

## MEMBERS SPOTLIGHT

Member: Sally L. Williams

Owner, Principal Designer

Colorful Concepts Interior Design

### **When did you realize that you wanted to become an interior designer?**

In 1995 I decided to leave a career in Corporate Accounting Management and opened a Gallery, to follow my life-long passion for Fine Art and Craft. During the seven years of Gallery ownership my eyes were opened to the world of Interior Design. In 2002, I closed the Gallery and Colorful Concepts was born.

### **Who was the first interior designer to make an impression on you?**

Jamie Drake's incredible use of vibrant color palettes struck me like no others designer's work and continues to inspire me to trust my color instincts today.

### **What are some of the things that influence you, aside from furniture and décor?**

I draw inspiration from all forms of craftsmanship, in every medium imaginable. Every art exhibit, craft show, or studio visit opens my eyes to creative ways of interpreting color and shape in a client's home.

### **What are your go-to basics?**

The psychology of color is top-of-mind with every project. I work with the client to deeply understand what they want and need for their space to become, and then begin with developing the color palette that will support the overall design to that end.

### **Are you seeing any particular style requests trending amongst your clients?**

The only trending patterns I see among clients have to do with technology, not with style. They want their new or refreshed homes to be as up-to-date as possible in terms of features available in appliances, connectivity, etc.. Other than that, I'm not seeing any particular trending style requests from them.

### **What's been your career highlight to date?**

In 2017 I had the opportunity to design two Showhouse spaces in the DJF Builders Designer Showhouse in Raleigh, benefitting the Boys and Girls Clubs of Wake County. The completed designs of the Foyer and Master Hall fully embodied my goal to honor nature and preserve it for future generations. With full creative freedom on this project I was able to produce my most beautiful, colorful, meaningful and notable work to date.

### **What's the most treasured item in your own home?**

This is a difficult choice! As the daughter of a United States Foreign Service Officer I spent much of my childhood overseas. My travels, coupled with a multi-cultural heritage, have resulted in many treasured items. One of the most special to me is a 60" x 60" tapestry from Brazil, by Kennedy Bahia. It depicts a vibrant tropical rainforest on a black field. I have spectacular memories of visiting the Bahia studio as a child and watching the craftsmanship in action. This tapestry hung in all my family homes growing up and is now the focal point of my living room.