

GETTING TO KNOW BETH KRUPA



Three-time National Award Winning "Designer of the Year (DOTY)," presented by the Interior Design Society

Top 10 Interior Designers in Connecticut, Custom Home Builder Magazine 2018

Four-time awarded Best of Houzz, Customer Service and Satisfaction

Beth's mission is to provide a collaborative experience with her valued and respected clientele that surpasses expectations. Beth and her team rely on experience, expertise, and impeccable integrity to complete projects on time, on budget, with consistently strong results. At Beth Krupa Interiors (BKI), the goal is to make the design-build process an enjoyable one for their clients. Experience has shown that working within a framework of strategic processes helps clients feel comfortable for the duration of the project (Want to know more about how we work? Visit <http://bethkrupainteriors.com/services/> for our comprehensive 15 Step Process).

BKI is a full-service interior design firm with a global perspective that comes from Beth's having lived abroad for many years. Her life experiences living in London, India, Hong Kong, and NYC continue to influence her firm's designs. Beth, who is the firm's principal and lead designer, works to create a distinct and meaningful sense of place for her clients, and she loves seeing how they flourish in their new environment at the end of each project.

In the last two years, Beth was awarded three national design awards presented by the Interior Design Society – Designer of the Year (DOTY). To Beth and her team, great style is all about editing and editing well. It's true in fashion, where Beth worked as a buyer for years with Bergdorf Goodman, Henri Bendel, and Calvin Klein, and where she learned that what you're not wearing is as important as what you are wearing. Today, BKI applies that same philosophy of editing to the home or commercial environment where every space is defined by both its usefulness and its beauty for the people living, visiting, and working there.

Over the years, Beth and her team have developed a clear and transparent practice that lets their clients understand their project from the largest overview to the smallest details. BKI demystifies the design and thought processes behind the creative considerations leading to their clients' story being told. This comes from the desire to create an idyllic space—one that gives clients a breathtaking moment on installation day when their newly designed home is revealed to them for the first time.

Beth, alongside her design team, work out of Old Greenwich, Connecticut.



GHE: DO YOU HAVE A FAVORITE SUMMER TRADITION OR ACTIVITY?

BK: Because both of my kids are away at college during the year, my husband and I really love having them with us for the summer. We especially like all of the outdoor dining options available and the casualness of impromptu daily dining decisions. I'm not much of a cook, and with my busy work and travel schedule, it's far easier and more fun to text the family and have us all meet up somewhere. No one can make me smile or laugh more than my husband, daughter, and son!

GHE: HOW DID YOU SHIFT FROM THE FASHION INDUSTRY TO INTERIOR DESIGN? WHAT INSPIRED THAT CHANGE?

BK: There are many more similarities than you might imagine, but the shift happened gradually as we moved across four countries, living in 12 homes (in Hong Kong, London, NYC, Bangalore India) in my 25 years of marriage. I realized the power of finally feeling settled had on my children and my husband and me, too. Not to mention what a delight it was to incorporate our personal style and collected pieces with the surrounding culture of whichever country we happened to be living in at the time. I strongly believe the best present you can possibly buy for yourself or someone you love is the gift of travel. To experience other people, other cultures, and their architecture is inspiring and stimulating, particularly in my line of work. Those experiences have forever changed my creative design process and left me with an enormous library of ideas to draw from.

GHE: ANY MENTORS?

BK: Yes, I have so many. My favorite mentor is a Dallas designer who has been in business 30 years and maintains his sense of excitement and love of learning. I have learned—and am continually learning and growing—from some of the top designers, business leaders, and coaches in the industry. Whenever I travel to market for inspiration and knowledge of market trends (4-5 times throughout the year), I make a point of attending lectures being given by those who so graciously share their ideas and give advice. Collaboration in the design world makes our industry stronger and our knowledge base larger, which in turn provides the very best for our clientele. All of us who flourish in creative industries are like sponges, constantly soaking up new and exciting ideas and materials. I also believe it's just as important to give back the gained knowledge and experiences. I provide mentorships, internships and coaching to various groups and individuals. Any chance I get to help someone by speaking to a group of design professionals, realtors, design-enthusiast homeowners or students is a welcomed opportunity. In fact, I've been invited to speak at Sotheby's International Realty at 1 Pickwick Plaza in Greenwich on July 17th at 2:30. The collegiality of the business has always been a major draw for me in developing my talents and deepening my creativity. I am a "people person," after all!

BETH KRUPA
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FAVORITES:

Movie: *A Star Is Born*, Barbara Streisand – a classic!

Trade Books: Vincent Wolf, *A Global Vision of Design*, and *Lifting the Curtain on Design*

App: Bitmoji – makes me smile

Color: Periwinkle (French Blue)

Material: Velvets (cotton, silk, poly, crushed, all)

Travel Spot: Milan, Italy – great for markets, architecture, and shopping!

“Design is not just what it looks like and feels like. Design is how it works.”

– Steve Jobs

GHE: WHAT IS YOUR ULTIMATE DREAM INTERIOR DESIGN PROJECT?

