

GROUNDBREAKERS

Lori Clarke Design

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When one thinks of a groundbreaking individual, someone who does things differently often comes to mind. Lori Clarke is just such a person. From fostering a modeling career (she's still active with Ford Models locally) to building a design firm after raising her three daughters, the creative has always followed her curiosity first and foremost. Today, she continues to work outside the box, becoming known for her sensorial approach to design and desire to prioritize accessibility. "I'm very passionate about making people feel good through my work, so I always aim to please all five senses," she shares. "I also believe that design doesn't need to be expensive, and everyone should have the experience of working with a designer." Circling back to her perspective on design's role in life, she says, "I want to leave a trail of emotionally intelligent concepts—which support emotional, physical, spiritual, creative and productive needs and feelings."

Teamwork, Dreamwork

Asked to share what she feels makes her firm so special, Clarke points to those around her. "My team comes to mind here," she says. "Their value and talent are groundbreaking to me. No designer can do this alone, and we've felt our way through learning journeys and this ever-changing industry together. I'm proud of and grateful for them."

Renewed Focus: Biophilia

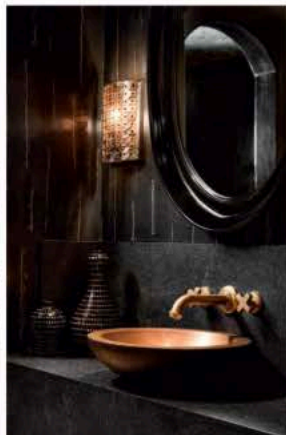
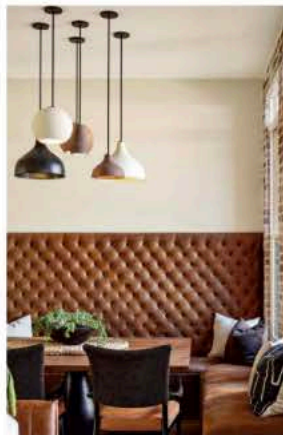
"I've been fascinated with biophilic design lately," Clarke says. "It centers on how we sleep, our moods, productivity, cardiovascular health, respiratory needs, our immune systems—everything. There is a big wellness moment right now. A growing number of products and vendors are offering a wide range of modalities we can integrate into a home to address physical and mental health conditions. Someday, I would love to design an entire home or even a boutique hotel around this concept."

Shift In Space

"We have gone from open concepts to clients seeking more private spaces for multifaceted needs," Clarke says. "Space planning is one of my loves, and I've been exploring this intentional new perspective through design."

Top A mix of textures, colors and finishes come together to create this tranquil retreat. **Bottom** Vintage textured artwork using the color green evokes nature in this lush, calm living space.

Photography Kevin Brost; Headshot by Paige Craig




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