



Snell Isle *living*

AN EXCLUSIVE PUBLICATION FOR THE RESIDENTS OF SNELL ISLE

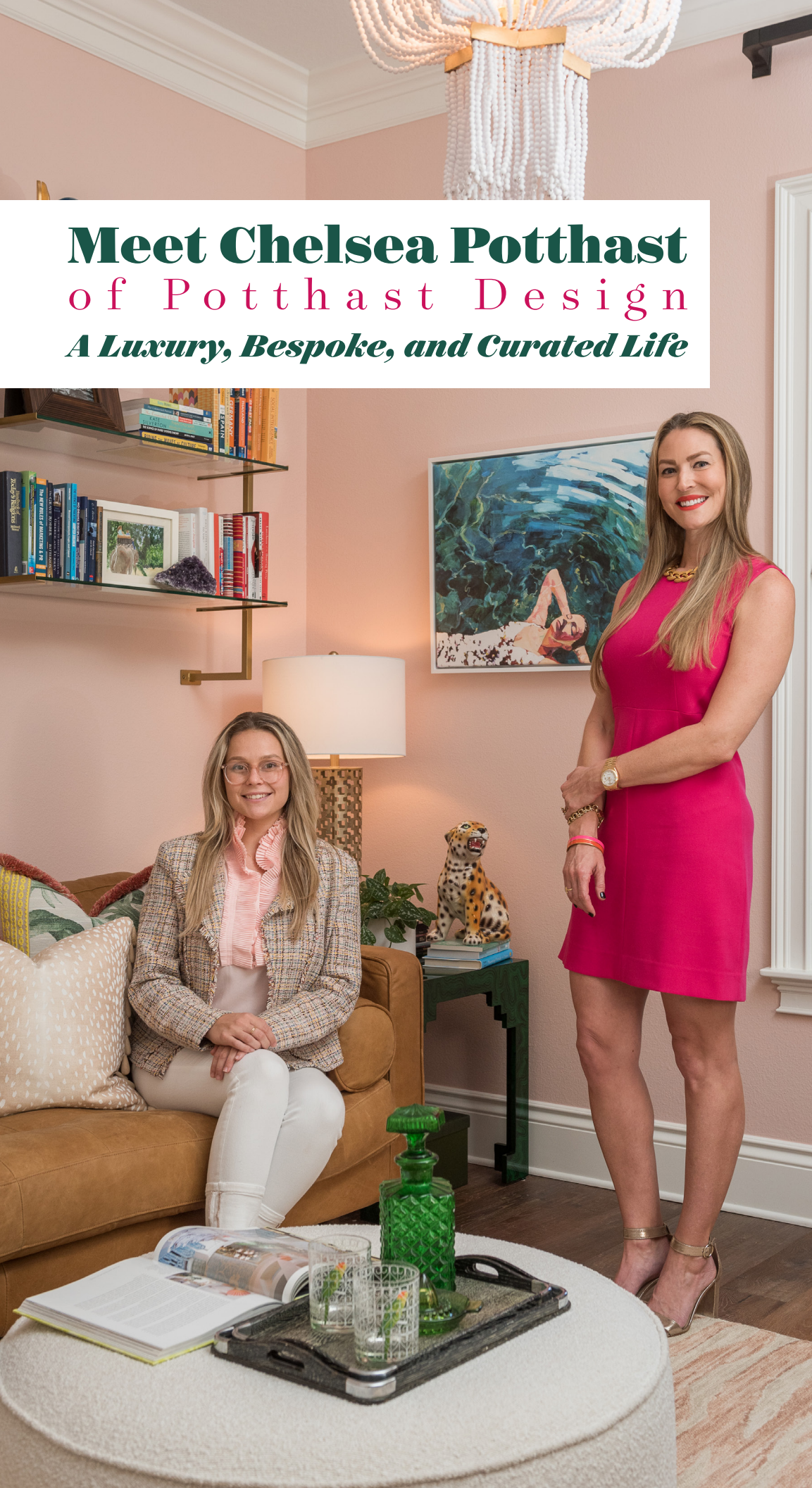
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Meet Chelsea Potthast of Potthast Design *A Luxury, Bespoke, and Curated Life*

sponsor spotlight

Written by **Elizabeth McCabe**

Potthast Design is committed to exceeding expectations. Principal Designer and Owner Chelsea Potthast states, “We specialize in a professional and client-centered approach to creating distinctive, bespoke, and luxury interior design, and move our clients through all facets of construction and design as seamlessly as possible. We manage all moving parts; construction administration, selection of interior finishes, space planning, and, of course, the design and installation of furnishings.”

