

# Inside *the* Design

INTERIOR DESIGN STUDIO

DESIGN MAGAZINE

# Homes Designed for Leisure

AN INSPIRING WALK THROUGH THE MOST IMPORTANT SPACES  
IN YOUR HOME & ALL THE WAYS THEY CAN SERVE YOU.

“ Through leisure, we discover what exists within the very *heart of ourselves.*”

Leisure is a simple yet multi-layered concept. It can be as diverting as reading a book, sunk into a comfortable sofa with sunlight warming your face. It can be as restful as walking into a home that feels beautiful to your eyes. Or, leisure can be intangible, like a lifestyle aligned with your values, one where you prioritize wellness, community, and time in the company of family and friends.

ABOVE ALL, LEISURE IS EASE, FULFILLMENT, AND THE UNVEILING OF WHAT YOU DESIRE MOST — AND IT IS FIERCELY PERSONAL.

When we talk about leisure in the context of your home, we aim to deliver on every definition of the word. To do so, each design element is thoughtfully planned and steeped in your own personality and lifestyle.

By marrying form and function, we create spaces that feel intuitive and anticipate your needs. By custom designing features and amenities that immerse your senses, we promote wellbeing and encourage you to do more of what you love.

To illustrate the potential for your own home, this magazine offers a number of design ideas, organized by purpose and by room. We invite you to browse, reflect on your own desires, and start to envision an endless realm of possibility.

If you have any questions along the way, or if you would like to inquire about your own design project, we would be more than happy to assist you. You can reach us at [insidethedesign.com](http://insidethedesign.com).

