

Charlotte


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# HOME

DESIGN & DECOR®







# Blank Space

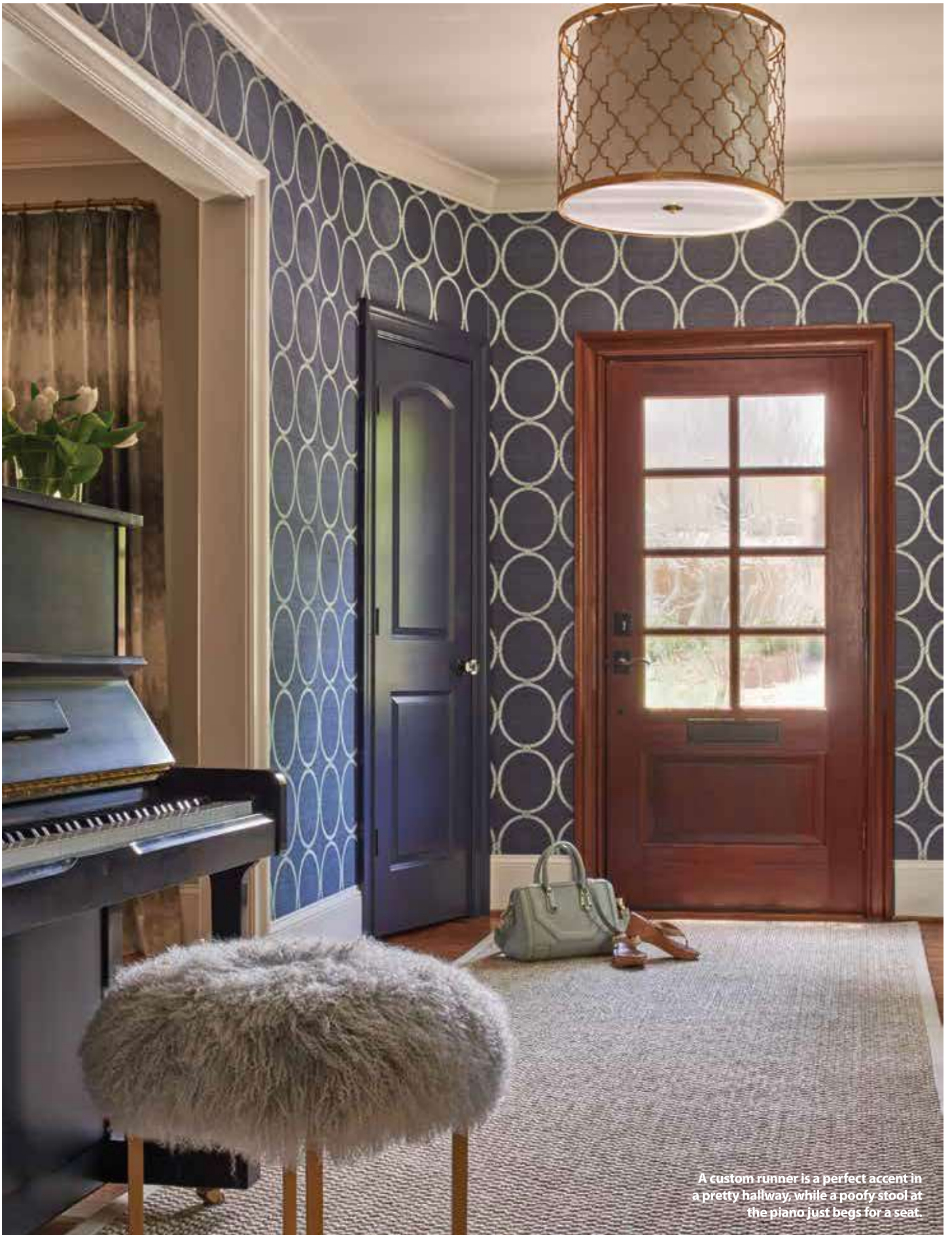
By Anne Marie Ashley  
Photography by Dustin Peck





Traditional wingback chairs are given a punch of color in the formal (and inviting) living room.





A custom runner is a perfect accent in a pretty hallway, while a poofy stool at the piano just begs for a seat.

The bright and airy kitchen is the ideal backdrop for fresh herbs and baked goodies, not to mention the perfect modern chandelier.



*When designer Beth Keim is left to her own devices, the results are livable, practical, and always stunning.*

**W**hen longtime clients came to designer Beth Keim about their newest home, it was easy to get giddy about the project. “I’ve known the homeowners for some time, and I know what their taste and style is,” Keim explains. “They pretty much let me run with a plan, and for me, that type of project is the absolute most fun.”

Keim came up with a design plan for the whole home. “Even if we can’t do the whole house at once, it’s best to plan for the whole house so that a cohesive look is in place when the time comes for other spaces,” Keim says. The homeowners wanted to stay in the Myers Park area and found a perfect newly constructed home to purchase. Since it was brand new, structurally there were no changes to be made and every focus could be turned to designing the inside beautifully. “We





Art from Cotswold Marketplace adorn the walls of the cozy, yet sophisticated dining room.



touched everything but the floors,” Keim recalls. “Paint, wallpapers, rugs, fixtures — you name it.” With a plan in place, Keim got to work on the homeowners’ one directive — “It can’t be fussy or high maintenance; it has to be very livable.”

