

LFDesigns



“Great stories happen to those that can tell them” — Ira Glass



## Introduction

### What is the role of the **HOME** in modern life?

Our homes provide us with relief, safety, and security from the world.

A place to express our innermost thoughts and ideas.

A place to be real, a place to argue, to release, refresh and cleanse.

A place to take care of ourselves.

Be who we want to be.

Experiment with who we want to be.

# THE ART OF DESIGN

## Story telling through design







Home extends beyond a physical structure; it encompasses feelings of security, comfort, and belonging. It's where we find refuge, cultivate memories, and connect with loved ones. For some, home represents a stable foundation for the future, a place to start anew, or a sanctuary from the world. Ultimately, home is where the heart feels most at ease and can be truly itself.







"Authenticity is the daily practice of letting go of who we think we're supposed to be and embracing who we are."  
-Brene Brown

Our lives revolve around our homes. The various pieces of ourselves, the small parts that aren't always free to emerge. The artist, the cook, the reader, the yogi, whatever it is. Whatever our story, it usually takes place within the walls of our home.



# How do we create an authentic container for our lives?

By creating an organic, healthy sustainable reflection  
of our true and best selves.

Sometimes it's easy to just succumb to the idea of  
trendy design decisions. Doing what everyone else  
is doing, but your home is the chance to really step  
into your own authenticity.





# Intention

Creating a home that tells your story.

Filling your spaces with pieces and materials and finishes that resonate with you. Artwork that you love to look at, sculptures and pieces from travels or family members, sheets and towels that are as luxurious as you can comfortably afford. Elevating your life to a curated reflection of where you have been, and where you are going.







# Good Design

All of this is done within the framework of good and honest design. Selecting materials that continue to connect you to nature and the outside- stone, wood, glass, mirrors that reflect the out-of-doors. Optimize air-flow and keep the lines of your pieces clean and modern, help with this. The easiest way to select colors, furniture, and accessories for your spaces is to keep it simple, at least in the beginning. This is a process, when done correctly takes time, in fact, most of your lifetime.