Yours,

*Summer Shown*

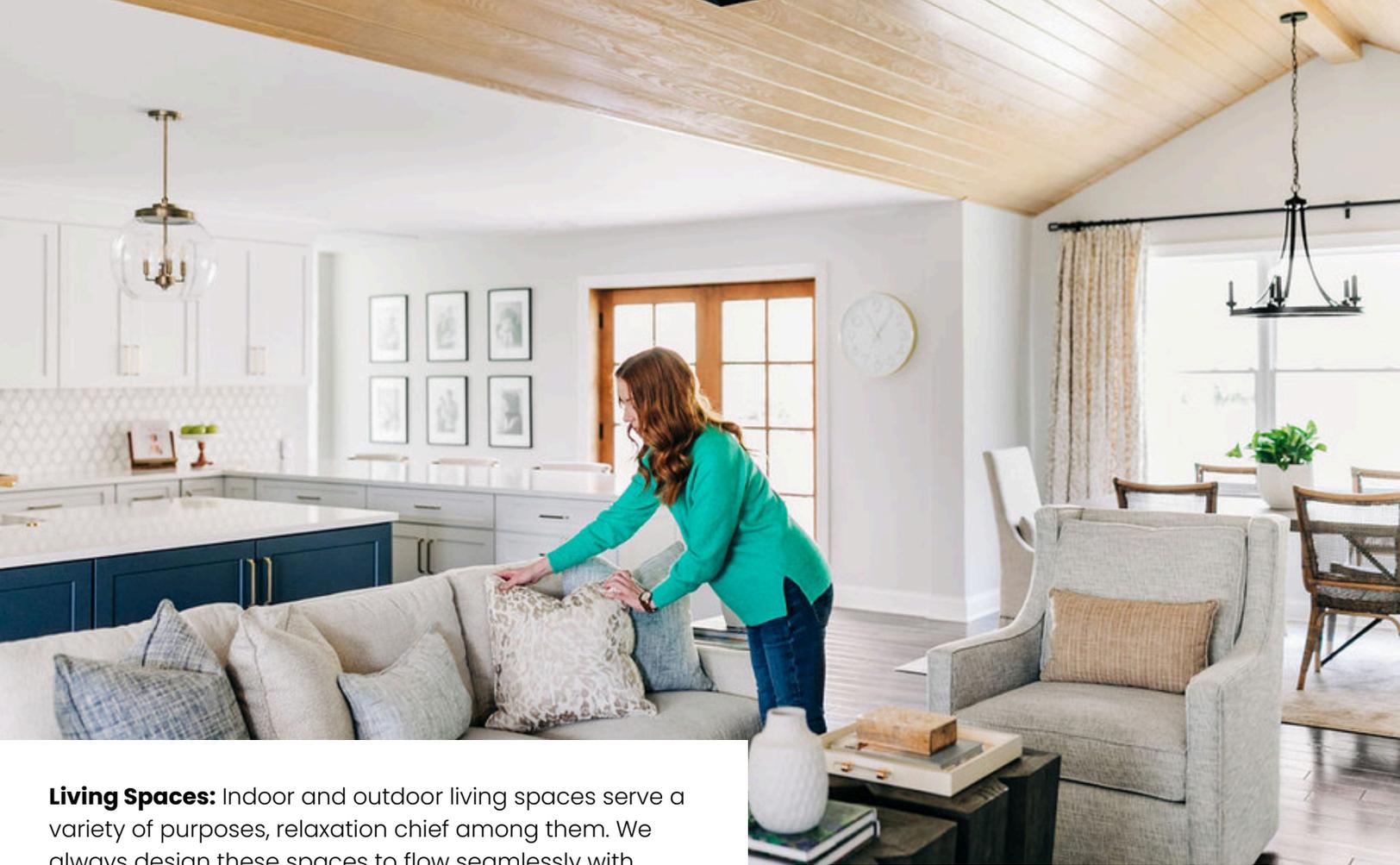
Owner, Inside the Design



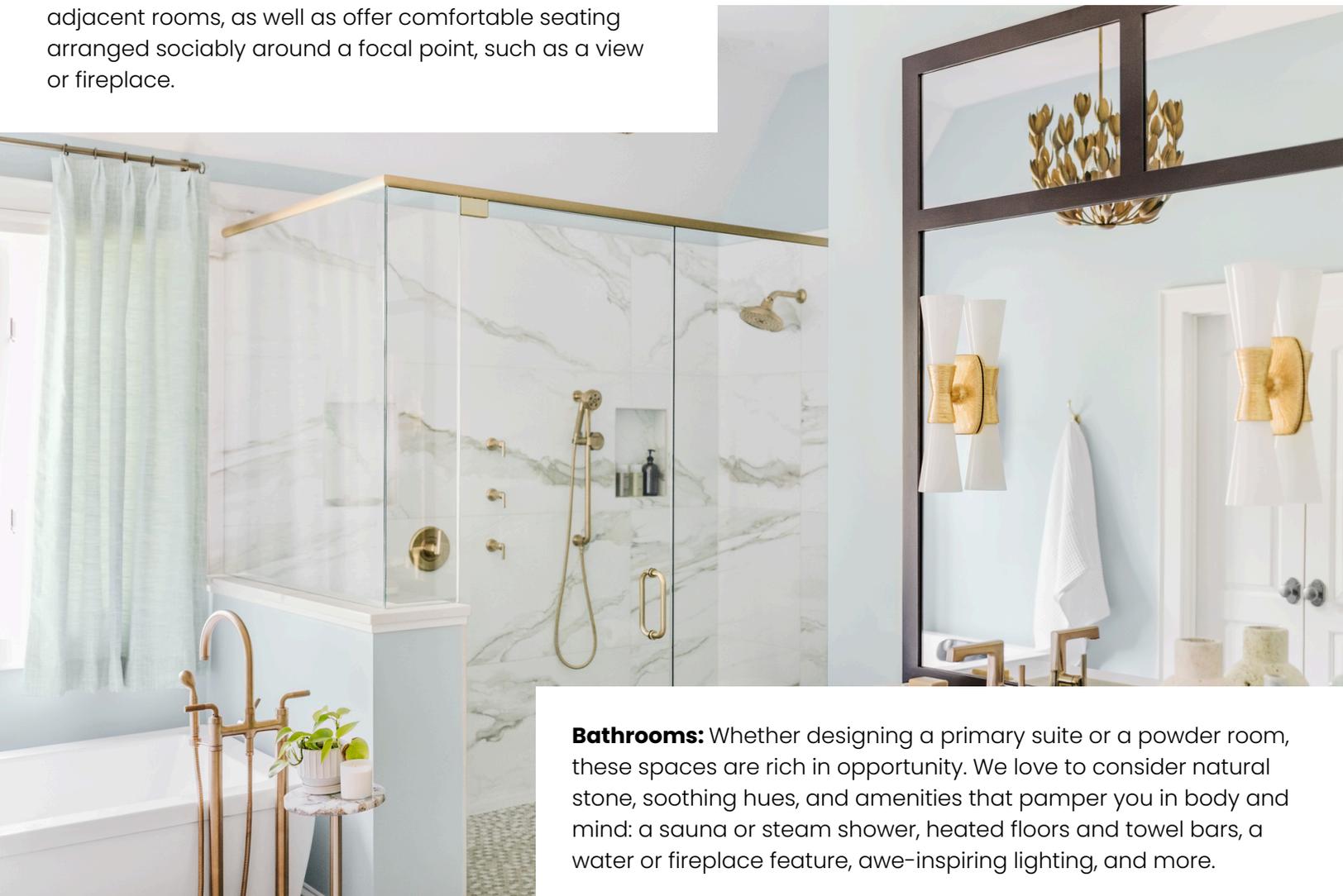


# *Relaxing* at home.

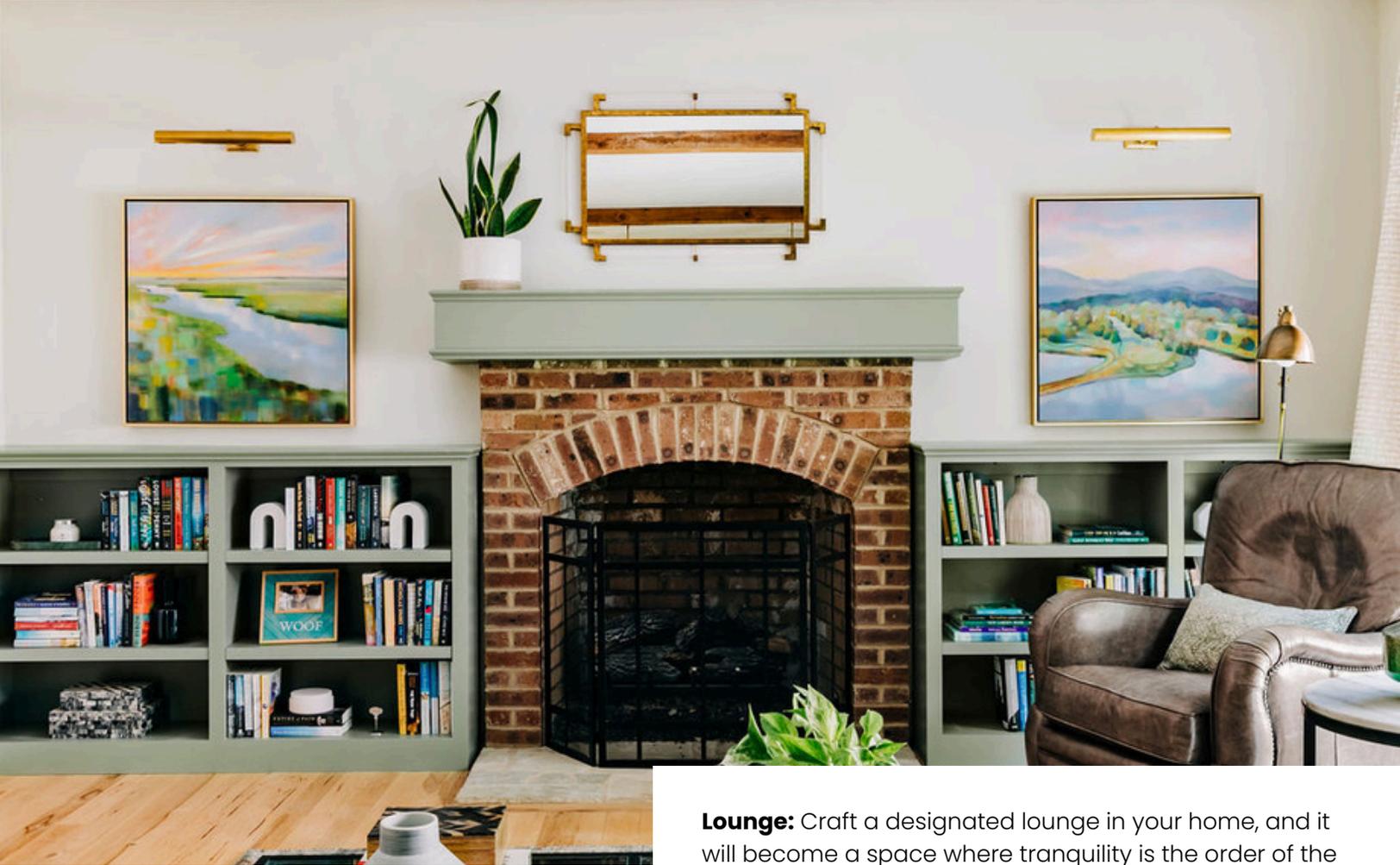
Any room or space in your home can be designed for respite, although there are several that come to mind first: bedrooms and bathrooms, living and family areas, nooks, libraries, and lounges. Comfort reigns in these spaces. They invite you to sink into them, letting the rest of the world melt away.



