

# DESIGN & CURATIONS

## WELCOME PACK

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# A HYBRID INTERIOR DESIGN STUDIO

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Atlanta (in person) and nationwide (virtual)

- ABOUT ME
- PROJECT SCOPE
- SERVICES
- PROCESS & INVESTMENT GUIDE
- PORTFOLIO EXAMPLES
- DELIVERABLE EXAMPLES
- TESTIMONIES







I'm Burcu, founder and principal designer at Design & Curations.

We are an interior design studio dedicated to crafting serene, inviting spaces, helping you "refresh your home" more easily. Design & Curations specializes in the hybrid design model - virtual interior design for anyone, and in-person interior design for those living in Atlanta.

Our design principles consist of:

- Timely and Timeless at the same time
- Function meets beauty
- Intentional design: lived-in, a refuge in a busy modern world
- Approachable & Inviting
- Mix old & new

Let's design together!

# WELCOME



# CREATING SERENE & REFRESHING SPACES that evolve with you

*At* Design & Curations, we understand that life can get busy. That's why we're here to offer a unique hybrid approach to interior design that caters to clients everywhere, whether you're in Atlanta or miles away. Our e-design services allow you to transform your space without added stress.

We love working with busy families who need help with all things design, so they can spend their valuable time with what they love and value.

A home should be a place where you can always feel refreshed and renewed. By combining the best of both worlds - your evolving tastes, a touch of current designs, and timeless design elements.

We aim to make Interior Design **approachable and easy**, ensuring that every client finds the perfect solution for their project. Let us help bring your design dreams to life.

Our approach blends contemporary elements with classic design principles, using earthy natural design elements and creating serene inviting spaces that evolve with you.



# SERVICES OFFERED

Let's start with our virtual home design services that are available nationwide; For those who are looking to transform or refresh their home, room by room; we have two types of package options for you.

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## 01 **STARTER DESIGN PACK (\$750/room) | Virtual/Hybrid**

This design service gives you a personalized starting point with a design proposal specific to your needs. After this package, you will be able to select your furniture with confidence creating a coherent and efficient room design on your own timeline.

What is included:

- ✓ 2 design board proposals
- ✓ Final revised design board
- ✓ Spatial plan (room furniture layout)
- ✓ Up to 5 furniture shoppable links
- ✓ 1 feedback video call

## 02 **SIGNATURE DESIGN PACK (\$1,000/room) | Virtual/Hybrid**

This design service gives you a fully personalized turn-key design plan and after-service concierge including a design concept, spatial plan, implementation guide, and shopping list. After this service, you will have a vision of your room with the list of items to buy and guidance to envision how they will be placed in the room.

What is included:

- ✓ 2 design board proposals
- ✓ Final revised mood board
- ✓ Spatial plan (room furniture layout)
- ✓ Detailed shopping board with a clickable list (up to 15 pieces of furniture).
- ✓ 2 feedback video calls
- ✓ Implementation guide for the install
- ✓ Complementary follow-up for 2 weeks

## 03 **3D ROOM DESIGN (\$300/room) | Add-on**

This service provides 3D rendered room design to visualize your space with 4K resolution and 360 walk-through to give you the full vision of your space. Through the walk-through feature, you will see how all will come together in a 3D room layout.

*This is an add-on to the e-design packages.*

*Please Note:*

- Don't forget to ask about our multi-room design pack offer, for 3+ rooms.
- Construction management is a separate fee. Send us a note to ask a quote on that.

# SERVICES OFFERED

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## **04 DESIGNER FOR A DAY (\$650) | In-person**

Designer-for-a-Day is an in-person 1-1 collaborative design session to help you design, shop, or style your home in a shorter time. We will work together to refresh multiple spaces, and answer any designer questions small or big sipping our coffee.

Available for Atlanta Area clients.

What is included:

- ✓ A 3 hour in-home design session
- ✓ A deck with links to resources
- ✓ Any drawings created during the session
- ✓ Complimentary 30-minute follow-up call you can use in 30 days.

## **05 DESIGNER ON CALL (\$150 / 1.5 hours) | Virtual or In Person**

This service will provide a video call to consult your design challenges, questions, and/or decorating ideas. It can be a follow-up to our service and/or your current problem.

*This pack doesn't include concept boards or floor plans. If you would like to add those following the call, it could be done for an additional fee.*

## **06 Ultimate Renovation Design Pack (\$1,650/Room) | HYBRID**

Our Ultimate Renovation Design Pack is here to equip you with everything you need to confidently brief your contractor, minimizing budget concerns and other risks. With this pack, your renovation process will be seamless, and all design decisions will harmoniously come together for a cohesive look.

What is included:

- ✓ Video Call Meet & Greet
- ✓ Two design concept proposals (mood boards)
- ✓ Spatial plan (Floor Plan)
- ✓ Finishes & Fixtures Schedule (up to 10 items)
- ✓ Furniture & Decor Shopping board with a clickable shopping list (up to 10 pieces).
- ✓ Two video calls for feedback
- ✓ 3D design vision rendering and 4K video walkthrough
- ✓ Implementation guidance
- ✓ Complementary follow-up via e-mail on the deliverables for the following 2 weeks for topics like stock-out items, etc.

