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In the foyer, the homeowner provides a beloved piece of collected art, which Keim placed over a chair she snagged at Slate Interiors.

Right: Bluestone tile tips its hat at a more traditional vibe, but the whimsical fox painting from Shain Gallery adds a modern touch. Kelly Wearstler lamps sit perched atop a modern table from Gabby.



ARCHITECTURAL GEM

INTERIOR DESIGNER BETH KEIM ELEVATES A FRANK SMITH BEAUTY WITH ELEGANT BUT RUSTIC TOUCHES.

Interior Design by **Beth Keim** | Text by **Anne Marie Ashley** | Photography by **Mckenzie Lori**

Cozy and collected, the family room has heart. With art from the homeowner's personal collection and Bernhardt chairs, it's perfect for nurturing intimate conversation. A brick fireplace anchors the room, bathed in light and white colors. Case molding and ceiling details add interest, and a custom sofa from Lucy and Company is the perfect match with a fluffy Jaipur rug. A chandelier from Arteriors adds whitewash drama.

Opposite: With a fresh coat of paint and a collection of larger accessories in similar colors, this niche takes on the role of a visual art piece. Keim and the homeowner agreed that they could forgo numerous frames and books and streamline the look instead.





When the new homeowners of this beautiful Eastover home off of Colville Road reached out to Lucy and Company owner Beth Keim for interior design, she was psyched to get started. “I knew which home it was as soon as they gave me the address,” Keim says. “I worked on the home next door, and I knew a home with this much character and architectural beauty would be a joy to work on.”

The home was architected by Frank Smith, and Keim’s clients had their eye on it for a very long time.

“We lived in the Myers Park area for over ten years, and we always thought this was one of the most stunning homes in Eastover,” the homeowner says. “We were looking for a home for our newly expanded family, and as luck and timing would have it, we heard through our agent that this home was going on the market.” The couple toured the home and were blown away by its undeniable beauty, but some restoration projects needed attention and there were ways they wanted to make this home their own.

“At the end of the day, we decided that this home, on this particular street, had scarcity value enough to go for it,” the



homeowner says. “It’s funny how things work out—we have been avid fans of Frank Smith for some time and wanted to use him on one of the first homes we looked at—but it worked out for the absolute best in the end.”

The goal was to intertwine the traditional with the modern in a way that truly highlights the quality craftsmanship and architecture. “The previous owner of the home was a designer,

so the finishes were great, and she really chose things that could stand the test of time, and they did,” Keim says. “But it did need updating and repairing, and my client wanted to move away from the sentimental and antique and toward a more modern and comfortable vibe.”

To start, Keim suggested painting all the walls soft-white—something she’s shifted more and more toward since the



downturn of the economy. “White is always my first choice, and with this home, I really felt like the soft-white walls would call attention to the beautiful ceilings, moldings, large windows, and the cabinetry that already existed,” Keim explains. “Back in the day, I was all about a different color for every room, pattern on pattern, but when the downturn happened, I was so stressed about just trying to keep my business afloat, that in

Left: The kitchen remained mostly untouched in the renovation process but was designed to be much brighter and whiter. The homeowner picked out a marble backsplash, and Keim designed a larger island and removed some cabinets. Two pendant lights designed by Kelly Wearstler add some punch while a Mason jar painting from Shain Gallery adds a rustic touch.

Right: This bar/butler’s pantry is cool, calm, and collected with hardware from Bird Decorative Hardware and Bath and Addison Weeks. Chic but comfortable, it’s a hidden gem—just like the home.



my home, white walls and simple design calmed me. Since then, I've found it to be one of the best bases to start from. Plus, I am an art lover—married to one—and soft-white is the best complement for art.”

Keim's vision for the home, one she saw immediately upon walking through the door, was relaxed elegance with a few rustic touches. The vision included a deliberate mix of traditional

