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[house tour]

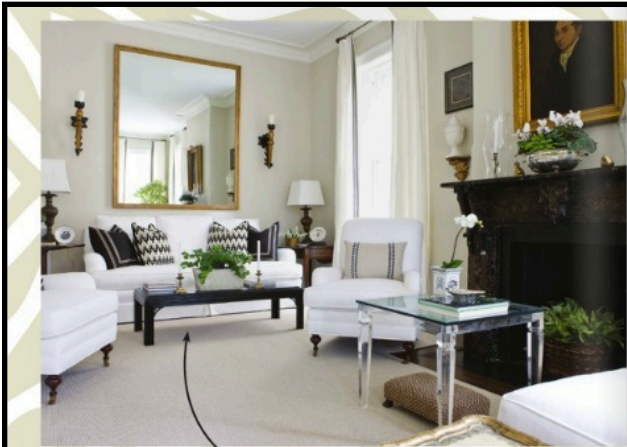
Tailored TRADITIONAL

Washington based interior designer, Kelley Proxmire, shows us through a look she likes to call Tailored Traditional. We take a peek at an old Georgetown home she staged just in time for some lucky new owners.

PHOTOGRAPHY BY ANGE SEOKINGER
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'By choosing a small, armless loveseat, club chairs and benches, I was able to create two very workable conversation areas.'

Washington's historic Georgetown is home to many grand old homes and this project is no exception. The property was established in the late 1880's and was purchased by a private investor for a complete cosmetic renovation and resale. The owner enlisted the help of design maven Kelley Proxmire to complete the transformation. The designer, perhaps known best for her design work with prominent DC residents and beyond, delighted in creating a scheme that would not only highlight the period features of the home but also appeal to the aesthetic of any potential buyer.

The interior is masterfully composed in a classic genre from the wall colour through to the

selection of art and antiques. The living room, Proxmire claims, is her favourite element within the project.

The space is long and narrow with the fireplace situated in the middle of the room. The designer created two functional conversation areas within the room through a clever selection of furniture namely benches and individual armchairs. The living room scheme begins with a warm tan colour on the walls with the designer adding classic neutrals to create a warm tonal backdrop punctuated with black accents complementing existing black features such as the marble fire surround. The combination of black and white with soft neutrals and stunning antiques such as the gold leaf mirror has timeless appeal befitting the client brief.



[house tour]



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The designer continues this harmonious combination of neutrals throughout the home creating a 'colour flow' from one room of the house to the next.

When asked how the process of designing for resale differs from that of the average interior design project the designer admits there are some challenges. Along with cost control, the main challenge is to design a scheme with mass appeal whilst at the same time honoring the era and architecture of the typical Georgetown home where her work is based. The remedy? Colour schemes of neutral or blue and white work best to appeal to the market and make the ideal palette. Whilst costs are a consideration, the designer rarely works with existing finishes or furniture, preferring instead to completely overhaul the space for sale. It is this fascination with transformation that inspired Proxmire

to pursue a career in the industry. As a girl she was transfixed after witnessing her parents' interior designer transform their living room and the passion was ignited.

When asked how this foray into home staging began the designer tells of her show house work. Projects that saw her inducted into the Washington Design Centre Hall of Fame in 2009. After 21 show homes in 11 years, Proxmire has acquired a vast array of furniture, art, decor, window dressings and antiques. When faced with how to best utilize this treasure trove a high end home styling business was born. Each project the designer hand selects items from her collection occasionally using original artwork and antiques on loan from galleries to create a look the client is after and the buyer can't live without.

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can't go wrong with fresh white flowers



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