

ST. PETE LIFE

MAGAZINE LIVE WORK PLAY



Special Feature
Women in Business

Courageous Conversations
New Mayor Ken Welch

Chelsea Potthast Potthast Design Luxury. Curated.Bespoke.

Chelsea Potthast, Principal Interior Designer and President of Potthast Design is a Saint Petersburg Native. After spending years in Los Angeles learning from some of the design industry's most prominent names, she returned to her hometown of Saint Pete to establish her vision for Interior Design.

Potthast Design approaches each project with the client at the center. From initial engagement throughout the life of the project, the collaboration is as engaged and immersive as the client desires, and as fluid as the project dictates. Chelsea believes the greatest measure of success is the delight of her clients.

At the core of Potthast Design is the pursuit of excellence. They specialize in distinctive and exceptional interior design, functional space planning, with a dedication to the creative process and best business practices.

Chelsea works closely with outstanding architects and builders to produce projects which utilize the optimum combination of superior quality materials, inventive architecture, visionary beauty, supreme comfort, and refined luxury.

Potthast Design considers their engagement of talented craftsmen and artisans, loyal fabricators, and meticulous upholsterers, as well as their designer "to the trade" suppliers, equally essential to each project. The firm makes use of the highest quality design materials, employing exceptional finishes, plumbing fixtures, and elite and innovative equipment. They incorporate rare wood species and rich textiles in sumptuous solids, stunning prints and patterns to craft bespoke furnishings. Radiant lamps and light fixtures are the jewelry which illuminate the total design. Potthast's curation of extraordinary art collections, exceptional accessories, fine linens, and eye-catching tabletop and bar items is truly remarkable.

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Florida Living

PHOTOS/BOS PHOTOS



Luxury Snell Isle Renovation Embraces Florida Lifestyle



A sprawling 5,200-square-foot, 5-bedroom, 6-bath waterfront home on Snell Isle was given a facelift by Leslie Gross with Constructive Design Services. The complete renovation of the dated Tuscan style home into a transitional modern design included moving the existing pool, adding a remote-controlled pergola with outdoor fireplace and outdoor kitchen, along with opening the interior to the exterior for true Florida living.

Modern bronze sunshades cover an arched entry and arched windows on the front to help with the transition. Black steel and glass entry doors and Euro-wall sliding panels along the back of the home and off the courtyard help complete the transition to a clean modern Florida home.

A Julian Chichester gilded table makes a grand statement in the entry. This table also serves to showcase more of the homeowner's extensive art collection.

The new homeowners moved to St Petersburg to be near their daughter's growing family and needed the home to be family friendly yet express their passion for good design and showcase their fabulous art collection. When it came time to find just the right statement

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pieces and help create and coordinate the custom window treatments and colorful pillows, Gross called on her friend Chelsea Potthast, of Potthast Design, who has an incredible eye for fabulous furnishings, colors, textures, and patterns.

The homeowners wanted a multi-purpose, playful space with indoor/outdoor living as they can be found with the doors thrown open most days and evenings. The courtyard fireplace is usually going on chilly mornings and evenings, and the courtyard fountain is a welcoming sound for guests. Potthast added brilliantly colored pillows to the outdoor banquet eating area by the new state of the art pool and to brighten up the modern Restoration Hardware outdoor furnishings.

The heavy, ornate Tuscan feel of the interior was replaced with a modern iron railing, a modern beveled shell stone and black steel fireplace with modern square lighted niches to showcase the owner's collection of sculpture pieces. A custom bar with backlit stone completes the bar area, just steps from the pool.





Whimsical wallpaper, textural window treatments, sumptuous rugs, and furnishings upholstered with luxurious fabrics layer into bedrooms. The media room is a cozy rainy-day respite complete with arcade games, memorabilia, and family photos. The team created the soothing space complete with a starry light acoustical ceiling.

"We loved the clients' eye for detail and design," said Gross. "Their taste level and whimsy made this immersive project so much fun and challenged us to provide the best design possible."

For more information, please visit www.constructivedesignservices.com and www.pothastdesign.com 

