

EAST COAST HOME+DESIGN

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DESIGN DEFINED



The 2017 Designers Issue

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Collected





Great design feels collected. Whether it's done

all at once or over time, interior designers enjoy using the mementos that clients have collected of places they've visited or of special events in their lives. These may be treasured items they've acquired through travel, tokens representing their personal passions, photography, art, sentimental heirlooms, or pieces we source on their behalf. A collected style design principle transforms one's home and outlook, thus creating a high-end personal lifestyle environment for our clientele.

Beth Krupa Interiors (BKI) is a full-service interior design firm with a global perspective that comes from Beth's experiences living in London, India, Hong Kong and New York City. She couples her past travels with her design expertise to target unique and high-quality furnishings and finishes found at design markets throughout the year. These design markets provide inspiration for a more specific and collected style. At BKI, we get to know our clients and collaborate with them to design a place that will inspire, motivate and nurture them. With our knowledge from market trends and skilled trade artisans, we can find, build



and design just about anything that can be dreamed up. And, indeed, over the past two years, the Interior Design Society has recognized Beth with three national design awards.

A collected style doesn't imply cluttered. There are times when a well-placed artifact can serve as a focal point to enhance the space and draw you in. To Beth and her team, a collected style is about editing to maximize impact—a concept Beth learned during the years she worked as a fashion buyer at Bergdorf Goodman, Henri Bendel and Calvin Klein. Here she experienced firsthand that what you're not wearing can be as important as what you are wearing. At BKI, we apply those same principles, which suggest that every space is defined by its usefulness and beauty for the people living, visiting and working there.

Beth believes that when you enter someone's environment, you should instantly feel a connection to that space and those residing there. As long as you stay true to your client's visions and desires, an interior designer can do absolutely anything. "Creating that sense of place unique to the individual or family," she says, is what lies at the center of every BKI project. There's a real specificity and timelessness to the collected spaces she designs, and every project we do at BKI represents the chance to capture the clients' personalities and passions.



