

# Fauxology: Studying the Visual Magic of Faux Finishing and Interior Design (brought to you by Garay Artisans)

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## Faux-cus on the Pros: My Design Secrets

Faux-cus on the Pros, Inside In-faux April 25th, 2008

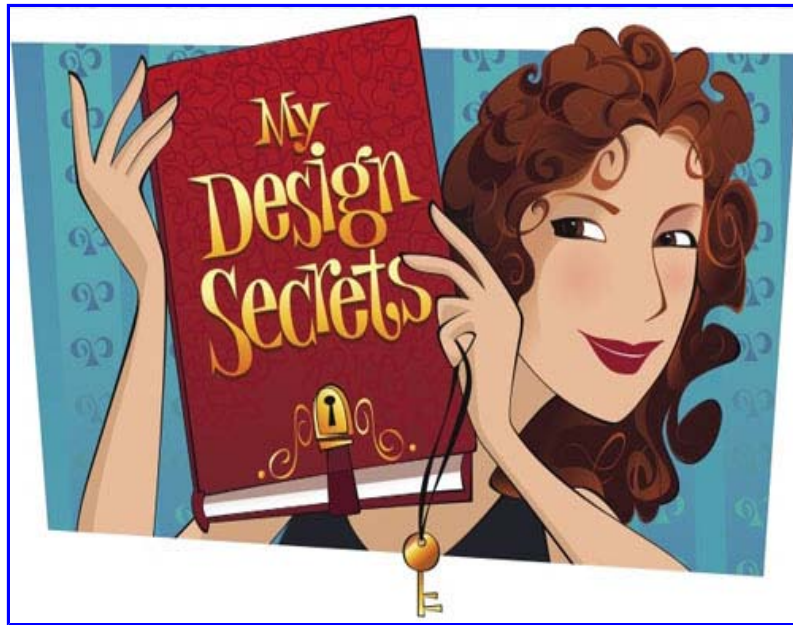
I recently received my [ASID](#) newsletter and it contained a mention of interior designer Lorrie Browne and the two wonderful websites that she manages: one for her business, [Lorrie Browne Interiors](#), and the second, a website & blog called [My Design Secrets](#) (an online design resource). After perusing both sites, I thought it would be fantastic information to share with the Fauxology blog readers. I contacted her immediately and she graciously agreed to our Faux-cus on the Pros interview.

***Tell us a little about yourself, your company and its philosophy and style.*** Oh, where to start? I am high-end residential interior designer in Wellington, FL. This area is known as home to the Winter Equestrian Festival, so we have a lot of seasonal clients who are only here for 3-4 months. I have been working on homes in this area and out of state since 1996 and I love it. The philosophy of my company has always had two equally important facets:

- 1) To provide my client with beautiful, comfortable environment that reflects their lifestyle and personality; and
- 2) To make it a comfortable and enjoyable experience that is well organized and on schedule.

***How did you begin this career path?*** It's definitely been "the road less traveled". After getting my MBA in finance I worked as a financial analyst, which did not provide me the creative outlet I needed. I went back to design school but I am grateful for my business background because it's been VERY helpful. But honestly, I don't think I am so unusual. As time passes I have met so many people who have totally changed their life's course to arrive at the right spot. I like to say, "You have to break the mold to feed your soul".

***Where do you see interior design heading in the future?*** Our field has changed a lot over the past 5-10 years. With so many people taking advantage of the information provided on the internet our clients have more information than ever. People have access to so many sources but they still need professional advice, so I think we will be doing more hourly consulting work. Because so many people like to shop online, I started another website called [My Design Secrets](#) that helps people decorating their own homes with a database of over 500 vendors categorized by style and wonderful professional tips.

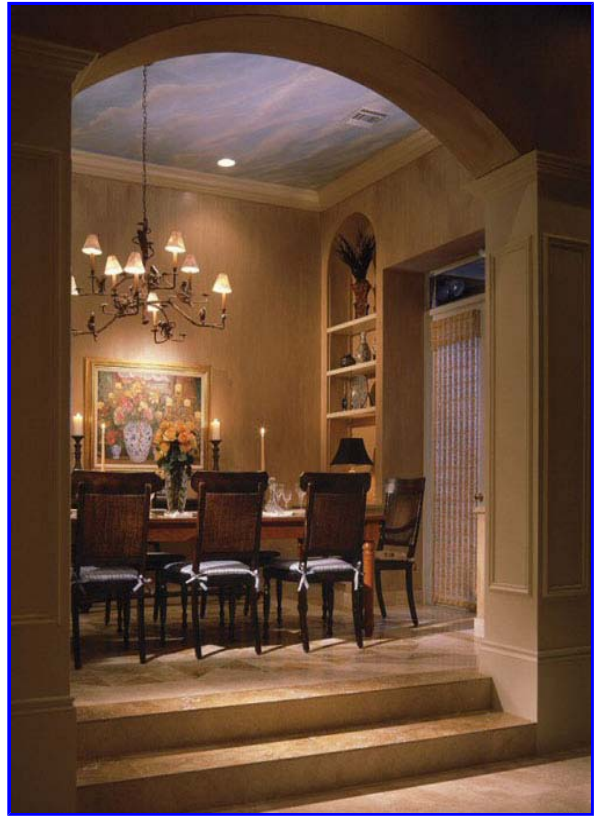


**What are some of your favorite design styles?** My home is combination of styles. It's very comfortable and a place that my friends and family find inviting. My upholstery pieces are fairly classic and simple. I have a teak Indonesian opium table as a coffee table and a great antique end table my Grandmother bought at the Salvation Army. Modern art on the walls. How's that for a mix?

**What's the best piece of professional advice you have ever received?** Always factor your "gut" feeling into business decisions. If everything looks good financially on a potential project but you get a bad feeling about the project or client, walk away. You will save yourself a lot of wasted time and heartache.

**What is the best space you've designed?** The best space I have ever designed is a large home up in the Chicago area. This was the 2nd project I had worked on with the client so I knew them very well. I collaborated from the very beginning with the architect and builder and chose everything down to the last doorknob. It was professionally fulfilling and everyone on the project was easy to work with and such a nice group of people. I furnished the entire home remotely and only visited the project 3 times.

**What advice would you offer our blog readers with regard to the importance of good interior design?** Do not feel pressure to include all the latest trends into big purchases because by definition, trends are fleeting. Good design starts with understanding your wants and your needs really consider your lifestyle and how the home is used. Purchase the best quality furniture and window treatments that you can afford. Also, high quality faux painting, such as that done by Gar Artisans, provides a beautiful backdrop for your interiors. If you spot a trend you really like, you can always incorporate it with accessories or artwork, which are easily changed. Good interior design provides an environment that supports your lifestyle for years to come.



Here are some pics of her beautiful work:





Please check out both sites if you have a moment (or an hour). [My Design Secrets](#) is chock-full of

great information delivered in witty style — from articles to online resources to vendors & products she recommends. Just recently, she's posted articles on [selecting paint colors](#), [dog-friendly design resources](#) and [gorgeous tiles](#). She also has a [database broken down by style](#) and an area where you can ask a [design question](#) if you're in a quandary. Her [business site has a nice portfolio gallery](#) — although I must say that one of the pics gave me a start. Coincidentally, she used [one of my very favorite quotes in a client's house](#). It's something the White Queen told Alice: "Sometimes I've believed as many as six impossible things before breakfast." Memorable words to live by courtesy a generous and forward-thinking designer.

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