A Luxury Experience

“We follow our clients’ lead on desired interaction within the design process. Some clients love an immersive experience, while others prefer a more hands-off approach. Whatever the prerogative, we simplify matters and actualize design goals. And maybe, just maybe, we all have a little fun in the course of it all,” Chelsea laughs.

While she has had great success and enjoyment working alongside developers and business owners to design hotels, vacation rentals, multi-family projects, and even commercial spaces, her favorite projects are luxury residences and vacation homes. “Working with clients on their homes is where my passion lies. I enjoy *every* project, of course, but the firm excels in custom design. We get to know our clients, understand how they live, discover their wants, needs, and subsequently define a scope of work and critical path to project completion. “Knowing our client is happy is the true reward,” she continues, “and watching their faces light up as they imagine their new space is utmost gratifying. We go above

and beyond to ensure that our clients are delighted and provide them the best design possible.”

One of Potthast Design’s favorite projects was working with a lovely resident of Snell Isle. Deb Fusek, who recently launched her business, EverParent Coaching, wanted a fresh and inspiring space in which to grow her company. “We transformed Deb’s home office into a tropical and playful space in which she can accomplish serious work,” says Chelsea. Chelsea’s talent and Deb’s high taste level synergized famously to fashion a stunning space that is most importantly, highly functional.

A Curated Process

Potthast Design begins client engagement by scheduling a fifteen-minute discovery phone call. It is quick and informational. “We learn about their project, what they are looking to accomplish, and mutually assess if we are suited to work together.”

Chelsea then meets with the client to establish project goals and the scope of work. “We recommend architects and builders to collaborate with.” Once architectural plans are drafted, Potthast Design carefully reviews them, paying special attention to the overall space plan. Then the design meetings begin! They pre-select distinctive, luxurious options for each construction finish and layer in the furnishings. “We thoughtfully design each room with the understanding that our client’s most valuable resource is time, and streamline the process to show them only items they cannot live without!”

No detail is overlooked at Potthast Design. “It is a most engaging experience for all team members; builder, architect, and our client, at a magnified level. We design a collective aesthetic across all design elements; architectural, finishes and fixtures, furnishings, bed and table linens, barware, and everything in between!” exclaims Chelsea.

A Bespoke “Herstory”

Chelsea’s undergraduate degree in Apparel Design and Technology from Florida State University set the stage in the study of all things color, shape, and textiles. Despite a promising career in the Los Angeles fashion industry, she pivoted to her love of interior design which prompted a return to education at UCLA’s Master of Interior Architecture program. While in California she worked for prominent interior designers with high-profile clients, which instilled best practices in design, business, and client relations; all things foundational for a successful design firm.

A native of Saint Petersburg and Snell Isle, Chelsea returned to her hometown in 2016 to establish Potthast Design. “After designing projects domestic and international, I was drawn back to the area by the opportunities for major growth and development. The firm is excited to be involved at the ground level of progress and can’t wait to work with the many new



wonderful people relocating to our ‘Sunshine City’ and the incredible state of Florida,” she smiles. “I get to meld my artistry and creativity with our beautiful environment into our clients’ lives in a way that truly helps them. Pinch me!”

The firm is also delighted to be an active sponsor of Habitat for Humanity Pinellas-Pasco and is especially involved in the Women’s division, “Hammers and Heels.” Chelsea teaches classes on ‘Designing with a Budget’ as part of the new homeowner curriculum. “We are over the moon to have found a philanthropy that we can get behind, and firmly believe in Habitat’s “hand-up” approach of changing poverty through education.”

Working with Chelsea is a luxury, curated, and bespoke experience. “While we have daily challenges, we believe it is paramount to have fun and celebrate,” she says. “We have a whole lot of fun!” and her clients enjoy it, too.

For more information, please visit www.potthastdesign.com.