With such flexibility, Keim was able to have some fun with the design, using eight different wallpapers from brands like Osborne & Little, Phillip Jeffries, and Harlequin. “People get scared of wallpaper, but it’s one of my favorite elements in design. It’s not as permanent as people fear it is,” Keim says. “It’s perfect for big walls, accent walls and can even save you from purchasing a ton of art, because the paper itself can be a focal piece.”

Keim even upholstered some French doors that lead into an office for extra privacy. “The living room leading



*Right:* Funky neutral wallpaper, a stunning fixture and a space-saving banquette is “everything” in this perfect breakfast nook.  
*Bottom Left:* Funky wallpaper and a bench seat perfectly highlight this small alcove  
*Bottom Right:* Accessories from Slate and Cotswold Marketplace, among others, add personality to every corner of the home.







*Top:* Upholstered French doors provide elegant privacy to a modern home office.

*Bottom Left:* A powder room with pizzazz, this wallpaper from Osborne & Little is both whimsical and sophisticated.

*Bottom Right:* This colorful bedroom packs a punch with a bright rug and patterned wallpaper; a perfect combo in a little girl's room.







*Top:* The master bedroom is a soothing neutral haven with a design-heavy flair found in pops of turquoise and paper covered walls. *Bottom Left:* The Kelly Wearstler chandelier pairs beautifully with the rug from Stark Carpet to create a stunning, but soothing master bathroom space. *Bottom right:* A colorful dressing table in the master bedroom is the perfect spot to sit down and take off the day before bed.



into the office is one of my favorite parts of the house,” Keim admits. “It’s such a wow-factor when you walk in, and the upholstered doors are just yummy.” In the breakfast nook, Keim swapped the traditional chairs for a banquette and added a “killer light fixture” for added interest. Using accessories from some of her favorite Charlotte spots like Slate Interiors and Costwold Marketplace, Keim was able to round out the design with some truly unique pieces. “When you need to quickly accessorize with pieces that are unique or one-of-a-kind, I love to buy from local shops. Online stores tend to be too trendy, and you see the same pieces over and over.”

Over three short months, the design came together, and while the homeowners were on vacation in the summer, Keim was able to install everything so they would have a completely new look when they arrived home. The homeowners couldn’t be happier, saying they’re thrilled with the finished product. “We absolutely love everything about Beth’s design, but our open kitchen and den is by far the favorite,” they gush. “The kitchen is the hub of our family, and we love having the open space. It opens up to our backyard where there is a constant rotation of neighborhood kids playing.”

When asked what her rule of thumb is when designing a home, Keim is quick to say she doesn’t have one — she is a self-proclaimed rule breaker. She can, however, offer a few trade secrets. “My advice is to splurge on custom runners in hallways and foyers,” Keim advises. “The standard runner sizes are just too small to really make an impact in the space.” She also suggests layering patterns, textures, and colors for a genuinely personal look, and of course, hiring a professional to help with the daunting task of decorating a home. ♦

The perfect space for kids to lounge, Keim used a mix of patterns and textures to bring interest and levity to a large room alongside two different wallpapers to make the large walls pop.









Contributing Editor

ROOM SERVICE



B E T H   K E I M



## SHADES OF WHITE

A first-floor renovation, especially a kitchen renovation, can test your patience, but after it's installed and finished, the hassle of it all begins to fade. When it's an entirely new look, the key to achieving a cohesive result is to come up with a plan. I was delighted to help the Houser family create a bright, airy, light-filled space complete with new furniture pieces and a whole new color scheme. We said goodbye to an impractical kitchen and an outdated family room.

The Housers and I agreed on a design direction, choosing shades of white as our palette. Since the family room was open to the kitchen, continuing the color scheme allowed the room to feel even more open, clean, and spacious. We chose Benjamin Moore's *China White*, which has slight warmth to it, for both the walls and the cabinetry in the kitchen and family room. Then, we pulled in shades of grey through the furniture, carpet, and kitchen accents. Texture and accessories was all it took to give these spaces additional warmth – layering rugs, adding tall palms, and big art (both in a mixed media canvas and a beautiful hand-woven wall piece). When working with tall windows, I like to punctuate the height by adding tall panels, tall lamps, and height with the palms. We simplified the wall art in the family room by repurposing two mirrors on either side of the fireplace.

The kitchen's biggest problem, I felt, was the former peninsula. It cut off the walking path and only allowed for a smaller round dining table. Enter the long seven-foot island centered down the middle – a huge prep surface, as well a room to spread out homework and simple meals. We removed an awkward wall, added a beautiful back splash, new





*We now have a clean, bright, and fresh space that allows the gorgeous light to shine through.*



appliances, and striking light fixtures. One of the biggest changes in the first-floor renovation: a new floor color. We removed the reddish tones with a richer flat poly to hide dust and future scratches.

We now have a clean, bright, and fresh space that allows the gorgeous light to shine through – a perfectly executed plan resulting in functional with a lot of style.◆

Beth Keim is the owner of Lucy and Company, a full-service interior design firm located at 1009 East Boulevard. For more information visit [www.lucyandcompany.com](http://www.lucyandcompany.com) or call 704-342-6655.

