

# Beth Krupa Interiors

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**BETH KRUPA, CREATIVE DIRECTOR OF BETH KRUPA INTERIORS,** believes that visionaries “translate clients’ needs and desires into designs they find challenging to articulate, facilitate or imagine themselves.” Her work, influenced by living across four countries and traveling to more than 25 others, blends a global perspective with a deep understanding of human behavior. “Neuro-aesthetics shows us how color, symmetry and natural textures affect how we feel,” she says, noting that biophilic design—the use of elements like wood, stone and light—guides her team’s work. Now celebrating five years since the expansion of her Greenwich studio, Krupa leads a multidisciplinary team that builds long-term client relationships. “It’s about creating spaces that support and inspire our clients’ lives,” she shares, underscoring why her approach resonates: designs that are not only beautiful, but transformative as they define families in spaces where they thrive.

*“Being visionary means creating designs that are beautiful, functional and enhance the rhythms of daily life.”*



## Q&A

### DESIGN DIALOGUE

**Can you share the pivotal moment that set you on this career path.**

I found great fulfillment and solace in creating a sense of home for my two children (now ages 26 and 25), along with my husband and myself as we settled across various locations including Hong Kong, London and India. This strength—shaping environments where families can feel grounded and thrive—has become the cornerstone of our design firm and continues to bring my team and me immense joy as we craft spaces that support and inspire our clients’ lives.

**Where do you find inspiration?** My inspirations are my clients, hands down. Each one comes with their own story, aspirations and challenges they are facing. It’s an incredible privilege to help bring those visions to life and create something that feels deeply personal, which provides the stronger connection that makes a house their dream home.

**How does sustainability factor into your projects, and why is it important to you?**

I love to incorporate global antiques along with clients’ own sentimental pieces into our redesigned spaces. In addition to being the best sustainability resource, they instill rooms with a sense of balance and create a soulful environment. We combine sustainability with innovative biophilic design, smart technology and the newest in family-friendly finishes on furniture.

**LEFT** Rich fabrics and a Persian overdyed bold rug bring depth and vibrancy to this refined living room, complemented by striking contemporary art. **TOP** This space layers three sofa textures, dual-fabric drapery and a striped bench with a mirrored console that amplifies the room’s natural light. **PHOTOGRAPHY** Left by JANE BEILES; Top by JIM FUHRMANN; Portrait by MATT CARR