BK: Any project that would involve whole house development and design and/or vacation homes and travel. We really take great pride in learning not only the current needs of our clients but anticipating what their future needs will be down the road as their families develop. Our collective experiences allow us to have seen and lived through many cultural and life stages. To be able to take a family's specific day to day lifestyle and translate that to a fully furnished newly designed beach home, mountain chalet, lake home, villa, etc. would be both personally and professionally satisfying. To assimilate into an environment and translate that to a language meaningful to each particular client is what my years of living abroad and studying design have culminated in. With interior design, I consider each project to be unique and fresh from the project before it—a new canvas, so to speak. To do this type of work, one needs to want to be continually evolving and strategically problem-solving issues that arise with any project. One needs to be naturally curious and eager to please. Having once been a clothing designer, and later in my career, evolving into this industry, I feel I am finally "home," and that I have found a creative outlet that allows me to grow exponentially with each design project.

GHE: WHAT IS NEW AND EXCITING IN THE WORLD OF DESIGN? ANY NEW PRODUCTS THAT CAPTURE YOUR ATTENTION?

BK: One of my favorite stand-out trends is the contemporary curves found in furnishings. The curve-shaped upholstery signals an optimism in the economy, as curved pieces are more expensive to make due to the higher level of craftsmanship involved. Curves also point toward a welcoming of a more personal connection in our relationships, a reaction against the cold disconnect that technology can create in our homes and work environments. The intentional blend of masculinity and femininity is happening in every creative category—why not furniture? Although there will always be room in my projects for a contemporary, extra-wide and long, linear sectional with a low back, envisioned in an ivory fabric with a few minimally well-placed pillows.

GHE: WHAT INSPIRES YOUR CREATIVE VISION?

BK: My clients first and then drawing on my life's experiences, travels, and continually keeping up with market forecasting and technologies. Collaborating on someone's idyllic space requires their insight and my ability to establish their trust. We spend a lot of time in the early stages focusing on building a foundation, making sure we have the function thought out for each specific need. We then build up the pallet, followed by the forms of the pieces, identifying textures (both wanted and needed), often curating art and custom designing furniture and area rugs. Inspiration always comes from the client, but we never know exactly where or when that will come in the process. Of course, knowing all the thousands of resources available to us as design professionals by attending the markets throughout the year helps us zero in on where to locate exactly what the client's space is inspiring us to design. This is the "art" portion of what we are able to do as designers. The vision that allows us to create a space in our mind and then be able to articulate that to our client is often aided with sketches and mood boards. Our goal is to make the design-build process an enjoyable one for our clients. At the end of the day, we're really creating a lifestyle solely for them, and isn't that the ultimate luxury?



GHE: WHICH PART OF THE INTERIOR DESIGN PROCESS DO YOU ENJOY FULFILLING MOST?

BK: By far my favorite day of the project is the installation. Sometimes the installation is large enough to span a few days, in which case we treat our clients to a few days away in their favorite hotel or resort. I love watching all of our team efforts and planning come to life. We are not done until every pillow is fluffed, every candle is lit, wine is poured, and flowers are arranged. We always ask our clients to reserve 15-20% of their furnishings budget for the styling pieces that will bring the spaces to life and give them their personality and uniqueness that ties back to their lives, travels, and pursuits. By then we will have gotten to know our clients well enough to have selected one-of-a-kind items we know they would appreciate. This installation service is so incredibly valued by our clients, that we've incorporated this into seasonal styling services when requested. We evaluate a client's home to determine what is needed, discuss the options with the client, then swoop in for a few hours or up to a full day to give an instant re-fresh. All items are itemized and left for 48 hours so they can be lived with and decided upon. We then return to remove anything not wanted. I would say 90% of the styling remains because it looks so good when someone has professionally helped you achieve the desired result.

GHE: SO FAR, WHICH MOMENT IN YOUR CAREER HAS BROUGHT YOU THE GREATEST SATISFACTION? WAS IT WINNING A SPECIFIC PROJECT, HEARING PRAISE FROM A CLIENT OR CREATING SOMETHING THAT EXCEEDED EVEN YOUR EXPECTATIONS?

BK: Actually, it started as something completely out of my comfort zone and became one of my biggest achievements. We were approached to completely renovate the lobby and residential hallways of a large condominium building. Apparently, we were up against some heavy competition, but won over the board of directors with all of our diligent preparation, budget forecasting, and initial material selections before even landing the job. This million-dollar renovation lasted many months, consumed many days and evenings. The satisfaction of turning around previously skeptical and disgruntled tenants to now be overjoyed and grateful gave me a sense of enormous heartfelt accomplishment. Knowing you can influence the outlook of so many people by creating a beautiful place of pride for them to return home to at the end of each day is powerful. Since then, we've created the prototype training facility for Sotheby's "The Imagine Lab" and are working on branding through design of a four-office Audio Help Hearing Center to be opened in Stamford in July. Knowing we can help our residential clients also improve their places of business or offices has become a talent or expertise is unique.

GHE: SHARE A DESIGN FEATURE THAT YOU BROUGHT INTO A RECENT PROJECT THAT GOT YOU EXCITED.

BK: For a large bath tub feature wall, we sourced an incredible white Calcutta marble mosaic from Fordham Marble with a touch of neutralized steel blue that tied the master bath to a duvet our client had previously purchased. She had been holding on to this duvet for almost a year in its original store packaging because she couldn't figure out a way to work it into the style or design of their existing master bedroom but loved the bedding. Once we started on the full bath renovation and I came upon this mosaic, the entire project flowed as one. Now we are working on both the master bath and master bedroom and the clients are thrilled with the results. These small "finds" serve as linchpins to the design process, excite our clients, and motivate my design team!