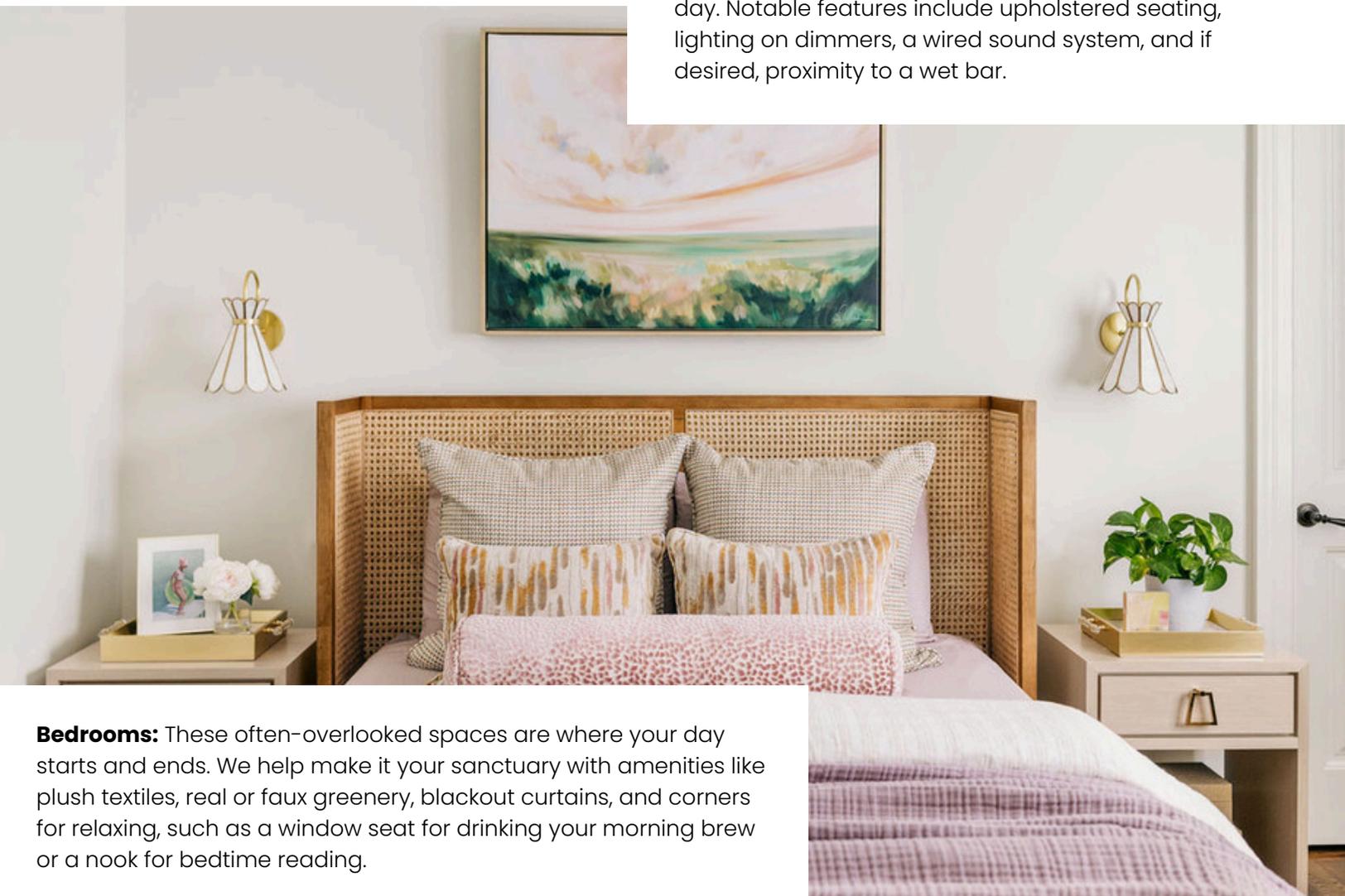
**Living Spaces:** Indoor and outdoor living spaces serve a variety of purposes, relaxation chief among them. We always design these spaces to flow seamlessly with adjacent rooms, as well as offer comfortable seating arranged sociably around a focal point, such as a view or fireplace.



**Bathrooms:** Whether designing a primary suite or a powder room, these spaces are rich in opportunity. We love to consider natural stone, soothing hues, and amenities that pamper you in body and mind: a sauna or steam shower, heated floors and towel bars, a water or fireplace feature, awe-inspiring lighting, and more.



**Lounge:** Craft a designated lounge in your home, and it will become a space where tranquility is the order of the day. Notable features include upholstered seating, lighting on dimmers, a wired sound system, and if desired, proximity to a wet bar.



**Bedrooms:** These often-overlooked spaces are where your day starts and ends. We help make it your sanctuary with amenities like plush textiles, real or faux greenery, blackout curtains, and corners for relaxing, such as a window seat for drinking your morning brew or a nook for bedtime reading.

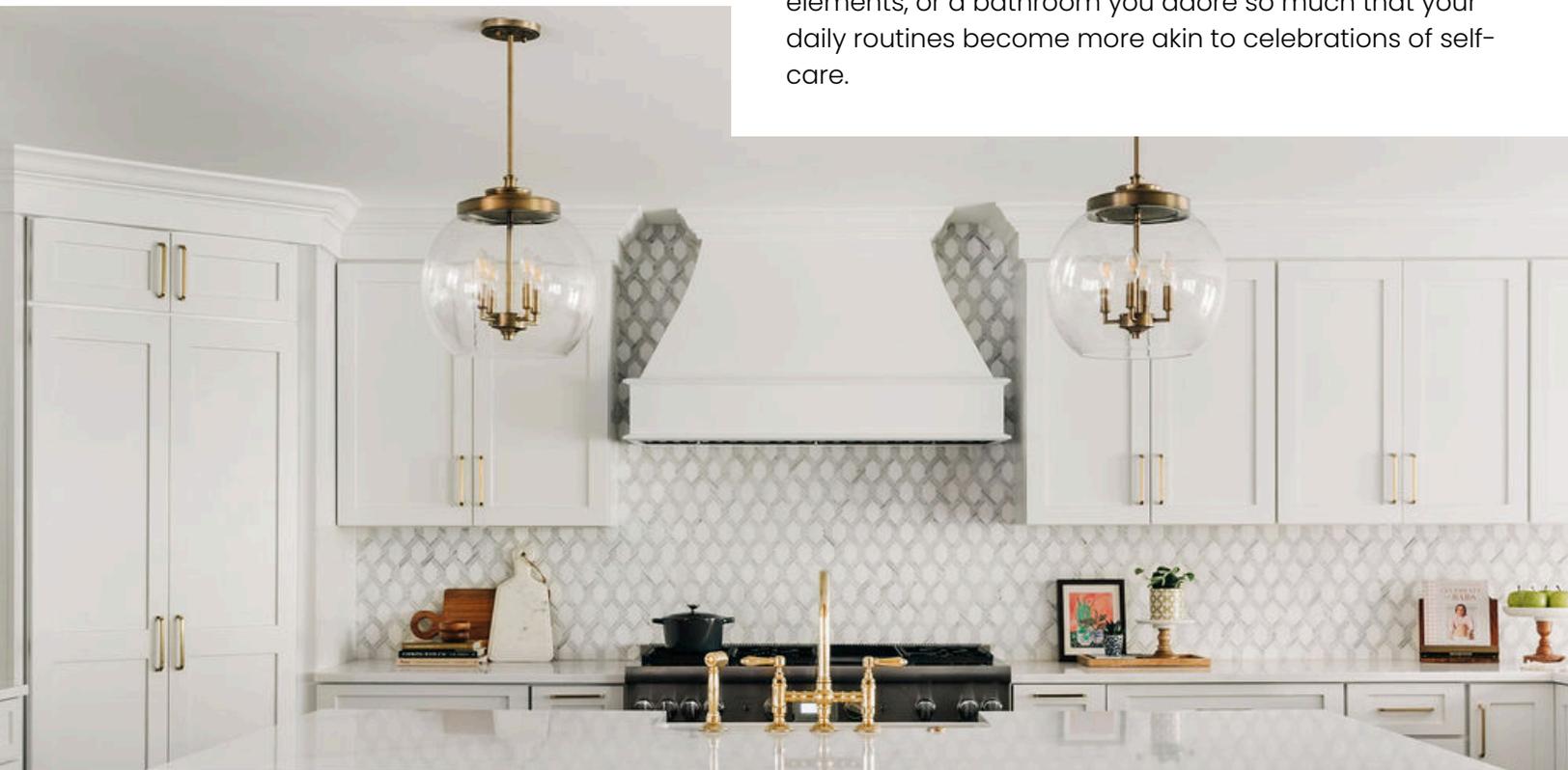


# Cultivating your *interests.*

A well-designed home can motivate you to enjoy more of your new or cherished interests. By rendering them more easily accessible and infusing them with elements that bring you joy, you will find yourself effortlessly immersed in what matters to you most.



