

SEPTEMBER/OCTOBER 2012

ivy & piper



Timeless
STYLE

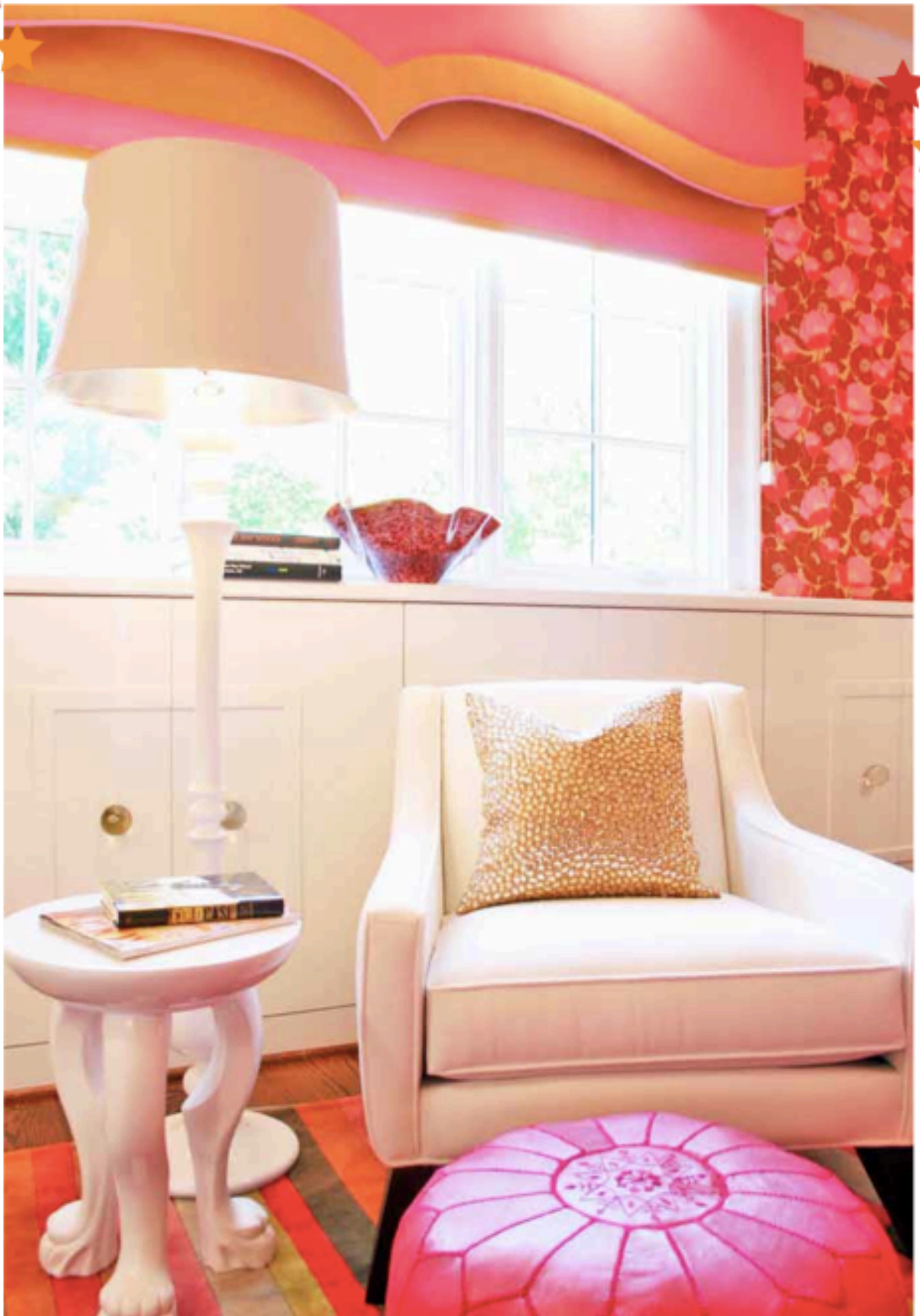
Step inside this warm and inviting home

(inside access)

A creative and passionate designer, Beth Keim has created a dreamy space for her teenage client that screams young and fun-loving

TEENAGE *Dream*

PHOTOGRAPHY BY BETH KEIM
WRITTEN BY MELANE PARKER





Where is this home located?

