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At home, away from home

A few tips on how to create a cozy and charming space in a new house

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Moving to a new place is always a challenge: sometimes, nothing is really missing in the rooms, and yet something seems to be out of place. All the furniture is there, but you don't feel at home and yet you can't figure out the problem. The point is, creating a home is more than simply putting the fridge in the kitchen and the sofa in the living room, as explained by Clarissa Gallo and Eliana de Souza Queiroz, the interior designers from SQ & G. More than simply matching the pillows to the sofa, it is necessary to create a connection to the place and the furniture. They should arouse memories and feelings that allow you to identify with the place. "If it does not transmit anything, then it is wrong", they explain. The solution seems quite logical, but it is not that obvious. According to psychologist Ana Lúcia Paiga, "sometimes people are unhappy, but often they do not realize that the problem is related to their own house". In the case of foreigners moving to Brazil, the situation can get even more complex. According to SPTurs, more than 50% of them are men who come to Brazil in order to assume important positions in multinational companies, and bring their families along. The house then becomes the stage for an important moment of interaction, adaptation, and intimacy. But whereas the man spends his days at the office, where he finds a space that is already organized for him, it takes longer for the wife to find a job; she is far from her family and friends, and the children have to adapt to a culturally different school environment. At those moments, according to Ana Lúcia Paiga, it is essential to have a real home. Otherwise, the family situation may become stressful; it may take longer for the family to adapt to the environment, and conflicts may arise. "When human beings do not feel an affinity to the space, this will interfere with their self-esteem and feelings of security. The space is important", the psychologist completes. In



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order to create this cozy space which can be used as a safe harbor at the end of each day, it is necessary to stop and organize. The interior designers Clarissa Gallo and Eliana de Souza Queiroz suggest that you use objects that already have a certain history and remind you of the past, so that you bring good memories into the house. It could be that chest of drawers that used to belong to a grandmother, a nice quilt that came from the old house, and, of course, pictures of places and loved ones. All those objects usually have a specific aroma, with the power to transport us far away, or closer to our loved ones.

In the case of people moving in from another country, the path for the creation of a new home is not so obvious. “It is our role to develop this contact with our culture, show the design and the quality of our products; little by little, we build trust in the new options, and we lower the stress and bring on some peace of mind”. Another concern is to find a place that is practical for the family, easing the problems of daily life, such as: children’s school transport, the São Paulo traffic, security, among others. “It is important to find an apartment close to the children’s school or the couple’s workplace, so that it is possible to walk to their destination”. For coach Marina Nugent, “the best option is to settle those issues as soon as possible”, and then, that uncomfortable feeling will also disappear. A touch of color on a wall, a hallway of photographs, or a chest of drawers, may seem to be details so small and insignificant that many people wouldn’t bother to think about them. And yet, when they are included in the space, they make the difference in the harmony of a house.