



DESIGN IN PHOENIX

A New Sensation

Designer **Lori Clarke** creates multisensory spaces that deliver energizing color.

Living in wonderment of our vibrant world comes naturally to Lori Clarke, founder and principal designer of Lori Clarke Design. Since 2010, Clarke has tapped into the innate experience of color, delivering deeply personal, sensorial spaces.

"Color is energy. It taps into our senses and evokes emotion," Clarke says. "Design is all about the interplay of materials, and color is our foundation. I like for my clients to be multi-stimulated, never overwhelmed. And every new layer or texture builds upon that foundation."

Clarke encourages clients to consider a wide spectrum of colorful possibilities and how new shades speak to them. Utilizing tasteful additions, such as custom rose floral details that match a closet's wallpaper, this concept has become a hallmark of each space that bears the holistic touch of Lori Clarke Design. Serving as a conduit for the tasteful expressionism of her clients keeps Clarke at the forefront of her craft.

"Color brings you in and speaks to you. I love to look at history and

architecture to see how design and pattern have been used," she explains. "It inspires me and gives me new ways of doing things."

A recent modern project, Santa Barbara in the Desert, bears a Spanish-influenced flair and highlights this inspiration. The home's circular details, custom tile on the wood staircase, and warm color palette uplift the space while celebrating the unity of the family that calls it home.

"Through color, I hope to personally express the souls of my clients," Clarke says. "Designers have to stay curious because spaces can generate a lot of power."



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