

DESIGNERS TODAY

style. substance. soul.

Boldly bright

A Brooklyn brownstone gets a massive makeover



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DESIGN VOICES

Beautifully bold

This issue we feature designers from the Mid-Atlantic states, including New York, New Jersey, Maryland and Washington, D.C. Learn more about their style and strategies, starting with a feature on Washington, D.C.-based designer Rachel Oni. We also highlight a few of their projects, including a kosher kitchen in New Jersey and, here, a seating area for an artist's condo in Bethesda, Maryland, and then end with a Q&A with our cover designer, New York-based Catherine Weinstock. Turn the page to read on.



Design: TOBE DesignGroup. Photo: Goran Kosanovic. Learn more about this room on page 36

Deborah Bettcher

This client wanted a “whimsical great room design that was conducive to hosting gatherings and her ongoing book club,” said **Deborah Bettcher**, a Decorating Den interior designer based in West Chester, Pa. “The careful selection of fabrics for the drapery was key to pulling the design together,” and the botanical print (Fabricut’s Aqua Garden) inspired the rest of the room’s color scheme, which included soft green paint on the walls. Other furnishings included a woven jute rug for texture and casual vibe, a woven bench and Craftsman swivel chairs with polka dot upholstery.

“Our client’s finished great room is now an oasis of tranquility and charm,” Bettcher said. “She’s thrilled to have her new ‘happy place’ – a beautiful, welcoming space to entertain her friends and family.”

Photo: Jon Friedrich

On page [30](#): TOBE DesignGroup

Todd Howard Ezrin of **TOBE DesignGroup** designed this cozy, lush den in Bethesda for an artistic client, who actually loved the pillow fabric from Kravet so much she had a skirt made to match. Other furnishings include the Anthropologie lounge chair reupholstered in Mitchell Fabrics, Interlude Home’s Liora drink table and Élitis’ Anguille wallpaper.

Photo: Goran Kosanovic



DESIGNERS talk details

MID-ATLANTIC DESIGNERS TALK ABOUT MUST-HAVE FEATURES, GO-TO RESOURCES AND MORE

Where are your growth opportunities for the next 12-24 months?

Laura Nayar, New York:



"Believe it or not I'm seeing a lot of growth in commercial office space design. As companies refine their hybrid work model, they are also rethinking how to best use their office space to fit it. Whether they are downsizing or rethinking how to use their current space, there is a lot of opportunity to refresh and adjust."

Krista Shugars, KD Designs, Hanover, Md.:

"Our greatest growth opportunities come from larger-scale, multi-room or whole home projects from time-starved individuals who value a mutual partnership with our firm and the benefits of full-service design."

Sharon Sherman, Thyme & Place Design, Wycoff, N.J.:

"There are so many possibilities in the design field. I have been doing conference presentations and I love that. I have also been coaching interior designers who want to add kitchen and bath design to their practice. I have also expanded my design service offerings for people who really want to work with me but prefer to handle the nitty gritty on their own."

What are the top three must-have features for clients right now?

Laura Nayar:

"1. Flexibility. I work on many projects in New York City and a lot of spaces need to do double duty. For example, a den can function as a guest room or furniture from one room can be pulled into another for entertaining. I try to get creative with layouts and make spaces work for each client's unique lifestyle.

2. Color. I have found that clients want to experiment more with color. It could be a statement wallpaper or upholstery that pops. Clients are more willing to go bold.

3. Personal sanctuaries. People are still spending a lot of time at home and they want their home to feel deeply personal. One thing I am seeing more of is that clients want to create personal sanctuaries in their homes — everything from mom caves to dens with hidden wet bars to infrared sauna workout rooms."

Deb Bettcher, West Chester, Pa. (right):

"Clients are seeking sofas as a staple and drapery and lighting to make a personal statement."

Sharon Sherman:

"In kitchens, top-shelf appliances (especially steam ovens), with a beautifully designed kitchen. The style tends to follow my quiet luxury design vibe in natural materials and colors. In bathrooms, [they want] wellness features like chroma therapy, steam showers with aroma therapy and serene design feel. And fabulous art to complete the space."



What are some of your favorite local resources?

Krista Shugars:

"The Maryland Design Center/Peyton Home is a wonderful resource for everything fabrics and trims and so much more. We always know we can find what we need for any type of project. ProSource of Columbia is our go-to resource for all our flooring and tile needs. It is truly a one-stop source for tile, flooring, kitchen and bathroom design and the staff is friendly, helpful and knowledgeable."

Deb Bettcher:

"I love to use a local woodworking studio for custom tables. I also promote local artists by guiding my clients to artwork that reflects the style and personality of their space."

Sharon Sherman:



"Green Street Joinery in Keansburg, N.J., is a great cabinet and millwork shop I have started working with. Wayne Tile of Ramsey for tile. Most of my sources are not retail outlets."

Laura Nayar:

"I live in downtown Manhattan and some of my favorite local shops include Stella in Tribeca for bedding and home accents, The End of History in the West Village for pottery, and Double Knot in Tribeca for vintage rugs and textiles."