

FINE

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at WORK

FINE
FEATURE
INTERVIEW

WITH KIRA KRÜMM
OWNER OF KIRA KRÜMM INTERNATIONAL DESIGN
WWW.KIRAKRÜMM.COM

INTERVIEW BY BRIAN RITZ

PICTURED WITH HER SIGNATURE
KIRA KRÜMM KOASTAL KOLLEKTION
PRODUCT LINE



a WORK KIRA KRÜMM

KIRA KRÜMM *Owner of Kira Krümm International Design*

Award-winning interior designer Kira Krümm has garnered global acclaim securing her position as a visionary at the forefront of modern interior design. Travelling the world to pursue her passion for design, Krümm has established a reputation for excellence, creating lifestyle environments that are both inspiring and timeless. With recognition in countless regional and international publications, and a collection of more than 30 industry honors, her brand includes her signature product line, the Kira Krümm Koastal Kollektion, and her interior design firm, Kira Krümm International Design, which specializes in full-service, custom interior design for luxury residences in the Naples Area. Kira resides on Marco Island with her husband and two young children.

FINE: Tell us a little bit about yourself. What is your background and how did you get into the Interior Design business?

KIRA: I come from a family of artists who encouraged my interests in fine art and design. Interior Design seemed liked the perfect way to apply my artistic interests in an art related career. I decided I wanted to be an interior designer at the age of 15. From that point on I took summer jobs and worked in the field until starting my own design business in Virginia Beach the summer after graduating from college. I had many friends in the restaurant industry, so I began there, designing for a few trendy local "hot spots", and eventually designing the homes of their high profile clientele. I found luxury residential design to be my niche and made the leap to Southwest Florida during the early 2000's housing boom.

FINE: What makes Kira Krümm International Design unique, compared to other design firms?

KIRA: I think what sets us apart is our strong team and shared passion for design. We are a select group of professionals with a common goal to be the best at what we do. We get to know our clients and their lifestyle in order to create unique, carefully tailored interiors. Seeing the beautiful results means more to me knowing the depth and care that goes into all of our projects. I believe this is the key to our success. The fundamental purpose is to inspire a better quality of life through aesthetic beauty.

FINE: Do you focus on residential interior design for your business?

KIRA: Yes, we are known best for our residential luxury properties specializing in condominium renovations and new home construction. We are collaborators and enjoy the design build process, creating custom designs for our clients who desire unique one-of-a-kind residences.

FINE: Is there a main design theme that you tend to lean towards or that might be your specialty?

KIRA: I have become known for my signature "Koastal" design aesthetic. For decades, I have been developing my brand around a lifestyle-design philosophy. I have always been inspired by our beautiful coastal environment and the importance of its influence when designing interior spaces. I continue to grow my brand, the Kira Krümm Koastal Kollektion, launched in 2008 with a focus on luxury bed and bath products, which embodies my aesthetic.

FINE: What are some trends you see coming in the next few years, or as the next trend here, nationally, or internationally?

KIRA: I always say it is better to be an innovator than an imitator; it is ok to recognize trends, but I think the home should reflect

one's own unique lifestyle and surrounding natural environment, and should exude both luxury and livability. My signature line promotes "casual luxury living", which I think is synonymous with the Naples coastal lifestyle, showcasing more family friendly elements such as sophisticated slipcovered furniture in organic textiles, and machine-washable bedding.

FINE: What are some tips on beginning the design process?

KIRA: An experienced interior designer with vision will help guide the creative decisions and manage the design process from start to finish. Find a licensed interior designer that you click with, and you will have more time to enjoy the process and achieve the results you desire.

FINE: Do you have any favorite local charities or organizations?

KIRA: I have always been a supporter of the arts and have been involved with various events and arts organizations in our community. This year, I am again looking forward to supporting the Arts Naples World Festival, a two-week long celebration of cultural arts that kicks off April 25th. The festival includes world-class performances, exhibits, presentations and family events throughout Naples. Every event is inspiring and a true gift to our community!

FINE: What do you like to do for fun here in town?

KIRA: As a busy mother of two, most of my free time goes to my two young children and their many activities. Marco is 5, and Marisa is 18 months old. On a weekly basis, my husband and I take turns accompanying them to swimming, art, music, and Montessori classes and other enriching activities. I do make an effort for some "me" time and twice a week I meet with my longtime friend and Tai Chi instructor for training on the beach on Marco Island where we live.

FINE: What are some of the things you like most about having a business in Naples?

KIRA: Southwest Florida is one of the most beautiful places to live on earth. People flock here from around the globe to unwind and enjoy the pristine beaches, endless sunshine, and fresh Gulf air. The lifestyle is casual yet refined. I find that I connect with the clientele here because they share my appreciation for natural beauty, and a desire for a quality life.

FINE: What are some of your most favorite projects that you have worked on in town or out of town? Do you have any special, famous or well-known clients?

KIRA: Of course, I consider each one of my clients "special"... and yes, I have worked with quite a few very high profile clients and have had my share of adventures on projects. But the projects I have enjoyed the most are ones that resulted in long-term relationships based on a shared philosophy on life. The design process can become a very personal journey and it is always a privilege to be chosen to guide someone through it. Many of my clients have become some of my closest friends over the years, which in turn, makes me love what I do even more!

FINE: Is there any thing else you would like to add for our readers?

KIRA: Hard work and dedication drive success, but the secret is staying true to who you are. When you are happy and healthy, it reflects in your work. Easier said than done, but balance is something I continue to strive for!

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