Charlotte NC

Who lives here?

My client was Allison Heffes and her daughter, Alex.

What was the client brief? Why did the client decide to decorate or renovate? Her daughter had outgrown the hand painted horses on the walls and the cottage look of her younger days! We redid this room for her 13th birthday and designed it to last well into her college years.

How would you describe the style of this home and how did you achieve it? The house I would call "New England Traditional / with an Edge." Transplanted northerners

here in Charlotte, the home as a whole has a traditional look. Kid's rooms, however, often divert from an all over style. Kids' rooms can be your fun and fantasy and your one chance to break all the color co-ordinated rules of the rest of the house!

What was your inspiration during this project?

My inspiration started and direction came straight from my young client who wanted pink and brown with a little orange. I found a great accent wall paper from Amy Butler and it all began . . . She needed everything. I wanted a good mix of furnishing for an eclectic look so I combined lacquer and vintage, wood and mirror. Two wall papers and original art work.

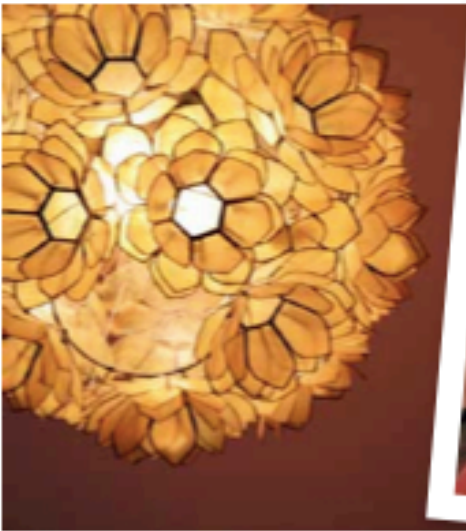
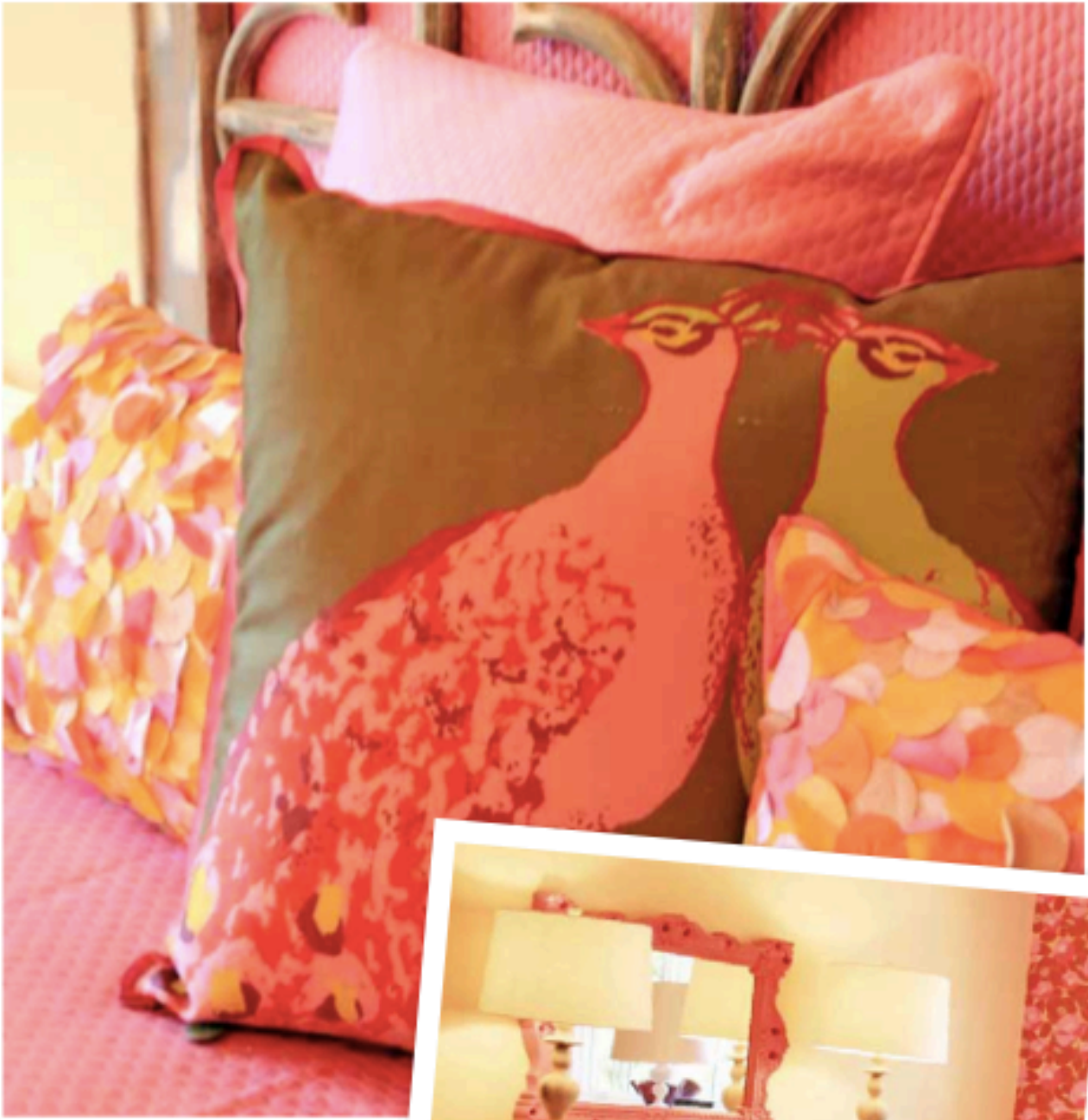
What is your favourite

