

ICONIC DESIGN + BUILD
HOW TO CREATE INTENTION IN YOUR SPACE





NOW THAT YOU'VE GONE DOWN THE RABBIT HOLE OF DESIGN THROUGH SOCIAL MEDIA...

WHERE DO YOU GO NEXT?

The most common statements I hear when talking to homeowners are “I don’t know how to identify my style, I like a lot of different things”, “I can tell you what I like or don’t like, but I don’t know how to put it all together”, or “There are too many options out there and I am overwhelmed”. These are all valid concerns.

I love hearing how passionate people are about their homes and I feel truly grateful to have such an amazing community that follows and cares about our work! However, with social media, I do think it has added more pressure on all of us to have a perfect home that’s aesthetically unique, yet practical for daily life.

Now imagine our team [Iconic]. We research design every single day, we are bombarded with information through events, e-mails, DMs, and we are constantly exposed to materials and ideas that are up and coming in the industry. So how do we make decisions as to what direction to go in with each of our projects?

We’re excited to share with you 3 key foundational steps that will allow you to create intention in your space.



STEP ONE

How can I stay true to the architecture of my home?

01

02

STEP TWO

How can I make the space work for our lifestyle?



STEP THREE

How can my background and life's experiences shape the space?

03

01

HOW CAN I STAY TRUE TO THE ARCHITECTURE OF MY HOME?

Where do you live? Are you on the California coast, Arizona desert, or New York suburbs? Think about what inspires you in your surroundings. Is it the sunsets or the landscape? Think about the color palettes that are present around you, the nature that you see out your window, or on your drive to work. What are the defining things about where you live? Now look at your home - do you live in a split-level Mid-Century Modern home, Craftsman-style home with a covered porch or a Spanish villa with a charming courtyard? Think about what shapes, colors, materials and textures are typically prevalent in this style home. **WHAT DRAWS YOU IN?**

If it means compiling photos and researching homes with a similar architecture to yours, then do it! You should start to feel yourself becoming aligned with the overall goal of the home. It's important not to pressure yourself into making any specific decisions yet. Now alongside this research, make a list of design elements that currently exist in the home that align with the home's architecture.

Perhaps it's ceiling paneling that could be revived, beautiful trim work around the windows or a crown moulding, or a unique window in the bathroom. On the contrary, there may have been design elements added to the home by a previous homeowner that don't fit with the intention of the home – write these down, too!





02

HOW CAN I MAKE THE SPACE WORK FOR OUR LIFESTYLE?

Let's talk function. For whatever space you're looking to reimagine, write down exactly how that space will be used – the key is to be very specific. For example, instead of writing “cooking” in a kitchen, write “morning coffee”, “cooking for family gatherings”, “weekly pasta dinners”, or “homework at the kitchen island”.



For a living room space, you might write, “weekly movie nights”, “card games with friends” or “reading a book”. These specific functions will allow you to narrow down what you need in the space [and don't need]. It may also get you to think creatively on how the space can be best utilized from a floor plan standpoint. Maybe there's empty wall space next to the window that could be turned into built-in shelving for books.



At this step, also think about lighting. Do you need more task lighting or mood lighting or maybe you need options? Based on how you use this space will also direct you to decide what pieces are worth spending more money on than others. This will help you to determine what types of materials, hard surfaces or furniture, will work best for you, depending on their durability and maintenance.

You may start to think about what type of window treatments make sense or how much storage you will need. This is your home and the space has to work for you. Note, we still haven't gotten to any aesthetic decisions.

03

HOW CAN MY BACKGROUND AND LIFE'S EXPERIENCES SHAPE THE SPACE?

At this step, start to think about your background. Where did you grow up? Where was your favorite vacation, where you felt the most calm? What is one of your favorite memories? I spent 3 years of my childhood in London, England, and I feel that is one of the reasons I am drawn to European architecture.

Perhaps you grew up along the beach and you want a relaxed vibe, or your honeymoon to Asia was your favorite destination and that draws you to organic minimalist spaces. Maybe your mother growing up had house plants, which causes you to desire to have house plants for a cozy feeling. As another example, when I was deciding on a light fixture for over our kitchen nook table, I chose something that reminded me of Amsterdam, one of my favorite places to travel.

Write these down and save images that represent these key moments in your life. You'll start to think about how you can incorporate elements from these experiences into the physical space.





MAXIMIZE THE MINIMAL

Now that you've gathered crucial, foundational information, developing your space becomes that much easier. By this time, you should have a whole new collection of inspiration and notes, that may be very different from where you initially started. The point of this guide is to help you block out the noise and think about what you and your home need. Whenever you are faced with a design decision, refer to these steps and they will direct you to the right choice.

It is also important to commit to the direction from the start and to build your decisions off one another. Ensure that with one decision, you create balance with the next decision. If you end up changing something during the process, take a look at the entire picture again to ensure the overall vision hasn't been compromised.

This discovery process is how we develop a clear direction with our clients from the beginning. We stay true to it, down to the last detail. This allows the space to not only feel cohesive, but it feels true to the home and true to our client's lifestyle and history.

I would love to know if this guide helped you! Tag us on Instagram @iconicdesignbuild to share your feedback!

- Kaitlyn Wolfe



