



Interior Design Guide



HELLO!

Thank you so much for taking the time to journey with me through a few of my favorite design styles. My goal for this guide is to allow you to get to know these approaches to design on a more intimate level. By doing so, I hope that you'll not only get to know your own design preferences, **YOU'LL UNDERSTAND BETTER WHETHER WE MIGHT BE A GOOD FIT TO CREATE SPACES THAT YOU'LL NEVER WANT TO LEAVE.**

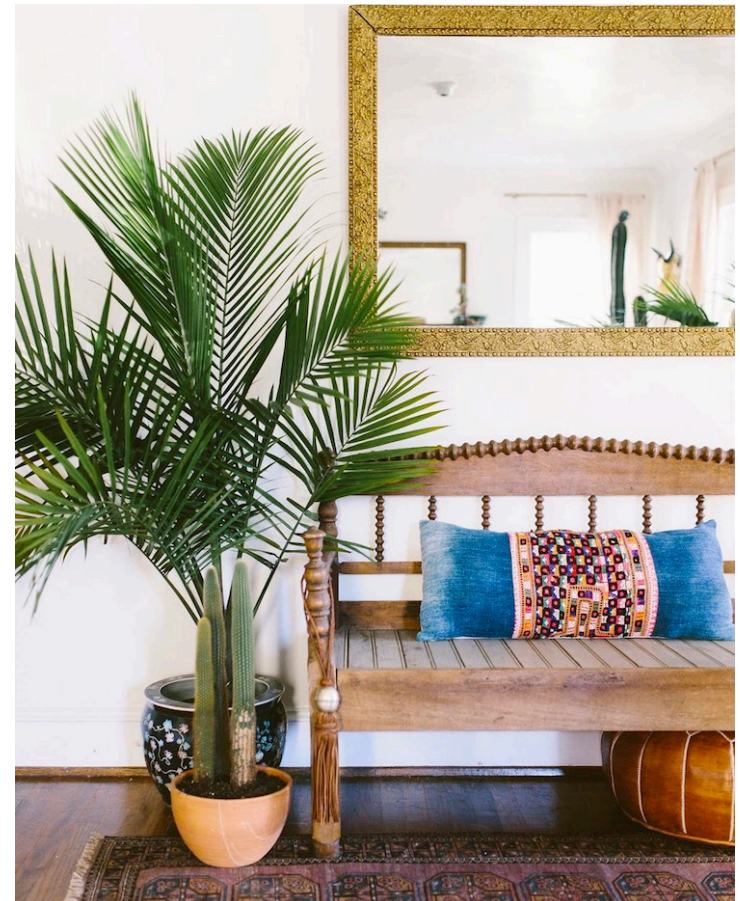
I find that one of the most difficult challenges for my clients is in identifying their own personal design style. No matter what style we ascribe to, we ALL want our homes to feel beautiful, functional, and to be a reflection of our story. My job is to help you tell that story through your design, but we first must identify where your preferences fall on the spectrum of design aesthetics. The caveat here is that this guide doesn't encompass every design style. I created this guide as a tool for you, but also for my business. If you don't see yourself or your style in this guide, don't fret! Chances are we would not complement one another. You'd likely be better served by continuing your search for an interior designer who would better identify with you and your tastes.

Another caveat I want to shout from the rooftops is that you may feel drawn to several styles. Not only is that normal, in my opinion, it's advisable! I approach design in a layered way that typically blends many different approaches. The goal here is not to pigeon hole yourself, it's to edit the numerous approaches down to a few and have a launch point for your project. With all of that said, please, **DIG IN, AND ENJOY THE PROCESS!**

-Casey

Boho Design

WORKING DEFINITION: An irreverent and quirky approach to mixing patterns, colors, and textures. Think of this as “hippy chic”. This style is whimsical and doesn’t play by the rules. It’s certainly not minimalist although you still don’t want to go overboard on detail and clutter.



Sources (from top): Ron Goh,
Carley Page Summers Photography
(both bottom images)

Modern Farmhouse Design



WORKING DEFINITION: Farmhouse is not necessarily “country” design which includes much more pattern/florals. Modern Farmhouse is characterized by a humble, cozy space that embraces the natural, sometimes aged texture of materials. These textures tell the story in your space rather than relying on heavy art and décor. To truly be a modern farmhouse space, we layer old and new intentionally. You don’t want to have a look that seems as though an antique store threw up in your living room.

*Sources (clockwise from top):
Kayla Miller of Plum Pretty Decor & Design,
Elisa Grace of Coffee & Pine,
Leclair Decor*

Modern Design

WORKING DEFINITION: There are many subcategories of modern design where the key elements are expressed in different ways. All are concerned with minimalism, clean lines, practicality, and simplicity. Modern Design is very focused on the relationship of form and functionality.



Mid-Century Modern

Mid-Century Modern design is a style rooted in history but has never truly gone out of style. The classic elements are clean lines, sleek curves, and the juxtaposition of contrasting organic (wood, stone) and inorganic materials (metals, plastics, lucite). We also often see an embracing of geometric shapes and patterns.





Transitional Design

WORKING DEFINITION: Transitional design is a compromise between traditional and contemporary styles. The core color palette is typically neutral with more saturated colors accenting the space in places like art, rugs, and faux or real plant life. Transitional style has cleaner, more modern lines than traditional style but retains the love of a timeless, polished design.



Sources: Amy Kartheiser Design,
Whitney Parkinson Design,
Stanley Martin Homes

Rustic Design

WORKING DEFINITION: A rustic approach to design will feel very similar to modern farmhouse but will feel less modern. This style accepts organic elements in their natural state, will have less starkness and color and more of a focus on texture and materials.



Sources (clockwise from top): Roger Davies, The Spoiled Home, Joyful Derivatives

Ready to talk design
and get started on your home project?

PHONE: 434.466.8801

EMAIL: INFO@CASEYEVEDESIGN.COM

ADDRESS: 11 ASHTON RD
PALMYRA, VA 22963