or most successful part of the design and why?

The rug was actually an after thought! The room had wall to wall cream carpet, midway we decided we all really wanted hardwoods, so while my client was out of town I made that happen. I came across the perfect rug that tied all the colors together.

That rug was a great find and really made it all work. I loved the unique bed I found. It originally did not have a fabric back . . . I added that to really set off the design.

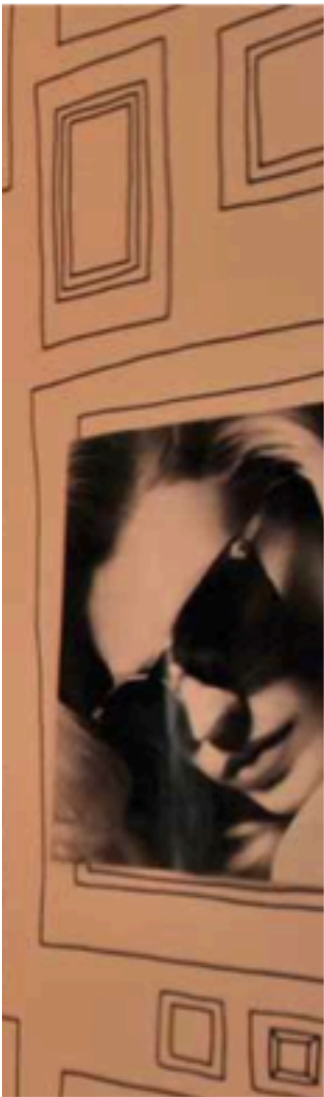
Do you have a style ethos? If so what is it? I love the eclectic look. I love to mix styles and I love even more those interesting finds that make a space unique.





“ KIDS' ROOMS CAN BE YOUR FUN AND FANTASY AND YOUR ONE CHANCE TO BREAK ALL THE COLOR CO-ORDINATED RULES OF THE REST OF THE HOUSE ! ”





Beth's top 3 styling tips

1. Incorporate those special, sentimental pieces in a unique way - be creative on how to display them, i.e. collage post cards in shadow box frames for a large wall grouping.

2. Don't make your formal living room too formal that you don't want to even sit in it. make it comfortable and fun and leave the tv out . . create a space to

socialize in and not just a pass through to the rest of the house

3. A large chalk board wall in the kitchen can be a fun (and artistic !) way to leave notes to each other or just draw your own amazing piece of art



