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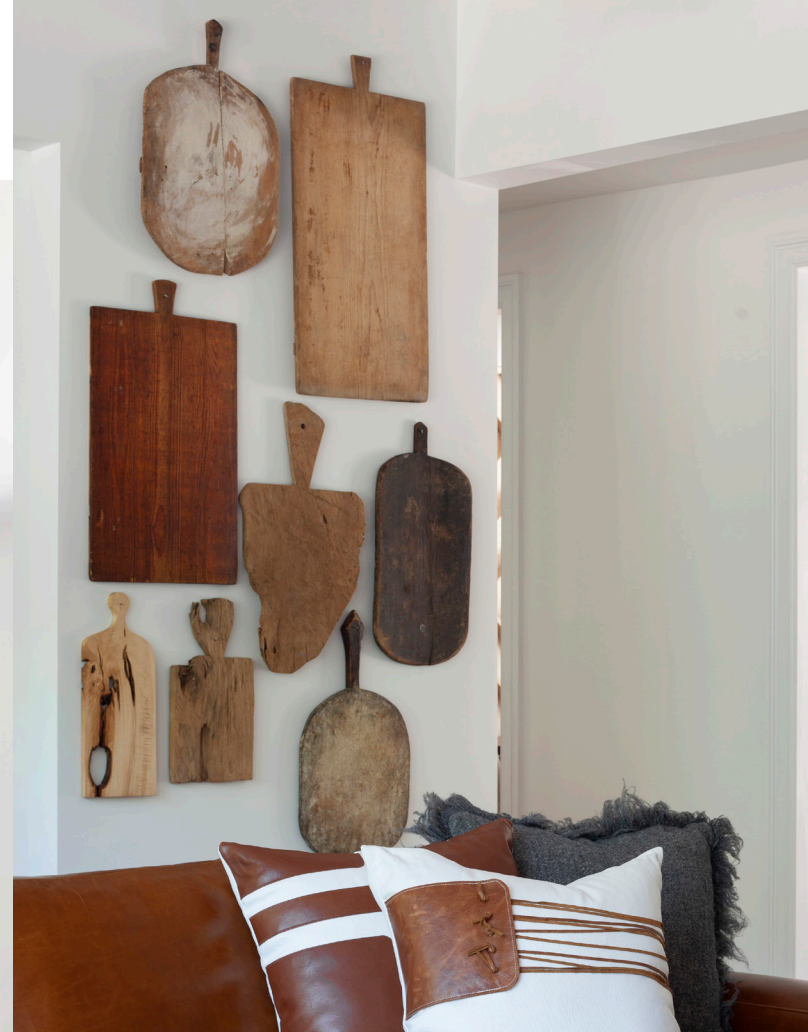
EXCLUSIVE

*A contemporary  
entryway, dining  
room, and staircase  
designed by the  
talented Beth Keim of  
Lucy and Company.*

## THE DESIGN ISSUE

Gorgeous interiors from Charlotte's finest designers including Beth Keim, Amy Vermillion, Jaclyn Ehrlich, Lisa Sherry, and many more.





BETH KEIM, OWNER AND PRINCIPAL DESIGNER OF THE CHARLOTTE-based Lucy and Company, was the creative force behind this lakeside design overhaul. As a Fine Art major and a self-taught designer, Beth's love of art influences her choices on just about everything, she says.

Beth, who has been in the industry for 20-plus years, designs spaces that often revolve around similar shades with one accent color, and lots of layered natural fibers, textures, wallpapers, and artistic styles.

**“A space needs a combination of new and old with really nothing mass-produced.”**

“While my style has evolved and changed over the years, I have noticed I am more and more content with a neutral pattern overloaded with texture. But more than anything, a space needs a combination of new and old with really nothing mass-produced,” she explains.

Unique, carefully-selected lighting and eye-grabbing art are the keys of any Beth Keim design—as evidenced in this Lake Norman gem.

The home, lived in by a young, active family of seven, required about



eight months of total renovation, aided by the contractors at Corbin Homes. This included taking out vaulted ceilings to allow for more bedrooms upstairs while also adding in a cozy feel without the dead air and wasted space. The house is comfortably large at 9,000 square feet with seven bedrooms, four full and two half-baths, plus a music room, family room, and a full basement media/living space.

“It was clear to me from the beginning that I needed to keep this house cohesive,” Beth explains. “When this particular client loved the vibe of my own mountain house and feel of my office, I knew this would be a great relationship in that most of the things I loved style-wise, they did as well.”

Lucy and Company’s primary goal this time was to avoid over-designing, and to keep the spaces throughout the house clean and clutter-free. This project, meant to accommodate such a large family, was all about unity and togetherness.

Beth describes the overarching aesthetic as “a big dose of Scandinavian mixed with mid-century pieces and a good deal of collected vintage ones, too.”

The full basement, which houses the large, U-shaped sectional, was one of the most important rooms in the house: Its main purpose is family movie watching. The kitchen and family rooms are also the hearts of the home, so Beth kept both simple and livable with just a few key pieces.



“A successful project comes with a great deal of trust.”

The lighting throughout is unique but streamlined, with an abundance of interesting shapes and textures. Beth used plenty of local vendors to tie the home together: The appliances were sourced through Ferguson, hardware by Bird Decorative Hardware, and cabinets by Eudy Cabinetry. She also pulled in two of her favorites tradesmen, Jacob Wolfe and Tuan Le (of 2dash!) for an entirely new banister and re-worked front door. Most of the accessories Beth sourced came from various antique shops, and she used art by Scott Kerr and Keith Keim.

“A successful project comes with a great deal of trust on the part of the client in allowing us to do our job and create an overall cohesive and well thought-out plan and installation. This project by far was one of the smoothest from a logistics standpoint,” Beth effuses.

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