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HOME TOUR

Channelside Condo Inspired By Clean Lines, Modern Shapes, Sculptural Metals, and Cool Colors

By Amy Lamb | Photography by Amy Lamb, Native House Photography

When interior designer Chelsea Potthast of Potthast Design and her business partner and Realtor Craig Kincheloe met in high school, they never would have imagined that they would work together to complete a full renovation for a client twenty years later.

Kincheloe, based in Tampa, who focuses on selling and sometimes “flipping,” lost touch with Potthast during the years she was honing her design practice in Los Angeles. They reconnected on social media in 2017, when Craig discovered that Potthast had opened her own interior design firm in her hometown of Saint Petersburg. At the time, he was in the middle of a renovation on an investment property, and needed some design consulting. “I actually never set foot in the space, and I was able to assist him virtually to complete much of his project,” says Potthast.

Fast forward to 2020, Kincheloe reached out to Potthast again when buyers asked him to administrate construction on their newly purchased condo at Towers of Channelside. “Craig has a matchless way of connecting with clients and has great taste, but he knew he needed me to work with him to select all the finishes and fixtures,” Potthast recalls. “This particular client also needed every piece of furniture for their new place, as he had sold their prior home furnished. I jumped at the opportunity.”

From prior consulting with Kincheloe, Potthast knew that they worked well together. “We both have excellent communication skills, except when Craig is too busy selling property to take my calls,” she laughs. While both maintain a high level of taste, and balance each other in design aesthetic, they sharpen one another by talking through challenges, laughing at themselves, and taking time to celebrate their wins. “We have obvious professional chemistry,” Potthast says. “I believe our success is rooted in our individual passion for our professions, our collective commitment to pursuit of excellence, dedication to personal and professional growth, and desire to have fun with clients amidst the pressures and challenges our industries bring.”



Interior designer, Chelsea Potthast of Potthast Design, and her business partner, Realtor Craig Kincheloe.

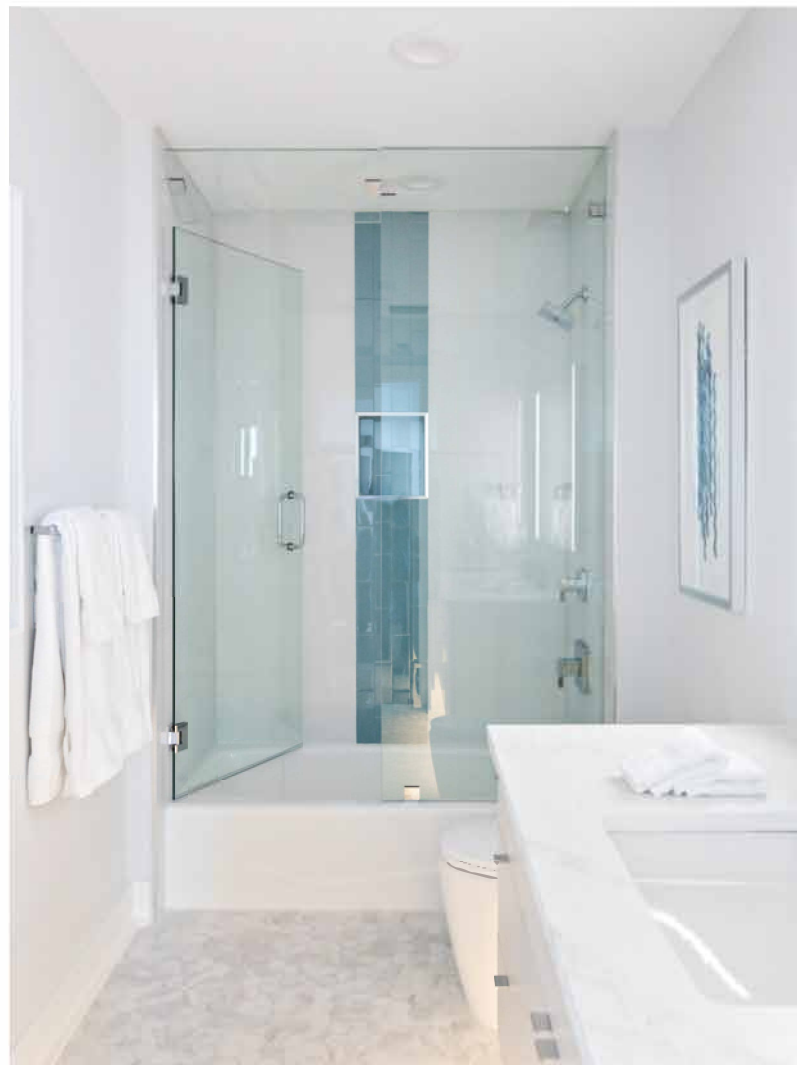




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This project was no exception. The high in the sky residence on the twenty-fifth floor, is one that Potthast and Kincheloe completely transformed from a nondescript stark interior, into a home that their clients absolutely love. Their clients' previous residence was a beach house with a very coastal aesthetic, and they literally wanted everything nearly opposite of what they had, a home that felt clean, light, white, bright, modern, and rich. "Chelsea is extremely detail oriented," says Kincheloe. "She took the space planning into account first and foremost, to ensure that each design element on our clients' wish list would fit properly in the space."

Potthast took cues from the gorgeous vistas the unit provided, and sought inspiration from her time spent in Miami and Los Angeles. She saw an amazing opportunity to inject a sense of place into the design, utilizing blues from sky, aqua from water, and flashes of colors from sunrise and sunset. While she employed clean lines, modern shapes, sculptural metals, and a cool color palette, she wanted to strike a balance with the contemporaneity and ensure a feel of warmth. "We cozied it up through a curation of sumptuous rugs, luxurious fabrics, and bespoke furnishings, and utilizing a myriad of wood species," says Potthast. The space is enhanced through layering in whimsical artwork, distinguished objects, and electrified lighting she refers to as 'jewelry.'

Both Kincheloe and Potthast agree that their biggest challenges throughout the duration of the project were, of course, the effects of the pandemic. "We experienced delays galore, oversold construction finishes and fixtures, transit-damaged items; honestly, you name it, and we had the issue," says both Kincheloe and Potthast. "We did not anticipate encountering the supply chain issues as we were also faced with a tight timeline." Nonetheless, they managed to complete the project with a beautiful, functional space, and most importantly, delighted clients. **M**



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