

LIVING

Marco interior design guru soars



The Krümm team's touch is evident in the living room of the Madeira apartment, a project undertaken by the company on Marco Island. RANDALL PERRY/SPECIAL TO THE SUN TIMES

Sun Times staff report

Growing overseas interest in American fine art and interior design has prompted local designer Kira Krümm to pursue a wide international market.

Her Kira Krümm Interior Design firm will do business abroad under the name Kira Krümm International Design, according to publicist Elizabeth Hendrix.

Hendrix said the move comes as a result of partnerships with "key industry leaders and cultural collaborations throughout Asia, Europe and the Americas."

The aim is to cultivate long-term industry alliances abroad while continuing a selective focus on regional and national interior design projects.

The international market is familiar territory for Krümm, who has established a strong professional network within the international design indus-

try over the past decade. She published her first hardback book, "Modern Interior Design: The American Collection," in Shanghai in 2009.

"Krümm saw this transition as an obvious and natural progression for her design firm," Hendrix said.

In a release, Krümm said: "It has been the ultimate vision for my company to expand abroad. There is no limit to the range of possibilities when it comes to a creative exchange among cultures in the international marketplace. With the growing interest from overseas markets in fine art and interior design, the window of opportunity has never been so inviting."

The firm also encompasses The Kira Krümm Collection, a signature product line for luxury home décor, and incorporates contemporary fine art represented through Studio International Art & Design.

Krümm

Continued from Page 1D

Every day my associates and I enjoy coming to this exquisitely designed building and working among the best professionals in our industry," said Krümm.

Her interior design firm, Kira Krümm International Design, specializes in full-service, custom interior design, fine furnishings, and home décor for luxury residences. Additionally, her brand includes a signature product line, the Kira Krümm Koastal Kollektion, which consists of luxury home décor including unique, quality furnishings designed with innovation and tailored exclusively to the Southwest Florida lifestyle.

In collaboration with leading industry partners and trade professionals, Krümm has established a reputation for excellence, creating lifestyle environments that are both inspiring and timeless.

"I approach designs artistically and conceptually, considering balance and composition when making selections. My aesthetic reflects the balance of ethereal, coastal elements with a strong focus on duality between soft, textured, organic elements and hard, clean lined architectural materials," she said.

"It is important that the furnishings and architectural details of an interior work together. Often preexisting elements such as flooring materials and millwork will influence the style and color scheme when selecting the furnishings and décor direction. In Southwest Florida there are many traditional

references in existing interiors. For these homes, where a more contemporary style interior is desired, I often recommend a soft contemporary or transitional style for furnishings with a nod to coastal. Each interior is unique because it is inspired by the owner's lifestyle and panache."

Krümm's inspiration comes from her natural surroundings. With color schemes, she suggest beginning with light neutral backgrounds, then introducing contrast and accents in art, accessories, and wood finishes, in keeping with the existing architecture and natural environment.

"I get to know my client's tastes and overall lifestyle as well as determine their design priorities in the home and if there are any pre-existing elements they wish to incorporate," said Krümm. "Although, as a designer, I contribute vision, guide the aesthetic decisions and 'make it happen,' my clients drive the design direction. My objective is to create an environment that our clients will identify with and enjoy."

Each month Miromar Design Center recognizes the talents, loyalty and support of interior design professionals based upon nominations from the center's 45 home furnishing stores. Designers are honored for their professionalism, creativity and commitment to the showroom partners.

— Miromar Design Center is open 9:30 a.m. to 5:30 p.m. Monday through Friday and 10 a.m. to 5 p.m. Saturdays. It is located at 10800 Corkscrew Road, Estero. For further information, call (239) 390-5111 or visit the website at MiromarDesignCenter.com.