is mad. Bar trolleys are very now. Everybody's buying one.

b) Some Arne cocktail glasses by littala (skandium.com). They're sleek but a little bit vintage in style too. Perfect.

c) A bottle of tequila.

WHEN YOU LOOK AT INTERIORS BLOG SITES AND PINTEREST, YOU FEEL...

a) Really stressed. You can't bear it when you see a home that's more stylish than yours.

b) Inspired... sometimes.

c) Um, nothing.

read any of the books – you just chose them by the colour of their spines.

a) Two or three times a week at least – there are so many designer must-haves out there.

b) A couple of times a month, when you see something you really love.

c) You think you bought a tin opener six months ago.

ON YOUR SIDEBOARD IS/ARE...

a) A still-life collection of five vintage glass medicine bottles, a bell-jar containing a ceramic reindeer, a mini-terrarium of flowering cacti and three silver candlesticks. So art-cool, eh?

b) Three ceramic Itsy Bitsy vases (roostliving.com) grouped together and photos of your friends and family.

c) A sideboard? Do you look like your grandmother?

AUTOBAN IS...

a) Not sure, but you've just bought their Suite bed! You read that it had been awarded Best Bed in this year's *Wallpaper* magazine design awards. You knew then you just had to have it!

b) A Turkish design duo from Istanbul (autoban212.com).

c) A motorway in Germany.

YOUR FIREPLACE...

a) Doesn't work. You've filled the hole with logs of varying thickness. It's so organic...

b) Is a simple marble mantelpiece with a modern stainless-steel grate.

c) Does one inch of dust and cobwebs count as a style statement?

DO YOU HAVE ANY OF THESE IN YOUR HOME: ARCO FLOOR LAMP, BARCELONA CHAIR, NOGUCHI COFFEE TABLE?

a) All three, of course!

b) None of them – they're a bit of a design cliché, non?

c) Nup. Wouldn't know 'em if you fell on 'em.



Suite bed, about £4,600, Autoban (autoban212.com)



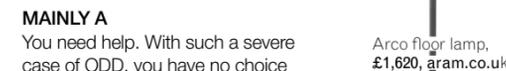
Noguchi coffee table, from £1,199; Heal's (heals.co.uk)



Smeg fridge freezer, from £1,199, Comet (comet.co.uk)



Arne cocktail glass, £11, littala (skandium.com)



Arco floor lamp, £1,620, aram.co.uk

MAINLY A
You need help. With such a severe case of ODD, you have no choice but to go cold turkey. Wipe all interior blogs from your Bookmark list and discontinue your Pinterest account. Sell your home, give all your designer stuff to your nearest Oxfam shop and rent a room in a student house (preferably with engineers). Subscribe to *National Geographic* and watch only *Autumnwatch*. One year of this should do the trick.

MAINLY B
Congratulations! You're designer stylish without being an addict, choosing designs you love, not because you hope they'll give you design kudos. Keep up the good work!

MAINLY C
Let's face it, you're a design sloth, but do you care? No, we didn't think so! ■



Barboy trolley, £995, madeindesign.co.uk