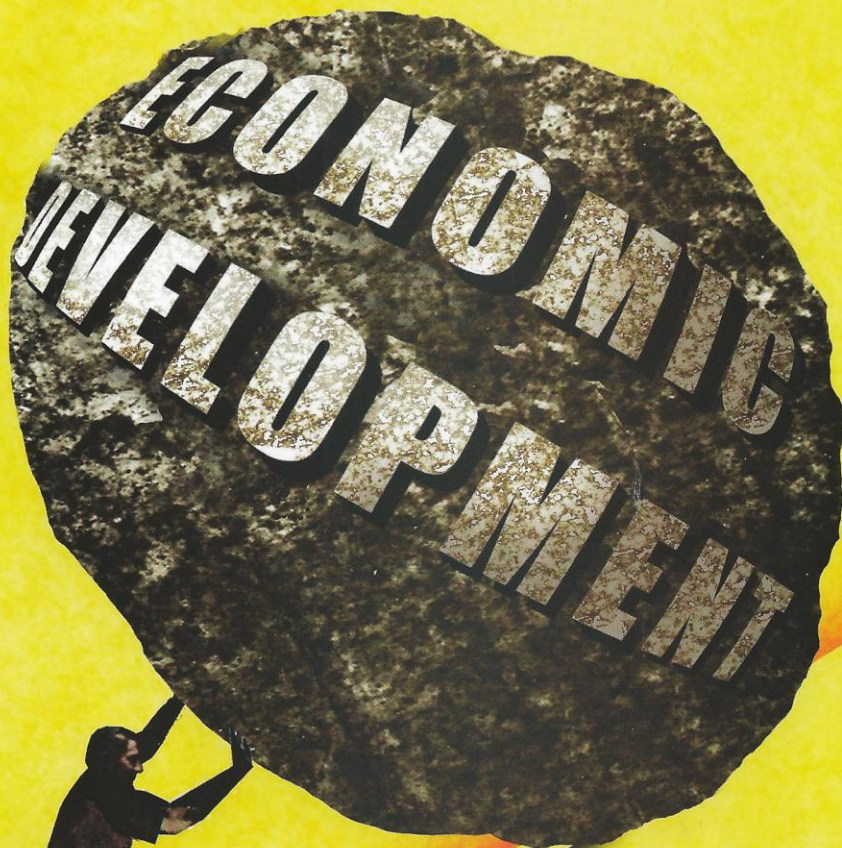


# GULF SHORE BUSINESS

KNOWLEDGE IS POWER  
JANUARY 2015

WILL  
WE  
EVER  
GET  
TO  
THE  
TOP?

Behind the ongoing  
push to achieve  
more results



The Guys Who  
Can't Help but Start  
New Restaurants

Smart Tips for  
Your Taxes



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# from the desk of

**Kira Krümm**  
PRESIDENT AND PRINCIPAL  
INTERIOR DESIGNER,  
KIRA KRÜMM  
INTERNATIONAL DESIGN

"I like to collect  
crystals and  
things that  
promote good  
energy."



## SUCCESS BY DESIGN

Like many working mothers who own businesses and are starting families, I have to balance it all. Children need their mommies, so these days my newborn daughter, Marisa Kay, is quite a fixture at my desk. I've figured out how to do almost everything throughout the day with her by my side.

**1** I like to stand when I work so my "creative workspace" is a 42-inch high-top made of solid concrete with a metal-wrapped wood base and storage underneath. This is where I brainstorm with my team on projects.

**2** Fabric and finish samples (shells, stone and wood) that communicate the aesthetic for a residential design project.

**3** This is my "Koastal Elegance" candle I created for my signature product line, the "Koastal Kollektion." The scent and glow of candles set a nice ambiance for creating.

**4** I am always on the go, so my iPad and iPhone are tools that keep me connected when out at meetings and project sites, or traveling.

**5** This was a gift from a Chinese Furniture Designer—a Zenga

wood bird magnetic card holder, which now holds inspirational quotes from my office manager, Laurie, who always has a positive outlook.

**6** My most recent "creative" project, baby Marisa, 2 months old.

**7** I like to hide clutter, so when I am not working on a project everything goes in these floor-to-ceiling built-in storage cabinets I designed for the space.

**8** My favorite writing

utensils are yellow mechanical pencils and highlighters.

**9** These are textile samples that are being used in my signature bedding designs. I like to mix neutral-toned and metallic fabrics in interesting textures.

**10** I like to collect crystals and things that promote good energy.

**11** An important tool of the trade: a tape measure. Never leave home without it! 