

INTERIOR DESIGN PROJECT BRIEF

Primary Bedroom Interior Update

PROJECT OVERVIEW

Location: 1,200 sq ft, 3-bedroom, 2-bathroom apartment

Scope: Comprehensive interior redesign of primary bedroom.

Design Priority: Create sophisticated cohesive, calm living environment while maximizing storage.

CLIENT REQUIREMENTS

ITEMS TO RETAIN

- Queen-size mattress and box spring (existing - new bed frame needed)
- Wall picture of "The Kiss" by Rodin
- Other pieces as appropriate and consistent with design

DETAILED FURNITURE & DESIGN REQUIREMENTS

- Queen bed frame (mattress retained)
- Bedside tables
- Dresser
- Desk and desk chair (work-from-home setup)
- Reading chair with lighting
- Modular shelving with integrated storage
- Area rug and/or runners
- Curated artwork and picture gallery
- Window treatments (privacy and light control)
- Accent wall treatment (paint or wallpaper)
- Plant(s)

DESIGN PRIORITIES

1. ****Storage Integration****: Creative, built-in storage solutions throughout all spaces
2. ****Space Optimization****: Furniture scaled appropriately for space
3. ****Cohesive Color Palette****: Coordinated accent walls and materials throughout apartment
4. ****Flexible Functionality****: Spaces that adapt for daily living and entertaining.
5. ****Quality & Durability****: Investment pieces suitable for NYC lifestyle

FUNCTIONAL REQUIREMENTS

- Sleep sanctuary with dedicated work area and reading nook
- Beautiful and functional storage that adds to the living environment. No built-ins. Need to move/reuse storage in future dwelling.
- Wall of bookshelves and storage
- Reading chair with floor lamp or wall sconce
- No foot board on bed...with padded bench
- Storage under bed

DESIGN AESTHETIC & STYLE DIRECTION

Primary Style: Sophisticated Eclectic Contemporary

Design Philosophy:

Curated, worldly aesthetic that balances visual interest with intentional organization. Every element serves both functional and aesthetic purposes while contributing to a cohesive, layered environment. Think Sarah Susanka's principles from "Not So Big House."

Color Palette Direction:

- Sophisticated neutral foundation (warm grays, soft whites, natural beiges)
- Bold accent colors strategically placed through artwork, textiles, and accent walls
- Rich, saturated tones that add depth without overwhelming
- Color story that flows cohesively throughout apartment

Material Preferences:

- Natural materials: warm woods, natural stone, linen, wool, cotton
- Mixed textures for visual and tactile interest
- Quality materials that age beautifully
- Avoid overly synthetic or high-gloss finishes

Furniture Style:

- Comfortable pieces with clean architectural lines
- Structured silhouettes with inviting proportions
- Mix of vintage/antique finds with contemporary pieces
- Furniture with presence but not overwhelming scale
- Investment pieces that tell a story

Spatial Approach:

- Organized maximalism - visual layers with intentional placement
- "Everything has a place" - beautiful storage integration
- Curated collections and meaningful objects
- Balance between open space and interesting vignettes

Overall Atmosphere:

- Calm sanctuary with sophisticated edge
- Cozy warmth balanced with worldly refinement
- Collected-over-time feeling rather than "decorated"
- Comfortable for daily living, impressive for entertaining
- Mid-level formality - polished but approachable

Avoid:

- Ultra-modern/minimalist sterility
- Traditional/formal period styles
- Rustic/farmhouse aesthetic
- Overly trendy elements
- Cluttered or chaotic arrangements
- Looks like Pottery Barn

Reference Points:

Think sophisticated Brooklyn brownstone meets well-traveled creative professional - spaces that feel both grounded and globally inspired, with the confidence to mix periods and styles while maintaining visual harmony.

Accent Wall Strategy:

Bold colors and/or interesting wallpapers/textures that create focal points and define spaces while supporting the overall sophisticated palette.

BUDGET PARAMETERS

Total Project Budget: \$15-32k

- Furniture: \$10-20k
- Custom Storage/Built-ins: n/a
- Materials/Paint/Wallpaper: \$2-5k
- Window Treatments: \$2-5k
- Installation/Labor: \$1-2k

PROJECT TIMELINE

Preferred Start Date: [Insert date]

Target Completion: [Insert date]

Phases: Design development (4-6 weeks), Procurement (8-12 weeks), Installation (4-6 weeks)

DELIVERABLES REQUIRED

- Comprehensive space planning and floor plan
- Detailed furniture specifications and sourcing
- Material palette with actual samples (not just specifications)
- Lighting design that supports both task and ambient needs
- Storage designs that feel architectural, not added-on
- Complete color palette and material selections
- Window treatment specifications
- Plant and planter recommendations
- Artwork curation and placement plan
- Detailed project timeline and procurement schedule
- 3D renderings of space
- Complete specification sheets with pricing

NYC-SPECIFIC CONSIDERATIONS

- Building delivery restrictions and freight elevator access
- Co-op/Condo board approvals for renovations
- Noise restrictions during installation
- Apartment building regulations
- Optimal use of vertical space and natural light

DESIGNER QUALIFICATIONS

- Minimum 5+ years NYC residential experience
- Portfolio showcasing storage-focused design solutions

- Experience with apartment renovations and space constraints
- Proven track record with similar-sized projects
- References from recent apartment renovations
- Experience with “Not So Big” design principles
- Portfolio showing thoughtful space planning in smaller footprints
- Understanding of how to layer visual interest without clutter
- Experience with natural materials and custom millwork integration

SUBMISSION REQUIREMENTS

Please provide:

1. Portfolio highlighting similar apartment projects
2. Initial design approach and storage philosophy
3. Estimated timeline with project phases
4. Detailed fee structure (design, procurement, installation)
5. Three recent client references
6. Vendor relationships for custom work

PROJECT MANAGEMENT EXPECTATIONS

- Regular progress meetings and updates
- Detailed procurement tracking
- Installation supervision and quality control
- Final styling and accessory placement

Contact Information:

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Initial consultation will include detailed measurements, style preferences discussion, and budget refinement.