

THE HAGUE, THE NETHERLANDS

Plant Loving BOTANICAL BEAUTY

THE BEST TIME FOR NEW
BEGINNINGS IS NOW

Photographer, Stylist & Artist

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STYLE

My style is eclectic, minimal with mid-century, nordic and bohemian influences. I love to make little botanical still lifes in my house with plants and flowers in vintage decor. I also love mixing different styles together.

BIGGEST HOME CHALLENGE

When we moved to a smaller house, we had to get rid of a lot of things. I went through all my belongings and asked myself, Does it make me happy? Do I need it? Can I buy it again if I really need this in the future? It was a challenge, but in the end it made me feel lighter, and I learned that I can be happy with less. Because of this, I also shop more consciously.

FINDING UNIQUE PIECES

I usually find my furniture and props in the thrift shop or second-hand market. I like to use vintage or props and use them a little differently. For instance, the bar cart that became a plant and flower table, an old mustard jar that I turned into a cactus pot, a tea cabinet that became a bookcase or a medicine bottle that I use as a vase for flowers and plants. Of course, I also browse online shops to find little treasures.



PROUDEST DIY MOMENT

DIY to me is to create something new and original from an object that seems no longer useful. I found a bar cart in the thrift shop; it was made from pine and damaged, nobody wanted it. I painted it with mahogany and oak varnish and it turned out great. I used it as a plant and flower cart in my photos and got a lot of questions about it—such as where I bought it—unfortunately, it was one of a kind. I love that it inspired some of my followers to make their own carts.



HASHTAGS I LOVE

#inspiredbynature_
#curated_nature
#styleofgreen
#urbanjunglebloggers
#apartmenttherapy



CREATING A NURTURING SPACE

I like to use neutral colors in my home and work space. I decorate with plants, flowers and personal accessories. I also love to use my essential oil burner and put on my favorite music.

Make it simple but significant.

WANDERLUST

GIVERNY, FRANCE

We made a day trip to Giverny, a village close to Paris, and visited the gardens of the painter Claude Monet. It was like stepping into one of his paintings—the garden filled with beautiful flowers, the house with its colorful interior. Best time to visit is from April to October.

WHEN IN ROME

One of my favorite cities is Rome. A must-see is Villa Borghese gallery and gardens with its beautiful art and sculptures. The medieval neighborhood of Trastevere and especially the Piazza di Santa Maria is the perfect place to dine and spend a romantic evening.

CREATIVES: BATCHING + BREAKS

I have to be careful I don't get carried away and work long hours. I can get very enthusiastic about a project and want to stay in the flow as I am filled with ideas. I guess a lot of creative entrepreneurs will know the feeling. This year, I promised myself to plan better, like batching work and having regular breaks, spending more time with my family and maybe even hiring someone, because I can't keep doing everything by myself.

SOMETHING ABOUT YOUR WORK

Styling, shooting and editing take time. Especially when I make pictures of my cats. But it is also rewarding and I enjoy the process to create that perfect picture.

A HEALTHY AND PRODUCTIVE WORKFLOW?

Make lists, wake up early and finish as much as possible so you have more time during the day to do other projects. Start with the most important things or the ones you are not really looking forward to. Then you have more time to do what you love without thinking about what still needs to be done. Don't forget to take breaks, go outside for a walk and clear your mind.



DESIGN IDEAS I LOVE

Being creative with storage and making small spaces multifunctional. It is always a challenge to make a small space look bigger. Painting the walls in light colors and choosing the right furniture and accessories are things I love to do.



TEXTILE

Made of 100 percent polyester from recycled PET bottles.



PLANT SMILES,
GROW LAUGHTER,
HARVEST LOVE.

THE 411

Helga de Waal lives in The Netherlands with her husband, two boys and three cats. Her work is known for its simplicity and photography of botanical still lifes, plants and cats.



QUOTE TO LIVE BY
Everything is possible if you set your mind to it.

BEST ADVICE?
Be yourself, do what makes you happy and stay true to yourself. Don't be afraid to get out there and share your talents. Try to learn something new every day and be the best you can be.

**WANDER
OFTEN,
WONDER
ALWAYS.**

beauty