

T A M P A B A Y METRO

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Celebrate The Florida Lifestyle

By Ronda M. Parag
Interior Design by Potthast Design
Photography by Bos Images

Potthast Design approaches each project with the client at the center. From the initial engagement, and throughout the life of the project, the measure of collective collaboration is as engaged and immersive as the client wishes. The firm believes the greatest measure of success is found in the delight of the client. Some truly enjoy the design process, while others view interior design as a task to be completed.

Chelsea Potthast of Potthast Design believes the core of her success lies in her combined dedication to her craft, sound business practices, and her fundamental dedication to the persistent pursuit of excellence.

Potthast Design specializes in creative and distinctive design and functional space planning, with well-defined disciplines in place for implementing their projects.

For this particular project, Potthast wanted to fashion an imitable resort-like milieu for her clients at their waterfront home which would celebrate the Florida lifestyle, with a touch of whimsy experienced through color and pattern. The renovation and design challenge began with Potthast's immersion understanding the clients' lifestyle and desires for how they want to live.





Potthast's hands-on approach alongside a team of outstanding architects and builders, together produce principled projects dedicated to perfection. Her formula is a proud combination of utilizing superior materials, thoughtful architecture and design, utmost comfort, and alas, supreme and refined luxury.

Her need to create perfect form and

function to maximize the space began with sourcing timeless and beautiful finishes that the family would enjoy for years to come.

She then began to develop the design of perfectly scaled casually glamorous furnishings. She fashioned custom rugs and sumptuous upholstery in shades of sand, soft aquamarine and bright blue, rich print and detailed

pattern that married 'Old Florida' with timeless modern. Radiant light fixtures shimmer and chandeliers illuminate the space, almost as if selected from the Queen's jewel box.

Through close relationships with her loyal craftsmen and artisans, upholsterers, and suppliers, Potthast Design engineers their projects with exceptional construction finishes,



stunning plumbing fixtures, and innovative appliances and equipment. They hand-select and employ the highest quality materials and textiles to craft bespoke furnishings and light fixtures, curate extraordinary artwork and exceptional accessories, as well as fine linens and stunning tabletop items.

A maximalist's dream home came to fruition; sophisticated, elegant, yet livable and fun. The firm's paramount attention to every and all detail is what makes working with Potthast Design a perfect match. **M**

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