

FLORIDA WEEKLY

LUXE LIVING

NOVEMBER 2016

THE NAPLES LUXURY HOME REDEFINED

OUTSIDE *IN*

Naples newbies find just what they want on a 'recon' mission

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LONDON BAY HOMES / COURTESY PHOTOS



Makeover

From stale to stunning on Marco
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Designer Q&A

Kira Krümm goes Koastal
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Design Society

Out and about at design events
14, 18 ►

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KIRA KRÜMM

...of Koastal Design Group wins with her design-from-the-heart approach

Q: Please share a bit about your background. Where are you originally from, where did you go to school and how long have you been a designer?

A: I come from a family of artists who encouraged my interests in fine art, which led to a career in design. I decided in high school, after attending a special summer program at the Rhode Island School of Design, that I wanted to be an interior designer. I earned a bachelor in fine arts with an interior design major from Virginia Commonwealth University and received a World Study Scholar scholarship to attend the American College in London my senior year.

I started my design business in Virginia Beach the summer after graduating. I relocated to Naples during the early-2000s housing boom and have been grateful for the opportunities and success my firm continues to find here.

Q: What do you think is the secret to your success?

A: My "design-from-the-heart" approach, coupled with a good work ethic, dedication and vision are some attributes that have helped me to achieve. As an artist, I have an innate need to create, which is further fueled by a desire to make others happy — by offering a better quality of life through designed environments.



A glass mosaic tiled wall is the focal point in this Old Naples beach cottage. Twin oak nesting coffee tables and four sculptural armchairs complement the gray-washed oak floors. A hand-applied ceiling finish and vibrant blue accents echo the cerulean pool outside.

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Q&A

From page 2

Q: What was the reason and timing for the recent rebrand of Kira Krümm International Design to Koastal Design Group?

A: Life is an evolution, and with our new Naples studio location opening next spring, it was the perfect time to unveil our new company name: Koastal Design Group—Kira Krümm & Co. It represents our focus on redefining interiors for coastal lifestyles and coincides with my Koastal Kollektion of livable luxury products. The new name also better represents our collaborative team of professionals, with a unified passion to share our talents and a common goal of design excellence.

Q: What do you think most influenced your design aesthetic?

A: For decades, I have been developing my brand around a lifestyle-design philosophy; my approach is always to first determine the lifestyle needs of my clients and then select elements that balance each space and are in harmony with the surrounding natural environment.

I have always been inspired by our beautiful Southwest Florida coastal environment and have become known for my signature Koastal design aesthetic of luxurious, livable, timeless elements and a unique blend of interesting materials, textures and soothing neutral hues that evoke harmony and tranquility. I say that my Koastal aesthetic is more than a style, it's a state of mind.

Q: Tell me about your process. How does it start? How do you work together with the client from beginning to middle to end?



This dining room is perfect for entertaining, with a reclaimed oak wood extension table and hand-forged iron orb chandelier. The vaulted tongue-and-groove ceiling in a charcoal gray stain alludes to cottage-chic.

A: Foremost, we get to know our clients' needs and expectations, and from there we define their project goals, establish a budget and timeline and define our scope of services. We create one-of-a-kind environments and work diligently with the client, architect and contractors to successfully implement the process. The depth and care that go into all of our projects are reflected in the results. ■

— Koastal Design Group
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Above: The soothing hues of this master bedroom do not compete with the Gulf of Mexico view. This stylish study doubles as a guest bedroom with a cozy sleeper sofa and built-in desk for beachfront business. Inspired by the breathtaking views of the Gulf of Mexico, this 7,600-square-foot Bonita Beach vacation home won a 2016 Sand Dollar Award for Interior Design of the Year-Remodel.

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