**Health & Wellness:** There is no limit to the way your home's design can foster wellness. Think fitness and yoga rooms, traditional or infrared saunas, the use of natural elements, or a bathroom you adore so much that your daily routines become more akin to celebrations of self-care.



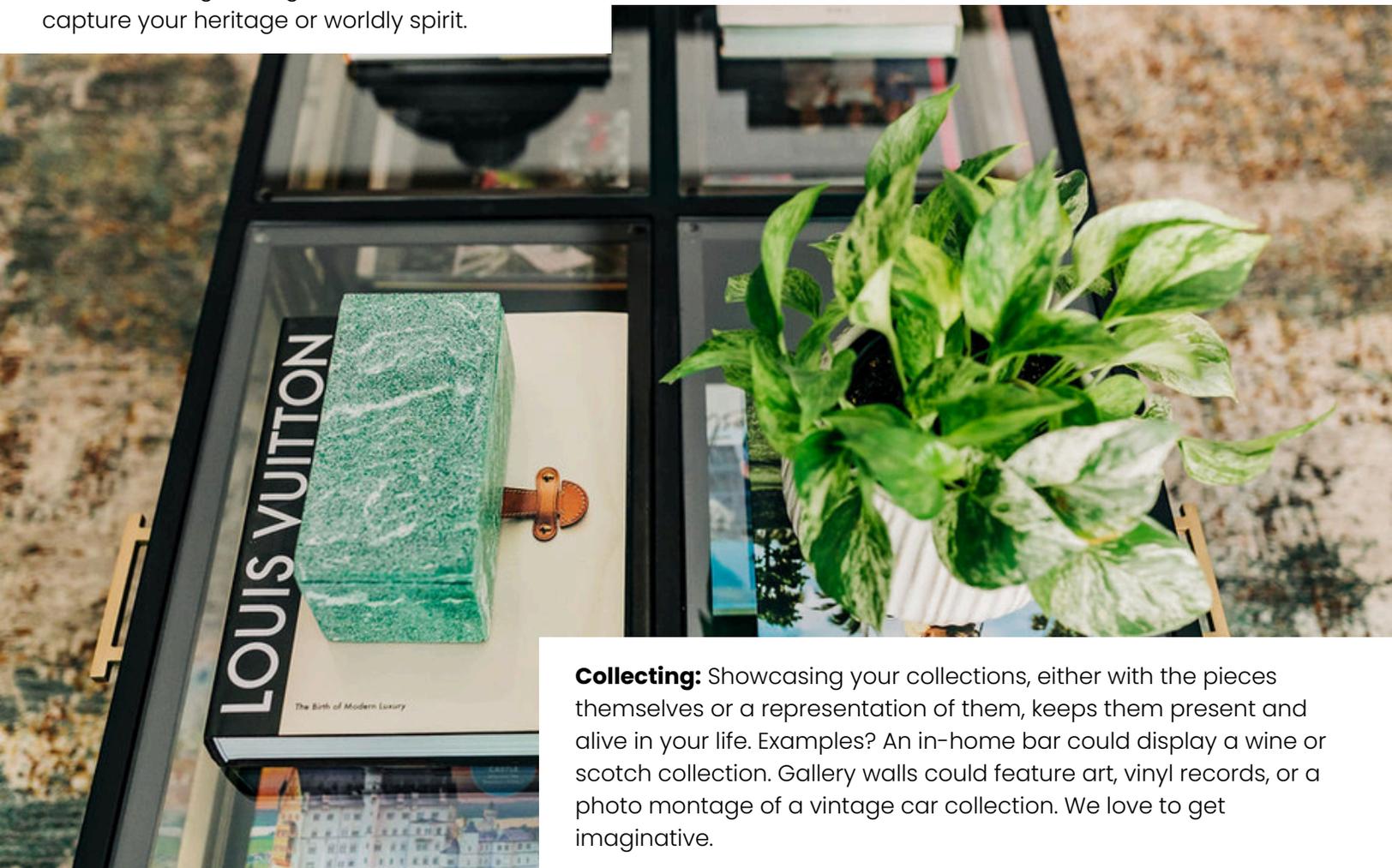
**Cooking & Baking:** A well-equipped, uplifting kitchen can make cooking or baking a truly pleasurable part of your day. Designing the foundation of your kitchen comes first (flow, utility, and amenities), followed by capturing a feel you love. A kitchen that grips you with a stunning marble backsplash, for instance, will only deepen your culinary affection.





**Culture & Travel:** If there are places or people around the world with meaning to you, why not enjoy them in your home? We love to incorporate found items, color, pattern, art, and even furnishings with global influences that capture your heritage or worldly spirit.

**Art & Creativity:** Music, reading or writing, painting or drawing – these practices fall under the category of creativity and are a delight to include in the design of a home. Be it a studio, library, or contemplative corner, we love creating spaces that spark your imagination or focus in equal measure.



**Collecting:** Showcasing your collections, either with the pieces themselves or a representation of them, keeps them present and alive in your life. Examples? An in-home bar could display a wine or scotch collection. Gallery walls could feature art, vinyl records, or a photo montage of a vintage car collection. We love to get imaginative.



