



ABOVE: Potthast Design worked with Jamie Stern on a custom diamond-pattern area rug that provides an elegant platform for the great room's furnishings. A white Yamaha baby grand piano pops against the green tropical landscape. Sumptuous seating, including a lavish built-in window seat, wraps the space in comfort. Old Biscayne's two-tiered white cocktail table and a white-topped cane side table from Worlds Away connect visually to the piano's silhouette.

Paradise Persuasion

IN LONGBOAT KEY, A CONDOMINIUM ECHOES ITS IDYLIC BEACHSIDE SETTING WITH ELEGANT COASTAL DESIGN TOUCHES AND AQUA ACCENTS GALORE

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POTTHAST DESIGN, ST. PETERSBURG, FL
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ABOVE: To avoid demolishing the existing tile floor, the homeowners floated luxury vinyl tile flooring in the foyer and throughout. A Kate Spade lighting fixture illuminates the entrance, defined by a textured Stark area rug. A Mercana beaded mirror punctuates a white rattan console table from Elk.

“The condo has access to a private beach with silky, soft white sand visible from the windows,” says designer Chelsea Potthast. “To echo this picturesque setting, our team drew inspiration from the light aqua Gulf waters and the sugary sand.”



AFTER JUST A FEW DAYS of surf and sun in Longboat Key, a vacationing couple fell in love with the area. The romance endured and by the next year, the husband and wife had purchased a unit in the same complex they had visited, sight unseen.

The charm is obvious. The gleaming mid-century building, located in an exclusive community within the lavish Longboat Key Club, is surrounded by the Gulf of Mexico on two sides and offers private beach access. And just a few miles away, Sarasota’s quaint St. Armands Circle awaits with the area’s best shopping and dining options.

“Our new home lets us enjoy the beautiful views of the Gulf and the peacefulness of the surrounding nature,” says the owner. “We love having close access to St. Armands and the rich culture of Sarasota.”

After acquiring the 1,900-square-foot, three-bedroom residence, the couple immediately hired St. Petersburg designer Chelsea Potthast to oversee an interiors overhaul. “The project’s goal was to elevate design and functionality and breathe new life into the spaces to create a sanctuary of tranquility and style,” says Potthast, who wasted no time in hiring vendors, including Creative Kitchens & Baths and Campbell Cabinetry Designs, once her design vision was approved.

ABOVE: The great room’s Samsung Frame TV doubles as artwork and blends into the interiors when not in use. It hangs above a pale aqua-tinged media cabinet accentuated with blue David Francis Chippendale chairs dressed in Schumacher fabric. A gold mica-flecked Wolf-Gordon wallcovering creates a textured feature wall accented with a pair of Wildwood Home sconces.



A brilliant white chandelier from Oly Designs complements a dining table from Villa and House and a mix of bamboo chairs from David Francis. A seascape print by Dana Gibson enhances the beachy color palette.

Custom cabinetry in aqua from Campbell Cabinetry Designs outlines the kitchen's perimeter, along with a tile backsplash from Tile Bar. Zeus quartzite countertops and GE Café appliances in matte white and rose gold lend an elegant aesthetic.



“During our first meeting with Chelsea, we asked her to create a space that emanates quiet beauty,” says the homeowner. “And she did exactly that, providing us with perfect choices and guiding us through the entire process. Chelsea and her team worked directly with the vendors and contractor, and handled every detail to ensure we were completely satisfied. They were amazing.”

The apartment's design aesthetic merges with its private beach setting of silky white sand and blue water visible from the windows. To echo this picture, Potthast and her team drew inspiration from the light aqua Gulf waters and the sugary sand, and enhanced the design with navy and coral accent hues. “While we sought to employ the golden rule of ‘form follows function,’ we did not compromise on aesthetics,” says Potthast. “The furniture and fabric selections also played a pivotal role in channeling the renewed ambiance of the condo.”

The Northeast owners primarily use this property as a vacation home and they love hosting their friends and

BELOW: An aqua palette flows into the guest bath, with a custom vanity topped in Calacatta marble. An opaque white lighting fixture from Visual Comfort echoes the lustrous sheen of a mother-of-pearl mirror from Regina Andrew.



entertaining family for the holidays. “We really enjoyed the creative latitude that the client afforded us on this project,” says Potthast. “We were able to maximize the aesthetic of each room by replacing all the finishes, adding gorgeous light fixtures throughout, as well as all-new furnishings, mirrors, artwork—you name it.”

To befit the grand proportions of the great room, a massive sectional sofa upholstered in plush performance fabric takes the spotlight, along with a glossy white baby grand piano. Swivel lounge chairs dressed in aqua-toned fabrics emanate casual comfort while maintaining a crisp, contemporary appearance. Potthast also chose a custom-designed, diamond-patterned area rug to anchor the space and generate an elegant landing for the abundance of furnishings. “We opted for a Samsung Frame TV for its slim profile and ability to blend into the interiors when not in use,” notes the designer. “For the media unit, we went with a pale custom color, instead of white or wood, and added gold mica-flecked wallpaper behind it to bring texture and elegance to an otherwise plain wall.”

With the help of Campbell Cabinetry Designs, the reconfigured kitchen facilitates a seamless flow between dining and living spaces. The tile backsplash composes an essential focal point covering the entire back wall of the unit. “Here, we opted for a subtle and elegant stone basketweave mosaic to brighten the room

BELOW: A challenge due to its space limitations, the twin bedroom embodies Old Florida charm with its matching David Francis bamboo headboards coated in a green lacquer finish. Custom bed linens introduce bold canary-yellow accents embellished with bolster pillows upholstered in a Scalamandré tropical print with Fabricut trim. A woven nightstand from Four Hands sports a palm tree-inspired lamp from Worlds Away.



