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**THE SCIENCE FOR A PERFECT BEDROOM**

**mydeco formula proves you can create the perfect bedroom for sex or a good night's sleep**

It's not surprising the majority of Brits have a terrible sex life ...they haven't discovered the perfect formula for bedroom antics. But boffins have finally developed a mathematical formula to create the perfect bedroom for having sex or a good night's sleep in, activities that many Brits fail to get right!

A panel of experts commissioned by mydeco.com – including an architect, a mathematician, and a psychologist – have discovered the statistical formula for the perfect bedroom: **Perfect Bedroom = ((2(P+S)+3(T+A+E)+2)/2)+((3(CL+BS)+4(PF+C+BT)-12)/2)**

The equation demonstrates that it's a complex concoction of different factors that react together to create a perfect bedroom for either sleeping or sex. And it seems that sex and sleep do not fit well in the same perfect bedroom:

**Factors for the perfect bedroom for:**

<b>Sex</b>	<b>Sleep</b>
Red room	Pink bedroom
Foam pillow	Feather pillows
Silk sheets	Satin sheets
Waterbed	Queen size bed
Sleep in the starfish position	Sleep in the starfish position
Wear camisole	Wear pyjamas
Go to sleep between 11-11.30pm	Sleep between 10.30am -11pm
Movie before bed	Write in your diary
Eat 4 hrs before bedtime	Eat 4.5 hours before bedtime

Left hand side of the bed	Right hand side of the bed
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The equation uses specific factors that were agreed by the panel of experts, including Behavioural Psychologist Dr Linda Papadopoulus. Over 2,000 people were questioned on how they slept and rated their sex life and to what extent they felt the agreed factors were important. The answers from this were then used to devise the equation.

The formula consists of two parts. The first gives you five factors which are your Sleeping Habits Coefficient (SHC) – sleeping position (P), preferred side of the bed (S), time to go to sleep (T), activity before going to sleep (A) and hours after eating (E), with each being scored between 7 and 40. The second part gives you five factors which are your Bedroom Furnishing Coefficient (BFC), bed clothing (CL), bed sheets (BS), pillow filling (PF), bedroom colour (C) and bed type (BT) with each being scored between 3 and 60.

By adding together SHC and BFC you will receive a score between 10 and 100. Calculating  $((2(P+S)+3(T+A+E) + 2)/2)+((3(CL+BS)+4(PF+C+BT)-12)/2)$ . By completing a series of questions based upon factors identified in our experts' tests, achieving a higher score for either sex or sleep calculates how near you are to achieving the perfect bedroom for each activity.

Dr Linda Papadopoulus comments: "The perfect answers to the equation are very interesting and make a lot of sense. Sleeping in a red room suggests rebellion and passion traits which fit well with people who enjoy sex. Having silk sheets suggests being attune with the importance of touch and sensuality and as a result you are likely to be more sexually active. And whilst you may well feel more comfortable in a pair of cosy pyjamas, wearing a camisole to bed is one of the best ways to get your partners sexual attention.

"For sleeping, a pink room is reminiscent of childhood and may evoke feelings of safety and comfort, whilst satin sheets are likely to cool the body throughout the night and the softness may aid relaxation. Writing in your diary is a great way to release concerns or ideas from the day and the starfish position suggests a complete ability to wind down with no tension.

"Our studies also found factors which are most likely to turn your partner off and create negative bedroom environment for sex. Going to bed early after you have eaten may mean you are not up to the task, feeling bloated and lethargic. Sleeping in the position of a soldier could mean that you can't relax and as a result sex may be more rigid and controlled, making it less enjoyable; whilst heading for the middle of the bed could be a sign that you are selfish - a trait which is not conducive to a good sex life."

Using this equation, mydeco.com – the new website which transforms the way you shop for your home – has prepared a questionnaire so that you can test how perfect your room is for sleeping or having sex in. Available on their website, [www.mydeco.com/sleeporsex](http://www.mydeco.com/sleeporsex) you can test the formula out for yourself, see bedrooms other users have designed in 3D, find perfect products to create your ideal bedroom and get expert design suggestions to make your bedroom closer to the ‘perfect’ room.

Brent Hoberman, founder of mydeco commented: “Our surroundings have a huge effect on emotions and our equation developed by our experts’ tests reflects this perfectly when it comes to sleep and sex. The equation indicates that it is the physical elements of the room, such as the colour of the walls and the type of bed that make the biggest difference and by changing these, you can become that much closer to the perfect room of your choice.”

For further information, please visit [www.mydeco.com](http://www.mydeco.com).

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**Pictures of the perfect rooms for sex or sleep available upon request. Dr.Linda Popodopolus is also available for interviews**

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#### **Notes to editors**

##### **About the equation:**

mydeco commissioned Dr David Lewis, a chartered psychologist; Dr Linda Papadopoulus and Phillip Obadaya a mathematician and architect, to devise the formula. Likelihood scores are for a typical adult and are based on the nation-wide survey of 2,000 UK adults, conducted by TickBox.

##### **About mydeco:**

mydeco brings together more than a one million products from over 500 retailers in one place – from high end and high street favourites such as The Conran Shop and John Lewis, to small niche manufacturers – making it simple to find what you’re looking for without trawling the high street. Easy-to-use 3D room-planning tools help you to see how real products will look in your room and buy with confidence. mydeco is founded by Brent Hoberman Founder of lastminute.com

##### **mydeco design tools:**

The revolutionary free visualisation tools on the site offer a unique opportunity to visualise designs in 2D and 3D.

- **Decorate my photo** enables customers to see the effects of changing colour schemes, wallpaper, flooring and fabrics within photos of their own interiors, and all without having to raise a paint brush.
- **Furnish my photo** also works with the customer's own photograph to allow the user to quickly add new furniture to their own room. Furniture can be rotated and moved in perspective.
- **3D Complete Room Planner** allows customers to re-create entire rooms in 3D. Customers can build, decorate, furnish, and finally view a room in 3D. mydeco users can draw their own floor plans from scratch, choose from pre-defined room shapes or trace over a floor plan they already own. Customers can then apply colours, wallpaper and flooring, and choose from 20,000 3D models of real furniture to decorate their space. Finally, users can view rooms from varying vantage points and see them rendered in high quality 3D.