*Entertaining with  
style & ease.*

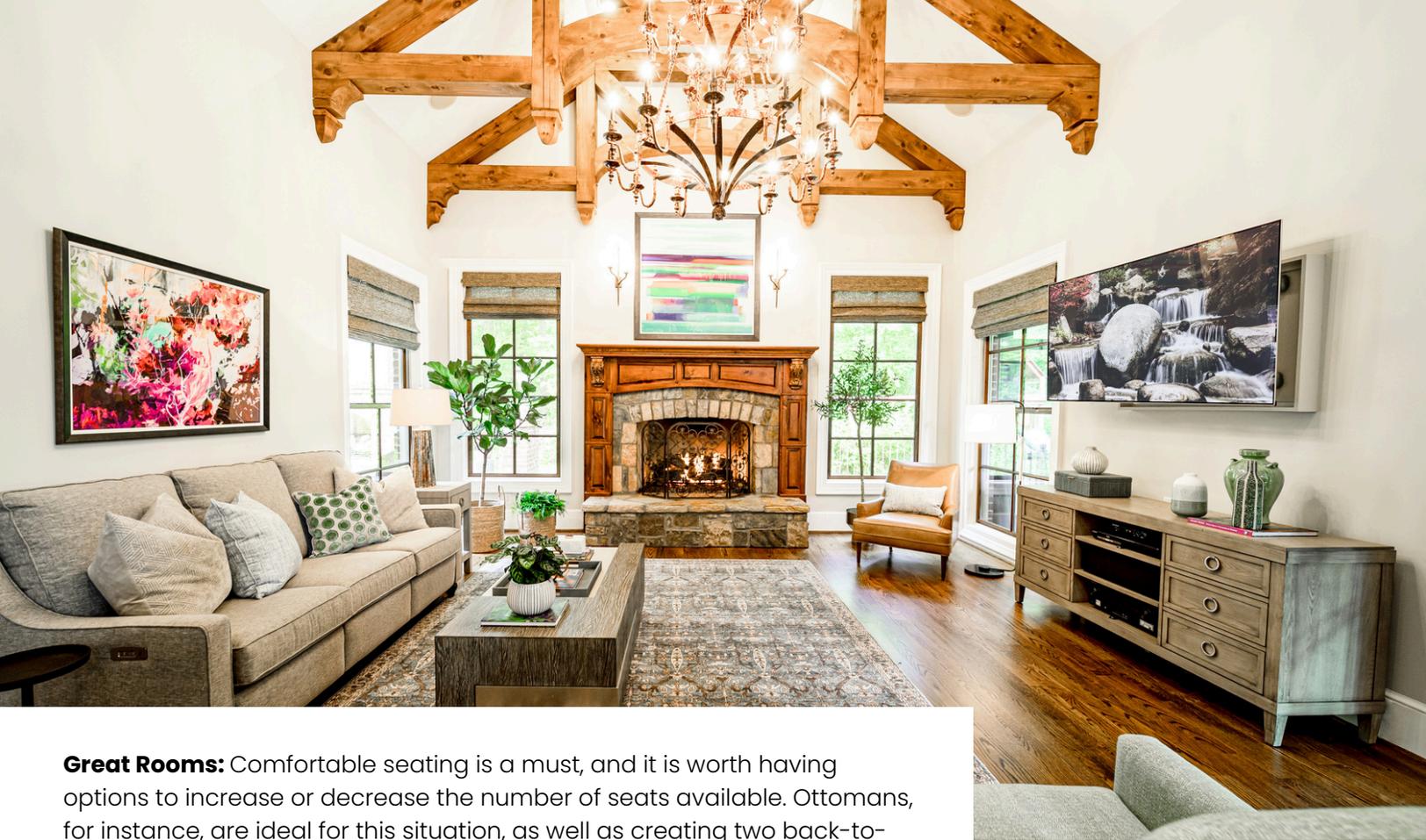
Intimate couples' nights. Holidays spent with family. Larger soirées for friends or philanthropic events. However you choose to share your home, the design of your interiors can elevate the experience for guests, usher in ease for you, and ensure that *you* enjoy these special occasions, too.



**Kitchen:** In these modern-day times, kitchens are social spaces where people mingle, converse, or refresh their own plates and beverages. Naturally, the features we include make it possible. We're particularly fond of large islands, or dual islands, outfitted with comfortable seating. We plan the space's flow around the chef, store dishes and servingware in guest-accessible places, and consider dual dishwashers for post-event tidying. For starters.



**Butler's Pantry:** This highly useful room is perfect for storage, hosting, catering, and letting your culinary creativity run wild beyond the public's eye. As a space that is closed off from the rest of the home, butler's pantries are also perfect contenders for design choices that are a little daring, such as unique tile, wall coverings, or lighting.



**Great Rooms:** Comfortable seating is a must, and it is worth having options to increase or decrease the number of seats available. Ottomans, for instance, are ideal for this situation, as well as creating two back-to-back seating areas that feel like separate but inclusive spaces.



**Outdoor Living:** If guests will have access to your outdoor living area, we'll consider the flow and additional needs required. Areas with pool access, for example, may require a more thoughtful flooring choice. Or, you may prefer having an outdoor kitchen to avoid traffic through the house entirely. This is yet another part of the hosting experience that can be intentionally designed to suit your preferences.



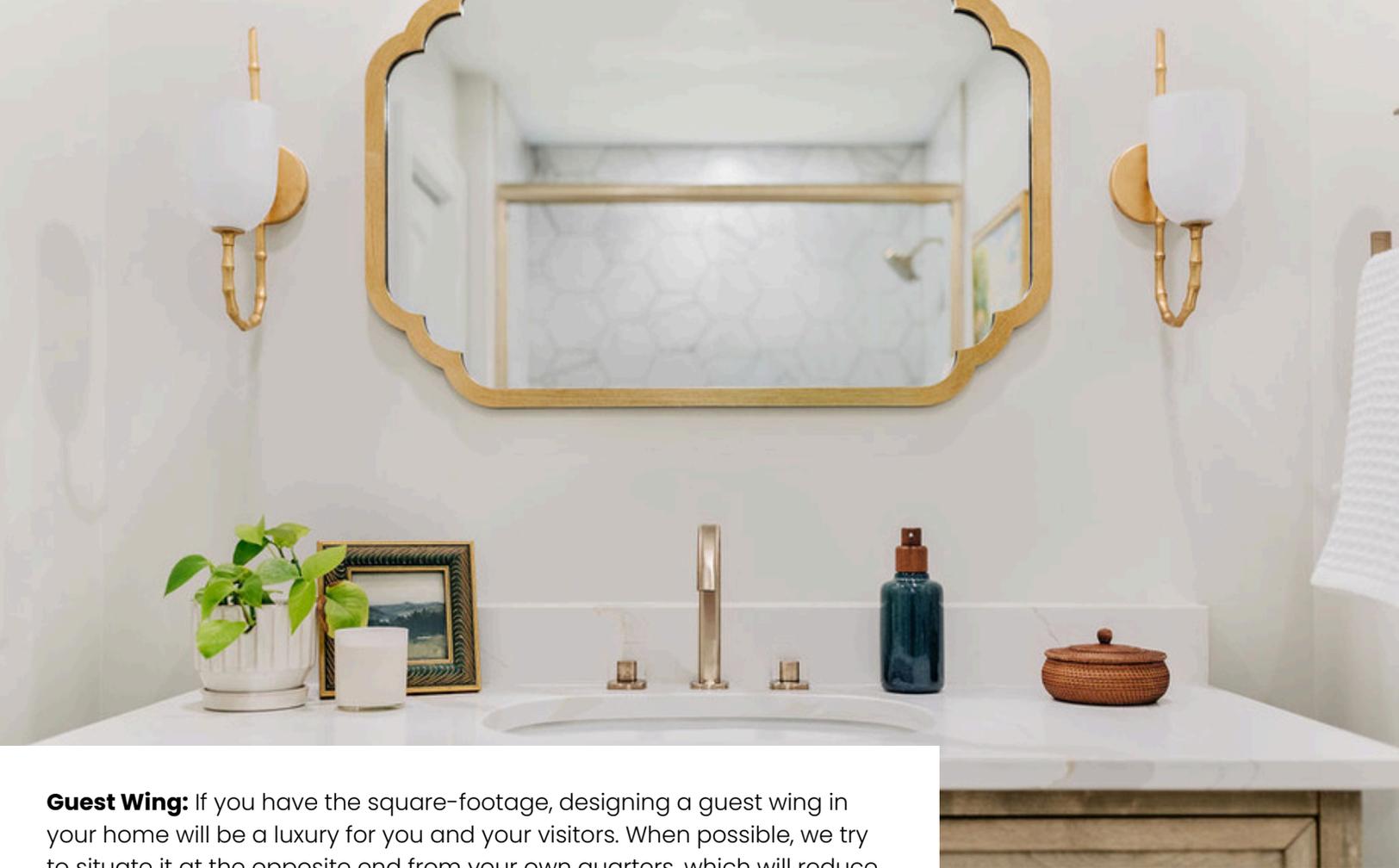
**Dining Room & Lounge:** These spaces are the most notorious for setting the mood of your event. A few essentials we love to include: the strategic use of color, wall treatments, lighting on dimmers, a buffet or other case goods for serving, a wet bar if you so choose, and easy flow to and from your other entertaining spaces.



