

TRIANGLE URBAN

HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE

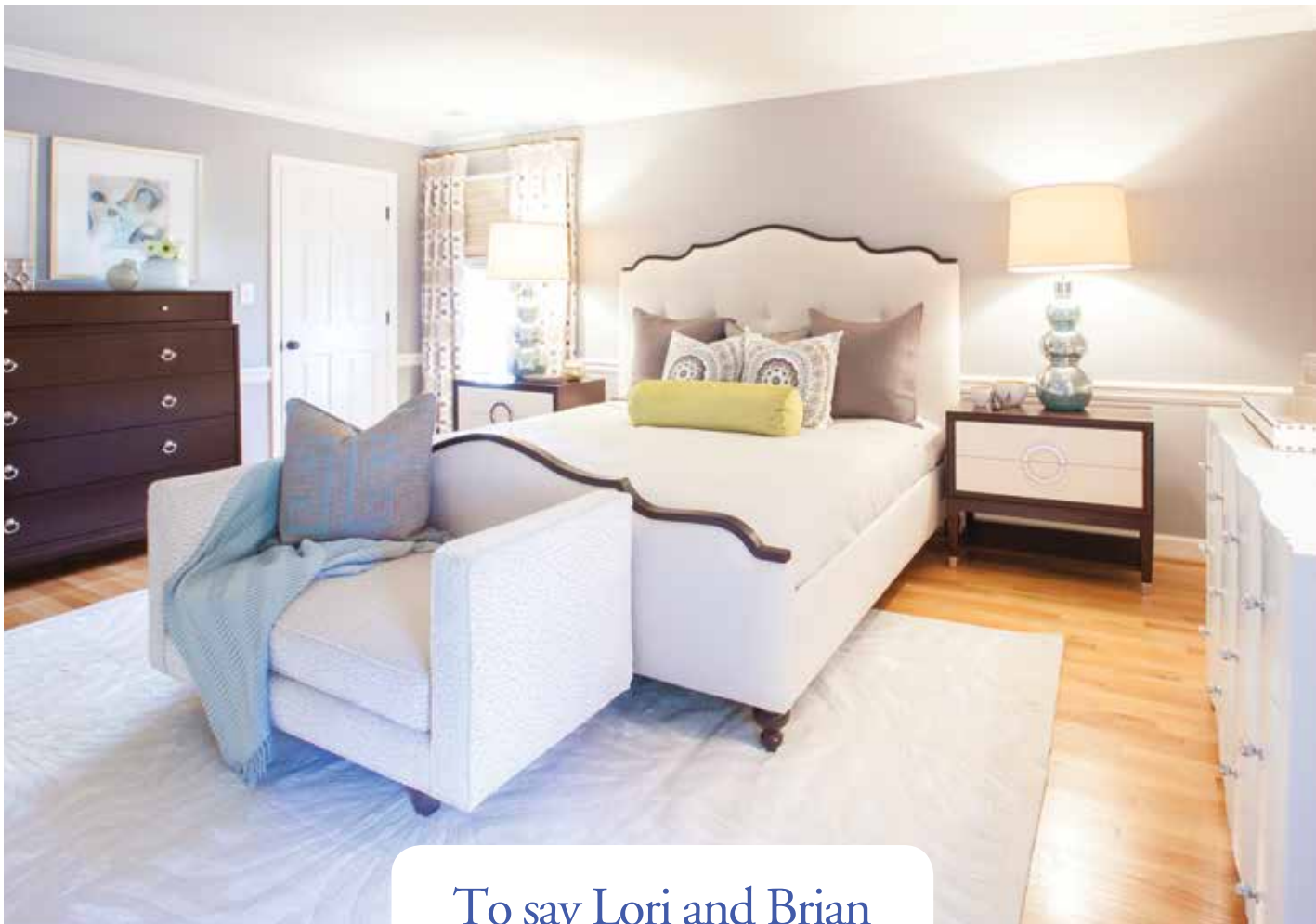




COHESIVE VISION

By Brandy Snow
Photography by Mckenzie France





To say Lori and Brian Crowder's vision for their renovation remained steadfast throughout the project would be far from the truth.

IN FACT, THE FINAL DESTINATION landed the family in a completely different mindset than where they began, and their change of heart is a testament to what true, introspective design work can achieve. The Crowders purchased their 1980s-built home for its quiet cul-de-sac location and good structural bones. Though the appearance was dated, they dreamed of implementing a design overhaul that not only upgraded the aesthetics but also increased the functionality of the home to best accommodate the needs of a busy couple and three small children. Originally, Lori and Brian called on designer Beth Keim at Lucy & Company with a singular project focus – to turn their rarely used formal living room into a comfortable home office. However, not too long into the process, the Crowders changed course completely and felt moving was their best option. It wouldn't be the last redirect, though.

"After the Crowders decided to move, I began staging the home for market, and it gave them pause to reconsider," says Beth "I had begun taking a designer's eye to each and every room in the home, which then began to take on new life as they saw the colors and pieces I was bringing in. Not long after, the move was off the table!"

Now, a year later, the full renovation is nearly completed and has realized a complete transformation of each interior space and facelift of

the exterior.

When Beth began working on the home office, she selected a desk as the centerpiece of the design and then added a comfortable seating area to increase versatility of the space. In its close proximity to the entrance foyer, Beth incorporated multiple textures,

patterns and finishes to add warmth and interest. "The office features grass cloth, window treatments, textured bamboo blinds and a large area rug that invite you in to the space. This also became the springboard for our color palette throughout the cohesive home design."

One specific design element that excites Beth, which she also incorporated into the Crowders renovation, is the re-birth of wallpaper. "With so many patterns, textures, colors and styles, you would be hard-pressed not to find something to love. Wallpaper can cover the entire room or one accent wall, and it adds character and depth. Wallpaper has a huge presence in most of the designs I create, and Lori and Brian have even jumped on the bandwagon as I continue adding complimenting papers in various rooms."

She says good design is about achieving such cohesiveness in the aesthetic. "Having a color palette that continues throughout the home is important as well as a continued 'style.' I love the collected, eclectic look, mixing time periods, styles, textures and scale as it creates visual



interest and makes it personal. For one-of-a-kind pieces or artwork, I enjoy shopping locally.”

Beth advises all homeowners interested in redesigning their homes to always look first at the big picture. “Impulse buying is the biggest mistake made. It’s important to first think about how each space will flow into the other and choose your pieces, colors, fabrics and rugs as a whole before shopping. It can be daunting to ‘design’ the entire home on paper first, but it will make the process much easier while also reducing costly mistakes. Hiring a good designer with knowledge and experience can alleviate that stress.”❖

