Z&CO
design group

October **2023** Newsletter

Hello, Friend!

Have you ever wondered where interior designers shop for furniture? Or how to make a room feel more spacious?

In October's edition of The Z & Co. Monthly, we're sharing our best shopping tips and talking the latest in interior design. Join us on a tour of our newly wrapped project in Buckhead, plus discover the area in your home you definitely don't want to overlook!

'Til No One is Hungry

Don't miss the opportunity!
JOIN US IN FEEDING THE HUNGRY
Please read the terms and conditions in caption below
@zandcodesigngroup

Z & Co. Design Group is teaming up with Georgia Mountain Food Bank to collect donations to help end local hunger. 1 in 8 Georgians struggles with hunger and just $10 can provide 50 meals for those in need. We will be gift-matching a large portion of donations made, **doubling the impact** of your generosity to support our neighbors in need.

In November, Z & Co. is giving away a $500 Walmart gift card to a family in need. If you know of a family who could benefit, please nominate them and share their story with us.

Donate **Nominate**

Featured Project

Project Carmain | Buckhead, GA

We worked with lots of wallpapers and textures throughout Project Carmain and really fine-tuned the mix of classic and current, like pairing modern art with 75-year-old vintage Turkish rugs. Each room in this home took on such a personality, yet this renewed traditional design still feels cohesive and flows from space to space…

View this project

Blog Alert

Wondering where interior designers shop for furniture?

In our latest blog, we share where the Z & Co. **designers source furniture** from and which Atlanta stores they turn to for quality pieces and decor. Plus, we reveal how custom ordering works and how you can pay less than retail.

Read our blog

What's Trending?

Statement transitional spaces are in! Instead of simply a path from one room to the next, hallways and entryways are becoming more real estate to add character and interest to the home. This art piece from artist Caleb Mahoney is one of many items that make the entryway at Project Carmain an instant conversation starter and a preview of the distinctive design choices throughout the residence.

Insider Tips

Making a room feel more spacious has all to do with your selected furniture. Incorporate furniture with exposed legs so pieces appear to hover or be elevated off the floor, creating an openness in the space. Transparent furniture made of glass or acrylic is also a go-to because it is less visually obstructive. Then, you can install wall-mounted shelves, cabinets, and even TVs to free up floor space. Lastly, place a large mirror on one wall to reflect light and create the illusion of depth.

Q&A: When updating a room, what element do you start with?

A: When updating any space, it's important to have a "jumping off point". It could be an existing piece of furniture that has to stay, a hard finish that you cannot change, or even a piece of art that you have fallen in love with. Once you have something that inspires you or constraints that you have to work within, we can start creating a space designed around that element.

If you truly have a blank space to work with, then we start with a conversation. We have to understand how you want the room to be used and what design elements you like and just as importantly, do not like. We ask extensive questions to create a design direction and apply the client's needs and desires to each space.

Submit a question for a chance to have it answered here, in our newsletter!

Submit question

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