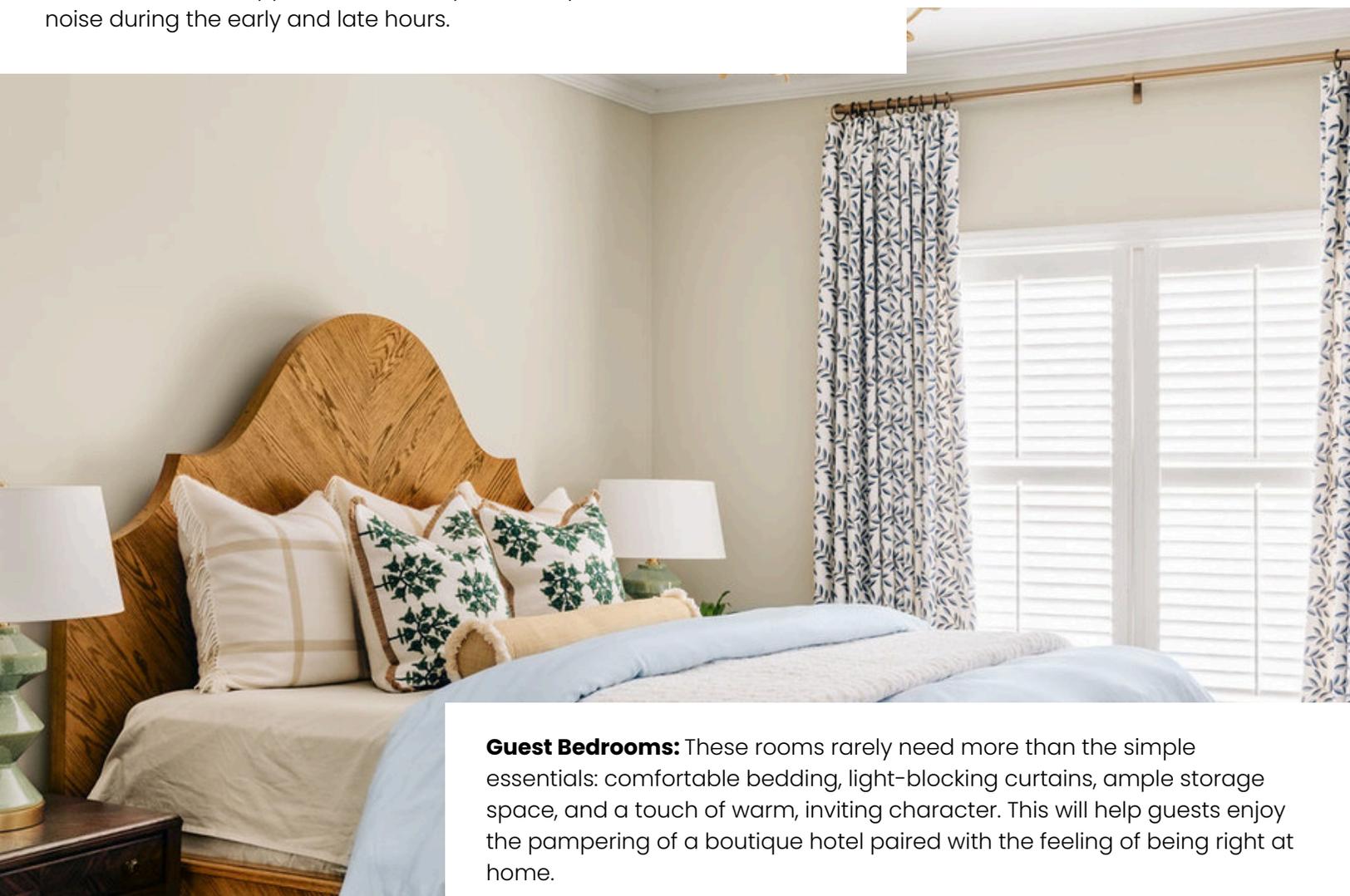


## *Hosting long-term guests.*

A house designed for leisure often attracts long-term guests who love to share it. If you revel in the idea of family summering with you or friends visiting from far-flung destinations, creating guest-worthy spaces is essential. We have found that designing for comfort, privacy, and a measure of independence are the three key elements to ensuring the happiest of extended stays.



**Guest Wing:** If you have the square-footage, designing a guest wing in your home will be a luxury for you and your visitors. When possible, we try to situate it at the opposite end from your own quarters, which will reduce noise during the early and late hours.

