

INFLUENTIAL WOMEN OF DESIGN | GREATER NEW YORK



BETH KRUPA INTERIORS

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Interior design is often thought of as purely aesthetic curation. In reality, the profession involves financial prowess, outside-the-box solutions, client service and, ultimately, an innate understanding of something hard to define: how a space needs to feel to help its inhabitants thrive. This dynamic, multifaceted role is what continues to delight Beth Krupa. Owner of her namesake, award-winning firm based out of Greenwich, the designer prides herself

on getting to know her clients in such a way that enables a new definition of personalized design. “We discuss functionality, purpose, direction, vision—I want to know everything they’re thinking, so we can deliver a home uniquely suited to them,” Krupa shares. But once the plans are outlined, where does she start? “My preferred way of beginning a project is with the art. It acts as a jumping-off point with reference to colors and textures.”

“We are **beauty makers and problem solvers**, co-creating their vision from the ground up.”

TIMELESS VALUES

Asked to talk about the ethos behind her design work, Krupa points to changing sentiments within her clientele and their lifestyles. “There is a deeper connection to the home now than seen in the recent past,” she says. “**Families have returned to the two lost luxuries of time and togetherness.** Designing a home that is beautiful, but also approachable and functional now and in the future, is the mission we stand behind with every project.”

AN UNEXPECTED JOURNEY

For Krupa, becoming an interior designer came naturally, but with a surprising path. “I previously worked as a buyer for Bergdorf Goodman and Henri Bendel, then became a director of merchandising for Calvin Klein,” she shares. “During that time, I had the good fortune to have lived in 12 homes across four countries. Somewhere along the way, **the act of creating so many homes inspired me to do it professionally.**”



Above A built-in wine refrigerator by Miele in the main hallway opposite the kitchen provides easy access to the perfect pairings for every meal. **Top** A modern interpretation of a bell jar, pendant lights illuminate the main pass-through of this home. A muted runner and slight temperature change in wall paint balance colors. **Photography** Jim Fuhrmann; Headshot by Matt Carr



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