



Cathleen Gourveia

How did you get started in Interior Design? What is your background?

My career began in the New York Advertising industry on Madison Avenue. I lived in a Pre-War Building on the Upper East Side where I spent a lot of my free time in Art Galleries, Antique Stores, The Metropolitan Museum, and MOMA. One day, while working on the Paine Webber Account at Saatchi and Saatchi, I was asked to check advertising placement for a paint client we represented since our Assistant AE was out sick. I discovered an article in one of the magazines about the psychology of paint colors, which explained how color affects your mood, your hunger, your thirst, and your energy level. I

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reflected on my life as I looked out at the New York City skyline, and realized that my fascination with advertising was eclipsed by a love for Interior Design, antiques and works of art. I knew that Paul Gauguin started his career as an artist at age 35, so I decided to take a leap of faith. I developed a portfolio, applied, and obtained a position as a Graduate

Assistant at The School of Visual Arts. I moved downtown to Gramercy Park to oversee the dorm there. One of my professors encouraged me to apply to the world-renowned Rhode Island School of Design (RISD). There was no Master's Degree Program when I applied, so I lobbied and started one with a group of other graduate students. I graduated with Honors from RISD in 1998 where I received an MFA Degree in Interior Architecture and Design, and an Award for Design Excellence. I studied European Architecture, Art and Design in London, Paris, and Rome in residence; and completed post-baccalaureate studies at The N.Y. School of Interior Design. I've established a cornucopia of unique design sources, artisans and suppliers over the years, and I have a talented team of artisans that I enjoy working with time and time again because they love what they do and they work together so well.

What inspires you?

I am inspired by the history of a place, and the personal history of the people that I am designing spaces for. Sometimes, I will run across a certain painting, a piece of fabric, a pattern with interesting geometry, or something more abstract that relates to a place. My mind moves things from 2D to 3D and I can

start to see a new space in my head. My first site visit usually presents something unusual, or a client will tell me something that defines who they are—and I use that to inspire the design process. I let the design unfold so that the concept unifies everything down to the cabinet pull. In my opinion, the details are the most important and telling part of any design project.

What is your style or design aesthetic?

My design style is classic, refined and comfortable; luxurious but livable. My tendency is toward clean lines and a more tailored look that appeals to men and women—a look that feels collected over time. I also try to seamlessly connect the interior to the architecture. I have a true passion for fine finishes and enjoy showcasing the talents of artisans I select to create a unique design. A part of me is immersed in antiques, fine art, and period architecture; and the other side is very interested in sustainable design and a more modern aesthetic inspired by the outdoors. I love bespoke custom furnishings, tapestries, and textiles with a luxurious texture or color. When I design a space I try to create an initial, "wow" factor, but then work the room with amazing finishes and artifacts from around the world to allow for further discovery and intrigue.



Lot 5437



Lot 5044



Lot 5571



Lot 5421

What are some current trends you are seeing?

I'm noticing a return to the organic, the handmade, and a rekindling of things that come from the earth. Things made from sustainable forests, for instance bamboo or reconstituted veneers. Clients seem to have more awareness and interest in purchasing things that are American-made. A lot of my clients are trying to find new ways to repurpose what they have rather than purchase things anew; or they sell what they have at auction and then purchase things for their new homes with the proceeds. Given the recessionary impact, they prefer to design a few rooms at a time rather than the whole house as they did just a few years ago.

What projects have you worked on in the past? Current projects?

I started my interior design career on the east coast where I designed corporate headquarters for high-end law firms and banks. After I moved to the west coast in 1998, I began designing spaces for venture capitalists, high-end design firms specializing in residential interiors, and high-end hospitality projects for some of the top U.S. hotels. My design firm was founded in Sausalito in 2004. Throughout my design career, I have designed urban and country residences in New York and San Francisco vacation retreats in Lake Tahoe, and Estates in Wine Country.

What is your experience with auctions?

I've spent a lot of time shopping at auctions in both San Francisco and New York where I have found amazing pieces for my clients. While you walk into an auction with an idea of what you are looking for, sometimes a breathtaking piece comes on the scene and it is an exciting process to see if you will be the one who is lucky enough to take it home for your client!

How do you feel about integrating antiques or traditional pieces into interior design?

While I try to build my designs on my client's existing collections, I like to assist them with the acquisition of new antiques to build upon their inventory. Like building a wardrobe, you have to start with a few fine pieces and add to it over time. I'd rather see a client with two or three fine pieces than one with several of lesser quality. I think antiques add texture and a well-traveled look to any interior, and they add a sense of literacy and history to an interior.

Cathleen's picks are Lots 5044, 5437, 5571 & 5421.

Cathleen Gouveia was one of eight designers selected last summer to complete a design space for the Inaugural Traditional Home Napa Showhouse (2012) at the Cardinale Estate. She was also selected to complete the Penthouse at The San Francisco Decorator Showcase House (2011), The Elle Décor Home Tour (2011) and the Marin Designers Showcase House (2004, 2005, 2007, and 2010). She was named a, "San Francisco Stylemaker" by The San Francisco Chronicle in 2011, and won The 2011 ASID Design Excellence Award for a Sustainable Residential Interior Design Project. Her work has

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been featured on Home and Garden Television (HGTV), "California Home and Living Television", in The San Francisco Chronicle, and several other periodicals. She is an Allied Member of the ASID, and an Associate Member of the IIDA. Cathleen is looking forward to participating in more Showcase Homes for other magazines in the near future.

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