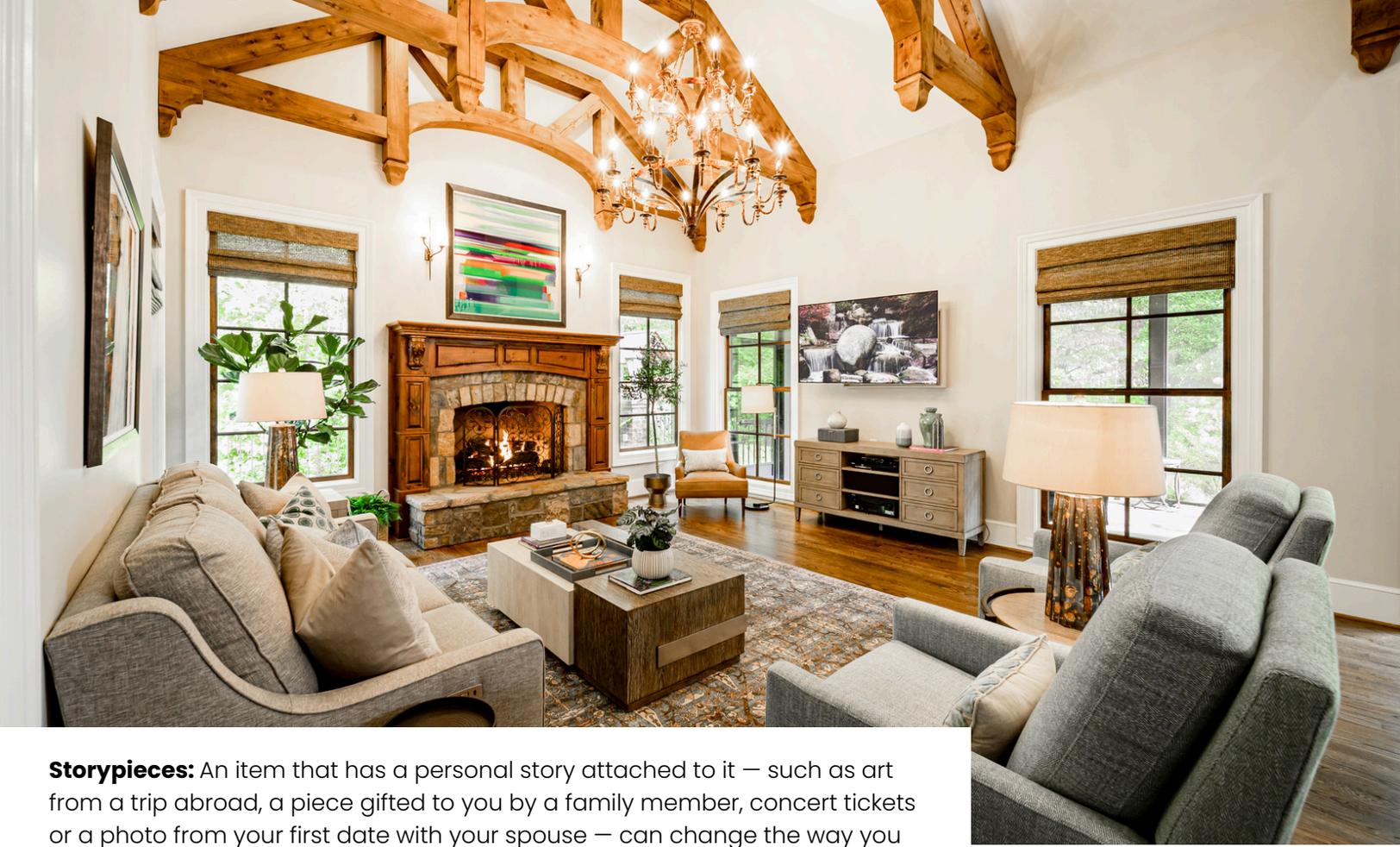


**Guest Bedrooms:** These rooms rarely need more than the simple essentials: comfortable bedding, light-blocking curtains, ample storage space, and a touch of warm, inviting character. This will help guests enjoy the pampering of a boutique hotel paired with the feeling of being right at home.

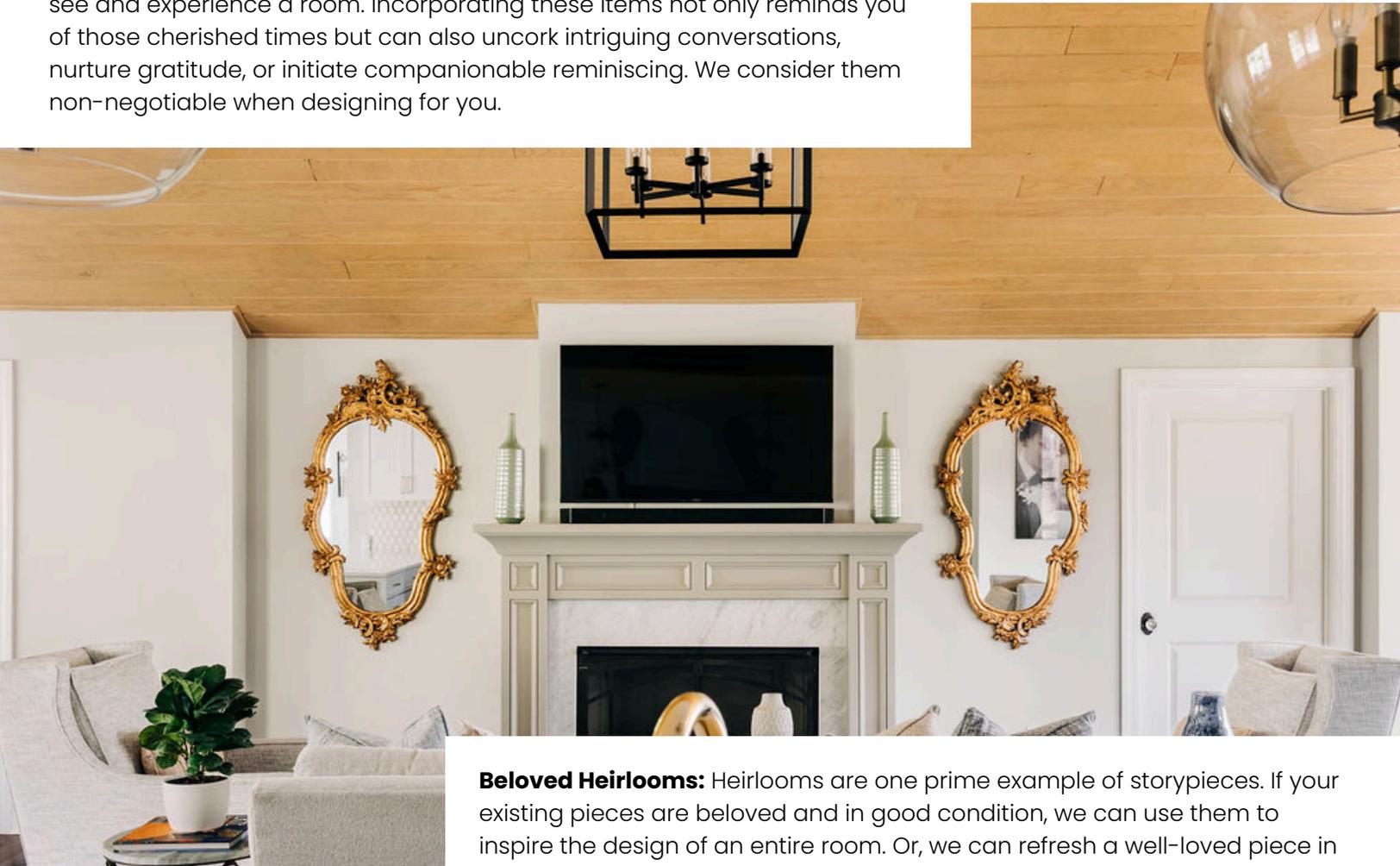


## Uplifting the human *spirit*.

Whether this residence is the place where you plan to enjoy your retirement or a secondary home you visit seasonally, it won't be complete without the human touch. This final element is what makes your interiors feel like yours, from evoking your best memories to surrounding you with the people you love, even when they're between visits.



**Storypieces:** An item that has a personal story attached to it – such as art from a trip abroad, a piece gifted to you by a family member, concert tickets or a photo from your first date with your spouse – can change the way you see and experience a room. Incorporating these items not only reminds you of those cherished times but can also uncork intriguing conversations, nurture gratitude, or initiate companionable reminiscing. We consider them non-negotiable when designing for you.