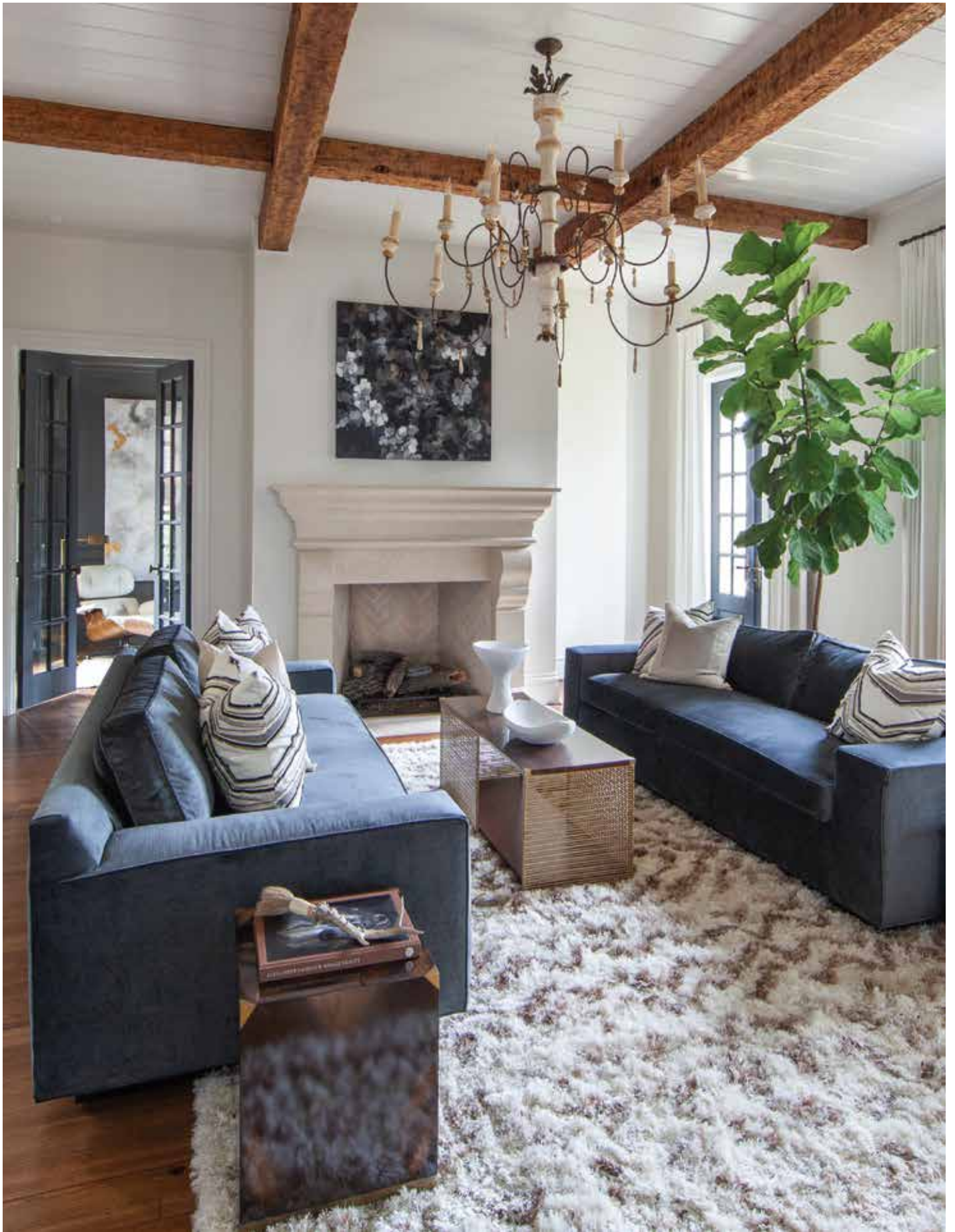
and modern. “I really like the overall design of a home to be simple and mostly neutral,” she says. “But then, I like to have cursory rooms like the dining room or powder room or a scullery to have a big design impact with bold colors or paper.” For example, the powder room adds a punch of color, though it was one room that Keim didn't touch much. The dark-blue lacquer was done by the previous owner, and the homeowner



added the art. “Lacquer is such a difficult and labor-intensive process that I wouldn’t dare change a really beautiful lacquer job like this powder room. We just elevated it a little.”

Keim uses layers and texture to bring a simple and neutral palette to the next level and heighten the overall aesthetic while still keeping it calming. The dining room, as an example, wows with a high contrast Windy O’Connor grasscloth wallpaper in a bold design but is grounded

Left and Right: The perfect mix of traditional and modern, the dining room offers both the punch that Keim loves and the neutrals the homeowner wanted. Designer grasscloth wallpaper by Windy O’Connor is a modern twist on a traditional material, making for an idyllic marriage with the homeowner’s own antique table and buffet. Custom leather chairs from Lucy and Company add a contemporary pop, and chandeliers from Noir add instant glamour.