The primary bedroom’s views are maximized by window treatments framing the Gulf of Mexico. Soft shades from Horizon Window Fashions pair with side panels made of Calvin Fabrics from Ammon Hickson for a clean, beachy aesthetic. Showcasing the room’s ample proportions, a bamboo-inspired bed from Old Biscayne blends with white Villa & House nightstands and Chelsea House lamps.

Dressed in tranquil turquoise and aqua hues, a guest bedroom features a tropical-inspired Old Biscayne bed with a headboard upholstered in a patterned fabric by Dana Gibson for Duralee. A playful agate pattern fabric from Kravet covers a Lexington Home occasional chair.



and give a nod to Old Florida style,” says Potthast. “Sleek GE Café appliances and soft aqua cabinetry elevate the design.”

Deeper aqua tones energize the guest bedroom and bath, lending a beach-inspired aesthetic enhanced with mother-of-pearl accents, luminous gold hardware, and bright white furnishings. Infused with an unexpected splash of color, an adorable twin bedroom wows with vibrant green, canary yellow, and brilliant coral red colors. But the ultimate retreat awaits in the primary suite, with a mesmerizing panoramic vista of the Gulf of Mexico. Potthast enhanced the view with ethereal drapery panels that frame the ever-changing seascape.

“We are so grateful to have found Chelsea and her talented craftspeople to help us create our sanctuary in Longboat Key,” says the homeowner. “We love spending time here with family and friends, and we feel truly blessed to share our piece of paradise with the people we love.”

BELOW: In the primary bathroom, a calming white palette enhanced with gleaming gold plumbing fixtures, gold Hickory hardware, and gold-trimmed vanity lights from Elk Lighting creates a glamorous vibe. Elegant Shadow White quartzite tops custom cabinets from Creative Kitchens & Baths for a luxurious finish.



SOURCES
GREAT ROOM
Sofa – Bernhardt, [bernhardt.com](#)
Club chairs – Bernhardt, [bernhardt.com](#)
Cocktail table – Old Biscayne Designs, [oldbiscaynedesigns.com](#)
Side table with wicker – Worlds Away, [worlds-away.com](#)
Drink table with gold legs – Chelsea House, [chelseahouseinc.com](#)
Floor lamp – Wildwood Home, [wildwoodhome.com](#)
Sconces – Wildwood Home, [wildwoodhome.com](#)
Wallcovering – Wolf-Gordon, [wolfgordon.com](#)

Area rug – Jamie Stern, [jamiesterndesign.com](#)
FOYER
Console – Elk Home, [elkhome.com](#)
Lamps – Wildwood Home, [wildwoodhome.com](#)
Mirror – Mercana, [mercana.com](#)
Ceiling fixture – Visual Comfort, Miami, FL
Area rug – Stark Carpet, Hollywood, FL
KITCHEN AND DINING AREA
Kitchen cabinetry designed by Potthast Design, St. Petersburg, FL, and fabricated by Campbell Cabinetry Designs of Sarasota, Sarasota, FL

Stools – Essentials for Living, [essentialsforliving.com](#)
Table – Villa & House, [vandh.com](#)
Chairs – David Francis, Vero Beach, FL
Fabric – CW Stockwell, [cwstockwell.com](#)
Chandelier – Oly Studio, [olystudio.com](#)
Bar – Campbell Cabinetry Designs of Sarasota, Sarasota, FL
Wallcovering – Tile Bar, [tilebar.com](#)
POWDER ROOM
Cabinetry – Creative Kitchens and Baths, Longboat Key, FL

Mirror – Regina Andrew, [reginaandrew.com](#)
Lighting – Visual Comfort, Miami, FL
GUEST BEDROOM
Bed and headboard – David Francis, Vero Beach, FL
Bedside chest – Four Hands, [fourhands.com](#)
Lamp – Worlds Away, [worlds-away.com](#)
PRIMARY BEDROOM
Bed and headboard – Old Biscayne Designs, [oldbiscaynedesigns.com](#)
Dresser – Villa & House, [vandh.com](#)
Bedside chest – Worlds Away, [worlds-away.com](#)
Lamps – Worlds Away, [worlds-away.com](#)

Dresser – Worlds Away, [worlds-away.com](#)
Chair – Lexington Home Brands, [lexington.com](#)
GUEST BEDROOM
Poster bed– Old Biscayne Designs, [oldbiscaynedesigns.com](#)
Headboard – Dana Gibson, [danagibson.com](#)
Bedside chest – Villa & House, [vandh.com](#)
Lamps – Chelsea House, [chelseahouseinc.com](#)
Dresser – Villa & House, [vandh.com](#)
GUEST BATHROOM
Cabinetry – Creative Kitchens and Baths, Longboat Key, FL

Lighting – Elk Lighting, [elklightinglights.com](#)
THROUGHOUT
Builder – Creative Kitchens & Bath, Longboat Key, FL
Pillows and bolster pillows designed by Potthast Design, St. Petersburg, FL
Pillows and bolster pillows fabrics – Kravet, [kravet.com](#); Jim Thompson, [jimthompson.com](#); Duralee, [duralee.com](#); Fabricut, [fabricut.com](#); Perennials, [perennialsfabric.com](#); Pindler, [pindler.com](#); F. Schumacher & Co., [schumacher.com](#); Nina Campbell, [ninacampbell.com](#); Houles, [houles.com](#); Manuel Canovas, [manuelcanovas.com](#); Samuel & Sons, [samuelandsons.com](#)