

IN PARTNERSHIP

Lori Clarke Design

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FOR MANY, THE ART OF BEING A VISIONARY DESIGNER lies in innovation. Instead of following established design exclusively, these pioneers are constantly exploring new ideas. Lori Clarke is a perfect example, and the founding of her firm exemplifies that perspective. “I was guided by a vision and desire to bring happiness and health into our homes using sensorial experiences that feed the mind, body and soul,” she shares. “My firm evolved organically through a focus on this mission.” Believing that wellness begins in the home, Clarke and her team have become known for bringing biophilic design into the home, incorporating it into all the other goals and aesthetics visions of each project. Those latter factors stem from one important source: conversation. “Our clients appreciate that we listen to what they want, run it through my filter and express every desire and perspective in our work,” Clarke says. “I live and work by a simple ethos: ‘Beauty is in the eye of the beholder.’”

ABOVE A custom island by Formations became the defining focal point of this kitchen, which also features hand-painted tile and timeless Belgian reproduction flooring. **RIGHT** Inspired by the surrounding landscape, Lori Clarke and team infused this dining space with organic warmth through a green handmade rug and a curated mix of iron and wood elements. **PHOTOGRAPHY** KEVIN BROST



Q&A

CREATIVE CONCEPTS

Share a recent breakthrough in how you work. Biophilia design has become a key element for us. It focuses on how well we sleep, our moods, what helps us be productive and the ways a home can support cardiovascular, respiratory and immune health. There is a big wellness movement happening today and a growing number of products and vendors are offering a wide range of modalities we can integrate into our clients’ environments.

How has the collective perspective on home changed? I believe the pandemic days were a real shift in how we experience our home and live in our spaces. A collision with workplace and multi-family environments were the themes dominating our projects. We went from open-concept design to everyone wanting private spaces for work, along time and family time. Space planning is one of my loves, so this challenge was more than accepted! I started to develop a slower, more intentional way of living for my clients, with fluidity between workspace, personal space and family space.

“I want to leave a trail of projects that support emotional, physical, spiritual, creative and productive needs and feelings.”



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