

AS SEEN IN southbay HOMIE

»DESIGN SHOWCASE 2015

THE DESIGNERS



PHOTOGRAPHED BY GREY CRAWFORD



PHIL NORMAN
 Norman Design Group
 23824 Hawthorne Blvd. Studio. 200, Torrance
 310-378-1111
 phil@normandesigngroup.com
 normandesigngroup.com



DESCRIBE THE FEATURED PROJECT.

This project shows a different aesthetic than people might connect us with. We had an amazing connection with our client, allowing a collaboration of beautiful ideas to unravel. The clients entertain frequently and came to Norman Design Group desiring a kitchen that was chic but also efficient for their parties. The kitchen had to flow with the adjacent family room, work well with the catering team and also be great for a family to cook in.

We worked in collaboration with senior designer Elif Karacay to combine high-gloss, lacquered cabinets, a contrasting walnut island countertop, polished concrete flooring and a fantastic pop of tangerine. The entire kitchen was completely reworked, and a new space plan was created, making the kitchen sleek and also very functional.

The family room was very fun to design because we created a mid-century look combined with all of today's modern entertaining must-haves. Peeking over the bar area are incredible, vintage, black and white photos showcasing LA's iconic landmarks by artist Julian Wasser. The white lacquer and walnut combination was brought into this space as well for continuity.

The serene master suite is finished with luxurious linens, Hickory Chair case goods, Phillip Jeffries wall coverings and A.Rudin upholstery.



WHAT MAKES YOUR FIRM UNIQUE IN THIS INDUSTRY?

First, I offer a very approachable and uncomplicated process to what sometimes can be a very intimidating journey for our clients. Secondly, we hold all interior products and quality of work to a very high standard of knowledge.

WHAT IS THE MOST VALUABLE SERVICE YOU OFFER TO CLIENTS?

I make sure the bridge between architectural detailing and interior decoration is seamlessly integrated. Once we receive the architectural plans for a house, we draw all of the millwork and architectural details. We also select all finishes, stone work, tile and furnishings to complete a home with the final touches that flow nicely together.

WHAT FIRST SPARKED YOUR INTEREST IN THIS INDUSTRY?

A little unknown fact about me: I will sometimes joke that I was born and raised in the design capital of the world, Iowa! However, growing up in the Midwest had its benefits because it offered many weekend estate sales my mom would drag me to. She used to buy old armoires, dressers and side tables and refinish them in our garage to be placed in our home. I was fascinated at the before-and-after transformations she crafted and how they looked so different in our house when she was finished. The interior design industry offers so many creative transformations, and that is why I believe I am so passionate about my career.