

home interior directions

A look at the most prominent styles across the country.

BY KELSEY E. LOWE

Reflective of consumers' desire to declutter, this bedroom contains a few simple yet functional accent pieces. The different styles of the bedside tables and lamps gives the room a feeling of Eclectic Simplicity.

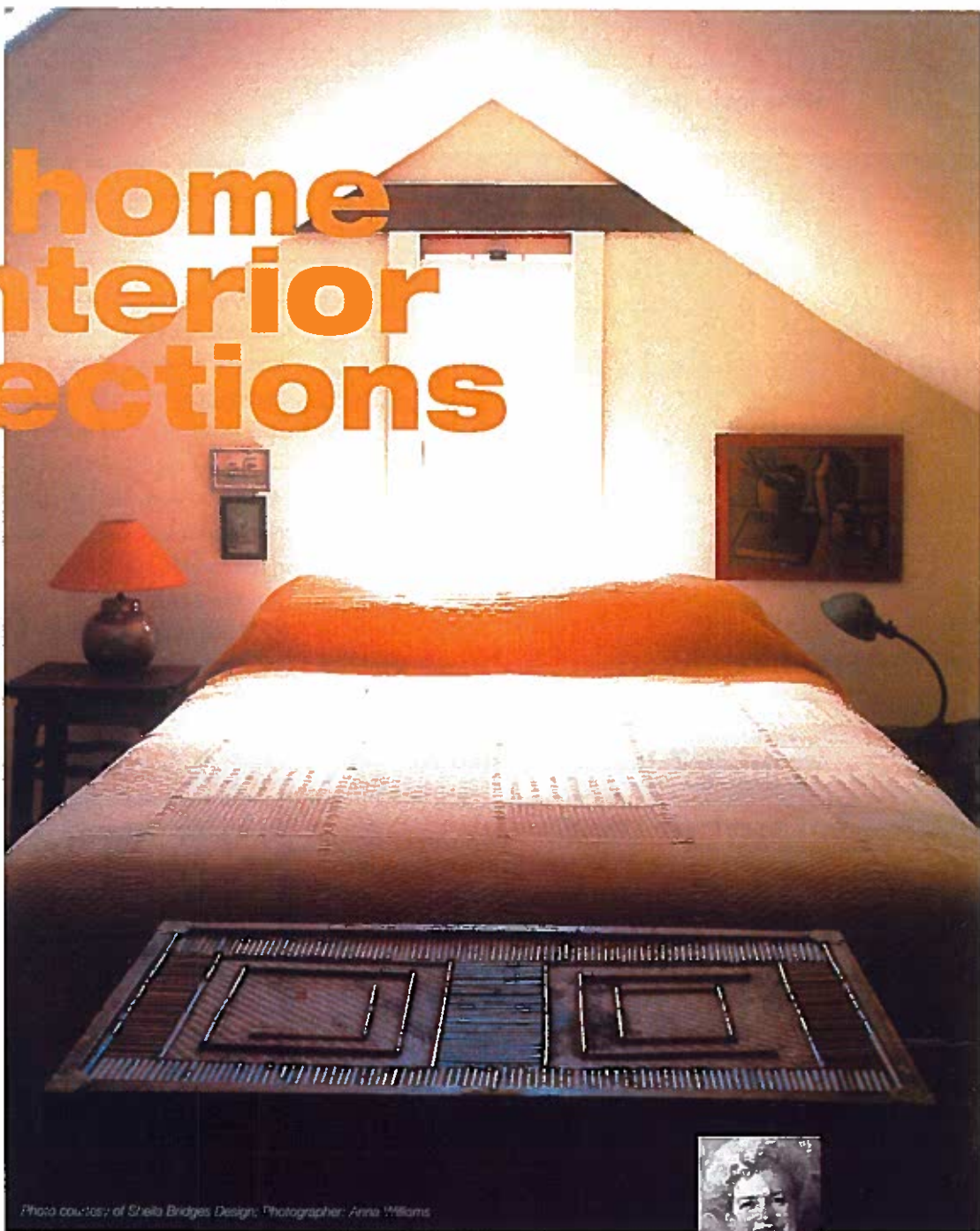


Photo courtesy of Sheila Bridges Design; Photographer: Anna Williams

RETAIL ANALYSTS OFTEN SAY THAT IN order to truly know what styles your customers want, you have to "get inside their heads" or "see the world through their eyes." Getting inside their homes, however, can be equally important. Since, other than figuratively, that is only likely to happen if you have an interior decorating segment in your business, we spoke with **B.J. Peterson** of **Peterson•Arce Design Group** in Los Angeles; **Laurie Smith** of **Piconke Smith**

Design in Woodridge, Ill. (a suburb of Chicago); **Nancy Barsotti** of **Nancy Hoff Barsotti Interior Design** in New York City and Pittsburgh, Pa.; and **Grant Gribble** of **Gribble Interior Group** in Orlando, Fla. to discover the most requested looks in home interiors across the country and the colors and textures that compose them. And although there are some styles that are specific to particular areas of the country, there is more overlap than you might think.

(Continued on page 92)



B.J. Peterson
ASID Fellow



Nancy Barsotti
ASID Fellow



Grant Gribble
ASID