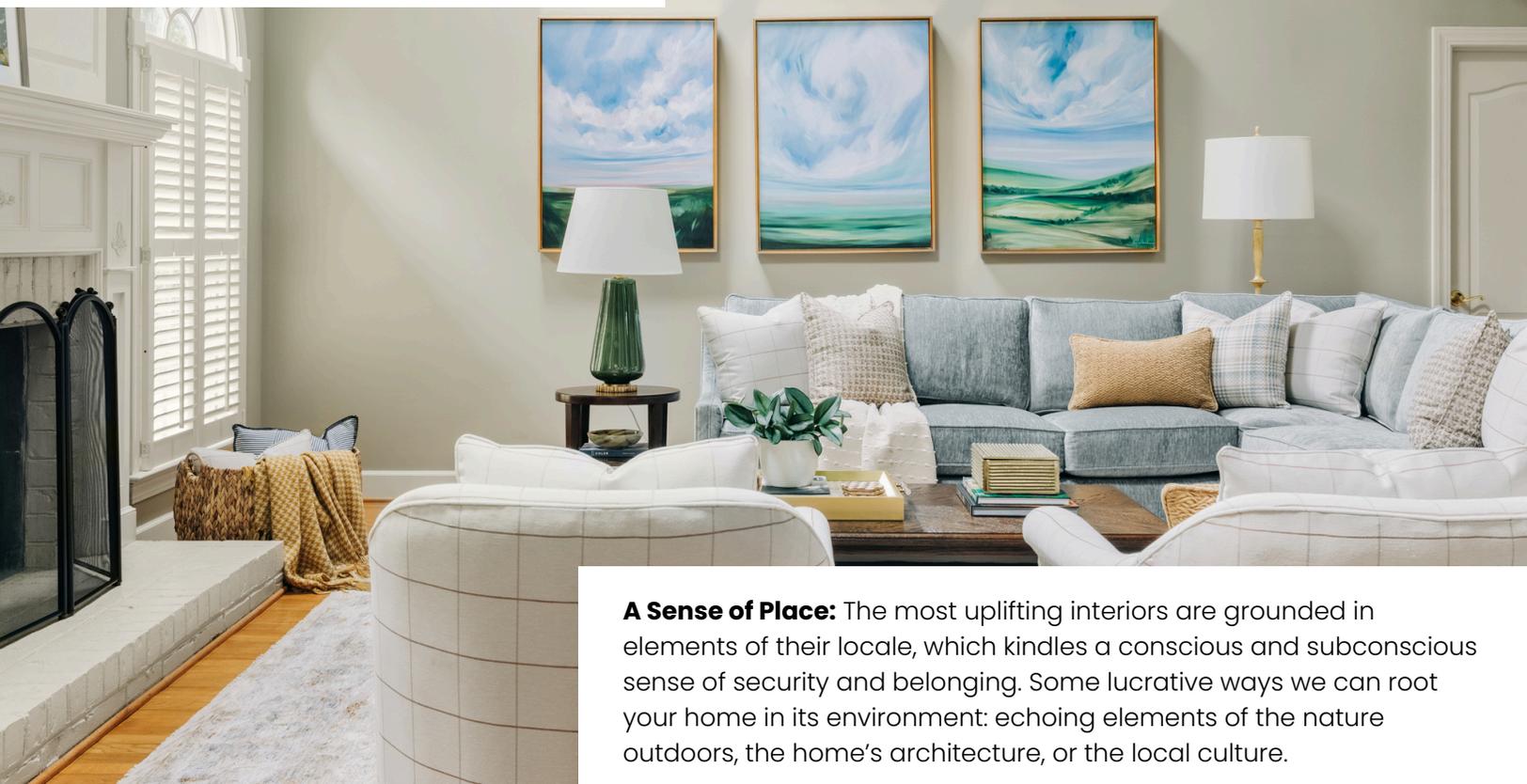
**Beloved Heirlooms:** Heirlooms are one prime example of storypieces. If your existing pieces are beloved and in good condition, we can use them to inspire the design of an entire room. Or, we can refresh a well-loved piece in a new fabric or finish, giving it some modern-day personality while still maintaining notes of its original character.



**Custom Furnishings:** Any type of furnishing can become a bespoke piece designed uniquely for your home: case goods, chairs, window treatments, sofas, tables, gorgeous light fixtures, and more. These certain-to-be treasured pieces are hand-designed by us, crafted by the finest artists and artisans, and destined to become heirlooms in their own right.



**Commissioned Art:** Art evokes human emotion more than any other medium, from an oversized painting over a mantel to original art perched on a plinth to a custom installation that spans walls or transcends a stairwell. These heighten your experience of a space, imbuing it with gravitas, humor, or remembrance. We'll use existing pieces or source them for you.



**A Sense of Place:** The most uplifting interiors are grounded in elements of their locale, which kindles a conscious and subconscious sense of security and belonging. Some lucrative ways we can root your home in its environment: echoing elements of the nature outdoors, the home's architecture, or the local culture.



## Treat yourself to a *turnkey* interior design experience.

Our full-service design process is made for those who want to feel reflected in the design of their homes but don't want to be involved in the minutiae or administration.

When you retain our services, you benefit from top-of-our-field leadership, start to finish:

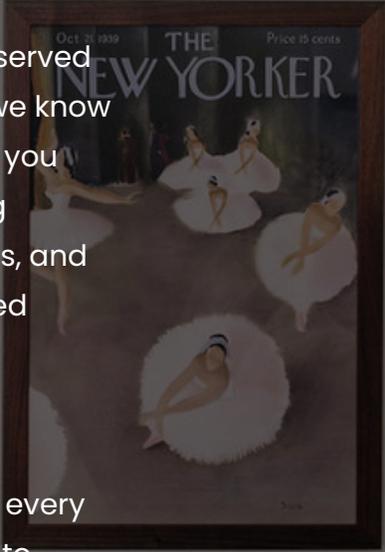
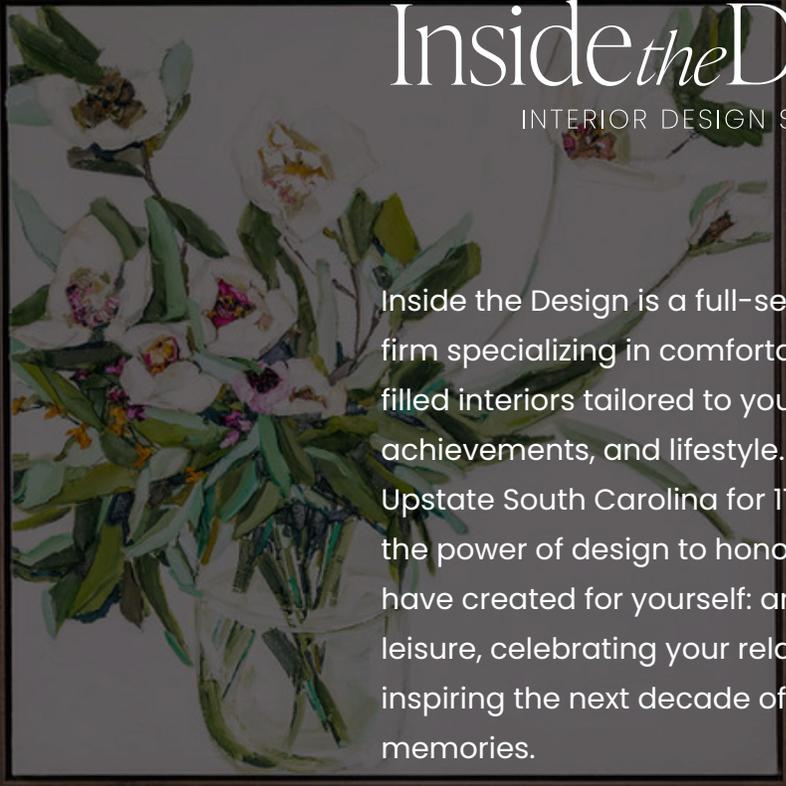
- Design conceptualization
- Assembling expert trades
- Gathering quotes and estimates
- Technical documentation
- Custom design for furnishings
- Sourcing of materials, finishes and furnishings
- Procurement & quality control
- Project administration
- Final installation & styling

At the end, you'll experience the luxury of arriving to a fully finished home that caters to your every comfort and respects the stories and achievements you've collected along the way.



**LEARN MORE OR BOOK AN  
INITIAL CONSULTATION**

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# Inside *the* Design

INTERIOR DESIGN STUDIO

Inside the Design is a full-service design firm specializing in comfortable, amenity-filled interiors tailored to your tastes, achievements, and lifestyle. Having served Upstate South Carolina for 11 years, we know the power of design to honor the life you have created for yourself: amplifying leisure, celebrating your relationships, and inspiring the next decade of treasured memories.

Our clients love our attentiveness, discretion, and ability to orchestrate every detail of their projects from ideation to execution. Arrive with your suitcase, exhale as you enter the door, and *live well*.

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