



TRAD *Shome*

meet our

*New 20 Trad
Designers*

The | spring 2011 | *Premiere issue*

design at your doorstep

room in a box

Windsor Smith's Room in a Box clients begin by filling out a questionnaire and mailing in measurements and photographs. From there, the design team determines a storyboard and outline, with a floor plan, a room rendering, and suggestions for fabric, soft goods, furniture, and lighting. My Studio, Room in a Box's Web page, connects clients with merchants to fulfill the project's needs. "Our clients can really engage in the design tasks," says Smith. "And the rest is up to us!"



instantly chic

To make its aesthetic accessible to all, Sissy+Marley, a boutique baby planner and concierge service, created Instantly Chic. After determining a client's design style, project goals, and budget, the design team creates a master plan using measurements and photos. Within six weeks, a linen



presentation box that includes an inspiration board, floor plan, shopping and resource list, and fabric swatches is delivered to the client. "We think that being a part of the Instantly Chic process is much more fun and rewarding for the client [than traditional interior design services]," says cofounder Chelsea Reale. "The best part is that the money you save can be spent on pieces that you'll enjoy for a lifetime."



Welcome Home

CalicoCorners® | Calico Home®

FABRIC | FURNITURE | DRAPERY | TRIMMINGS



calicocorners.com 800-213-6366

10 THINGS: my mother told me...



6 Don't get too avant-garde with seating arrangements.

I like to play with more unconventional seating arrangements rather than having one arrangement in the center of the room. I love to split the room in half—creating two areas instead of one. I love the double-sided couch because it affords a view of a fireplace as well as a view of the landscape. It also allows for separate seating areas for entertaining. It's really very civilized, doubling the seating of a room without leaving awkward gaps of dead space.



—Windsor Smith
Windsor Smith Home

7 Never mix bold patterns.

I've learned much of my passion for design from my mom, but then I turned it into a full-time obsession/career and have had the chance to experiment in ways my mom never did at home. My mom tends to like muted, natural colors and solid fabrics, while I love bold patterns with plenty of color. Where she would likely have gravitated toward a restful, calming bedroom, I opted for layering pattern on pattern and amping up the color quotient in my bedroom in the country. Since my job is to continually grow and try new things, I tend to use my own houses as a sort of lab for testing my ideas (since clients aren't always that daring!). Hot colors like these aren't really her thing.



—Sarah Richardson
Sarah Richardson Design

BEHR PREMIUM PLUS ULTRA*
UL240-16
Blue Hydrangea

PAINT AND PRIME

AT THE SAME TIME

ASK FOR BEHR®
PAINT AND PRIMER IN ONE.
Every stroke works like two...
so you get done faster, and enjoy
your beautiful results sooner.
Whether you're painting inside or
outside... it's the best way to paint
and prime—in one.

BEHR®
GOOD. BETTER. BEHR.®

Available in both
Interior and Exterior.

FREE iPhone®
Download
Color
Smart
tools

f t
BEHR.com

Exclusively at
The Home Depot