Top: Keim's husband, Keith Keim, painted the piece that hangs in the moody office over the iconic Eames chair purchased through Design Within Reach. An Arteriors floor lamp provides just enough reading light, and the rug from Slate Interiors adds a cozy touch. A side table from Made Goods is the perfect perch for books and coffee. The walls are painted in Benjamin Moore Iron Mountain.

Bottom: The powder room adds a punch of color in a mostly neutral home with dark-blue lacquer that was done by the previous owner. Human form artwork is from the owner's personal collection.

Opposite: Blue custom sofas from Lucy and Company anchor the living room while a fluffy Surya rug provides comfort underfoot. Art from the Shain Gallery overtop the fireplace is a conversation starter, as is the intricate chandelier overhead—an heirloom piece of the homeowner's. The perfect-sized coffee table was repurposed from the homeowner's collection.



with the client's traditional table and console in rich mahogany and a traditional chandelier over the table. "Even the formal living room is an ideal mix of relaxed and comfortable," Keim says. "I chose two large velvet sofas and mixed them with odd end tables and a large traditional armoire. The room itself has a very traditional feel, but we modernized it with the furnishings." Keim adds that the key to good design is quality pieces and investing in larger items that won't tire, including (and especially) art and lighting.

"I am forever urging my clients to splurge on these two features because they really do complete a room. Art is the very last thing I install in a home." Luckily, Keim's client in this home adores art as much as she does, so choosing pieces was fun and easy. Keim's husband, Keith Keim, created the art in the client's office above the Eames chair, and most of the remaining pieces came from Shain Gallery in Charlotte—nearly all of which lend a modern, whimsical feel to each room, including the kitchen. "The kitchen was already really tasteful, and the architectural details were incredible," Keim says. "We just wanted to update it a little and make it brighter." The kitchen remained mostly untouched in the renovation process but was designed to be much cleaner and whiter. The homeowner picked out a marble backsplash, and Keim designed a larger island and removed some cabinets. Two black and brass pendant lights designed by Kelly Wearstler make a statement while a Mason jar painting from Shain Gallery adds a rustic touch.

"I'm a huge lover of art, architecture, fashion, and decor," the homeowner says. "I could never name just one influence, but I will say that we get our taste for classic architecture, vintage rugs, and antiques from our Virginian roots. You have to have at least a few pieces in your home with authentic age, or it feels too new, lacking character."◆

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MAKING AN ENTRANCE

By Beth Keim

A great foyer sets the tone for the home, giving guests a glimpse into your style and a little preview of what's to come.

Like a powder room, it's a space where you want to go all out. I love a little foyer drama, welcoming you, beckoning you to come on in.

When designing a foyer, don't hold back. Creating a "moment" is one of my favorite things to do. I love to layer, layer, layer. The first thing I generally choose to do is the accent wall. Pulling from the style and feel of the entire first floor, I start with a textured wall, which can be anything: wallpaper, big art, an applied wood technique, a mural, or even a rock. Once that element is in place, the direction can go in many ways—an accent console or chest, maybe a grouping of vases and accessories on a round table, an interesting sculpture or chair.

Some key elements are lighting, art, or a dramatic mirror. Along with a killer chandelier, you can incorporate a table lamp or

a wall sconce—the more artistic, the better. Use dimmers (in the entire house). Layer in art, and do not be afraid to hang a busy wallpaper. I so often hear, "How do I put art on that paper?" There is no rule, but I tend to use like colors, and I always like my art oversized or stacked against each other.

To style a console, stack books, cluster vases, and add fresh flowers. And do not ignore the space underneath the console—stools, sculptures, baskets, and ottomans are all good items to place underneath.

I find that the biggest mistake people make is choosing the wrong front door area rug. Watch out for the "postage stamp" size rug. Go as big as you can and, if you're able to, create a custom rug to follow the lines of the area.

Create that entrance moment with special pieces; hunt for them, layer them, and use light to illuminate them ever so softly. ♦





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BETH KEIM is the owner of **LUCY AND COMPANY**, a full-service interior design firm located at 2108 South Boulevard, Suite 213. For more information, visit LUCYANDCOMPANY.COM or call **704-342-6655**.