

# Neapolitan

GULF LIFE & CLASSIFIED

SECTION D



Tranquil neutral backgrounds and stylish transitional décor create a chic yet inviting living room in this condominium overlooking the Gulf. This space was awarded Interior Design of the Year, for an attached single family home, in the 2016 Sand Dollar Awards.

## QUESTIONS WITH NAPLES INTERIOR DESIGNER KIRA KRÜMM



PHOTOS BY RANDALL PERRY/  
KDG - KIRA KRÜMM & CO.

Inspired by views of the Gulf, this 7,600-square-foot Bonita Beach remodel underwent a major transformation.

### SHELBY REYNOLDS

SHELBY.REYNOLDS@NAPLESNEWS.COM; 239-263-4829

Elegant coastal living is the sort of lifestyle Naples homeowners are after.

And that's the style award-winning interior designer Kira Krümm has tapped into.

Kira Krümm is principal interior designer of Koastal Design Group — Kira Krümm & Co., based in Naples.



Recently back in the Naples scene, Krümm has already made a name for herself; her firm, Koastal Design Group - Krümm & Co., was recognized late last month with four Sand Dollar Awards, presented each year to builders, developers, architects, landscapers, marketers, remodelers and interior design firms.

The Collier Building Industry Association and Sales and Marketing Council organize the competition.

The Koastal Design Group, which

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# Designer

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recently underwent a name change, was awarded Best Interior Design in the master suite in a private residence category, as well as three Interior Design of the Year awards in the remodel, single family detached home and single family attached home categories.

Krümm, the company's principal interior designer, offered some insight into local trends and the growing interior design business.

**Q: Your work can be found all over the world, but what kind of style is in demand here in Naples and in Southwest Florida?**

Southwest Florida has redefined its design style over the past decade. Our area was known for its "Mediterranean" architecture and the interiors followed suit with opulent, formal, over-decorated interiors that were frankly not conducive to this relaxed coastal lifestyle.

We now see a desire for what I call "livable luxury." This transitional style is still influenced by traditional preexisting interior details, such as cabinetry, doors and trim, but finishes are less formal, lighter and more organic. More current interior furnishings and décor are focused on comfort and are more casual in style.



RANDALL PERRY/KD&G - KIRA KRÜMM & CO.

The Egret model, at the Cottages at Old Corkscrew Golf Club, showcases a light neutral color palette with a mix of coastal textures and materials that are in sync with the surrounding natural environment. This spacious golf cottage is the winner of a 2016 Sand Dollar Award for Interior Design of the Year for a detached single family model home.

**Q: How has your company grown or changed over the years? Did you ever imagine it'd reach what it is today?**

I have been in business for over 20 years and began designing high-end restaurants in Virginia Beach, where I eventually found my niche in luxury residential design. I relocated to Naples during the early 2000's housing boom, and my firm had great success in the Naples luxury market as Kira Krümm Interior Design, specializing in condominium design and

luxury high rise models.

When the recession hit, we shifted focus overseas for a few years, changing the company name to Kira Krümm International Design, and I launched my signature product line, the Kira Krümm Koastal Kollektion, to the Chinese luxury market.

When the U.S. economy picked back up, we refocused on business in Southwest Florida and are grateful for the opportunities and success we continue to find here. This year we are excited to enter a new chapter,

unveiling a new company name, Koastal Design Group – Kira Krümm & Co., and soon-to-be all new website and new Naples studio location coming in 2017. The name "Koastal Design Group" coincides with my Koastal Kollektion product line and reflects our dedication to redefining coastal design for luxury lifestyles.

**Q: Talk about some of your design influences used in the local projects recently recognized by the Sand Dollar awards. What stands out?**

The three projects we submitted to the Sand Dollar competition share my common goal — to create unique, one-of-a-kind custom interiors that provide a comfortable and aesthetically attractive lifestyle for my clients.

My approach is always to first determine the lifestyle needs and then select elements that balance each space and are in harmony with the surrounding natural environment.

**Q: You've received numerous reputable awards and accolades**

**as an interior designer, but what does it mean to be recognized in the Sand Dollar awards this year in an increasingly competitive interior design industry?**

It is always a thrill to win a competition after so much hard work and dedication but this year was special because we had not submitted to a local competition in seven years. All the projects we submitted won awards and these were the projects we worked on after returning home to Southwest Florida after years of international focus. Being acknowledged by our peers in such a stiff competition indicates we are back and on top again.

**Q: Attention to detail and creating relaxing, luxurious environments, or "havens," seems to be your forte. Why? What's the benefit of having these kinds of spaces?**

Many of my clients have chosen Southwest Florida because of its beautiful, relaxed, subtropical environment. They desire that their homes reflect their lifestyle, taste and success. Koastal Design has been my forte for over 25 years. Whether designing a vacation retreat or permanent residence, my objective is to create a sanctuary that is chic, luxurious and livable.

My team and I have a true understanding of this lifestyle, and the talent and experience to create unique quality custom interiors.