## **07 Furnishing Procurement & Coordination Service | Quoted by Project**

If you are interested in delegating your furnishing needs, we are here to help!





# DESIGN PROCESS

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## 01 | EXPLORATION

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Schedule a complimentary 30 min call to explore our services. In preparation, you will be filling a "Design Questionnaire" to understand your needs.

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## 02 | MEET + GREET

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On the call, we will talk about your needs through questionnaire; explain our services + process. The aim is to decide on a service that is best for you.

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## 03 | PROJECT KICK-OFF

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We will send you a project proposal and deposit payment request.

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## 04 | CLIENT HOMEWORK

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Upon approval, you will find out the 'Client Homework' questionnaire to share information on your space. Inc. pictures, videos, measurements...

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## 05 | DESIGN PROCESS KICK-OFF

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You will receive a design scope to align expectations.

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## 06 | DESIGN DELIVERY PART 1

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The mood boards and floor plans will be first design delivery where you will see styles, colors, main furniture and layout!

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## 07 | FEEDBACK #1

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You will share feedback via the design platform, followed by a call to discuss the changes.

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## 08 | DESIGN DELIVERY PART 2

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You will receive the final design board, floorplan, a shopping board with direct-to-shop links and an implementation guide.

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## 09 | FEEDBACK #2

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Last round of feedback via the design platform; followed by a feedback call to align on the alternatives.

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## 10 | FINAL DESIGN HAND-OFF

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You will receive the final designs and we will be available if you have any follow-up questions during the sourcing and implementation!

# INVESTMENT GUIDANCE

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## How much will it cost to decorate my home

When it comes to furnishing your home, we understand that it's more than just buying furniture—it's about creating a space that reflects your unique style and personality. And most of the time, I hear you are not sure how much is a fair investment for your home. We are here to help you navigate the world of furniture investment with ease.

Let us offer guidance on budget breakdowns by room, giving you options at two levels: good and great. The "good" level offers quality pieces that meet your needs while staying within a modest budget, while the "great" level includes higher-end selections for added luxury and comfort.

But remember, there's no right or wrong way to invest in your home. It's all about finding the balance that works for you—whether you're splurging on statement pieces or seeking budget-friendly options.

By approaching furniture investment as an investment in yourself, you'll create a space that brings you joy and comfort for years to come.

***At the end of the day, your home is your sanctuary. It should evolve with you, adapting to your changing needs and tastes.***

Below are some examples of generalized budget guidance as a jumping-off point for re-furnishing rooms.

### Furnishing budget guidance:

- Livingroom: \$15K - \$25K
- Primary Bedroom: \$12.5K - \$20K
- Home Office: \$6K - \$10K
- Kids Room: \$10K - \$15K
- Dining room: \$10K - \$15K





TIMELY & TIMELESS \* COHESIVE \* INVITING



# WHAT TO → EXPECT



# RECENT WORKS

PROJECT GREEN RIDGE





# RECENT WORKS

## PROJECT RIVERHILL

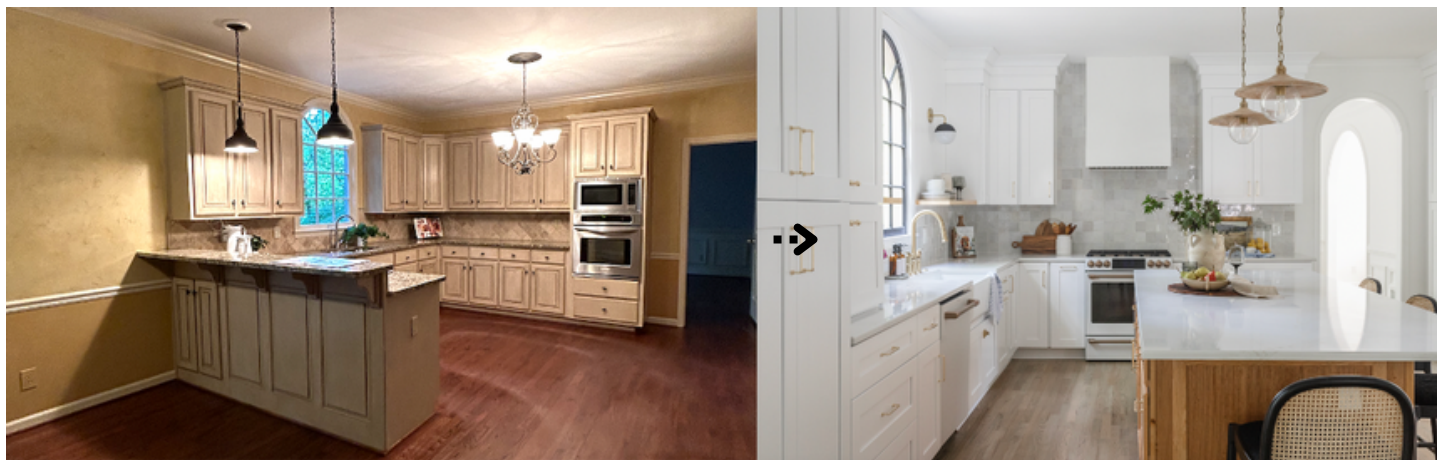
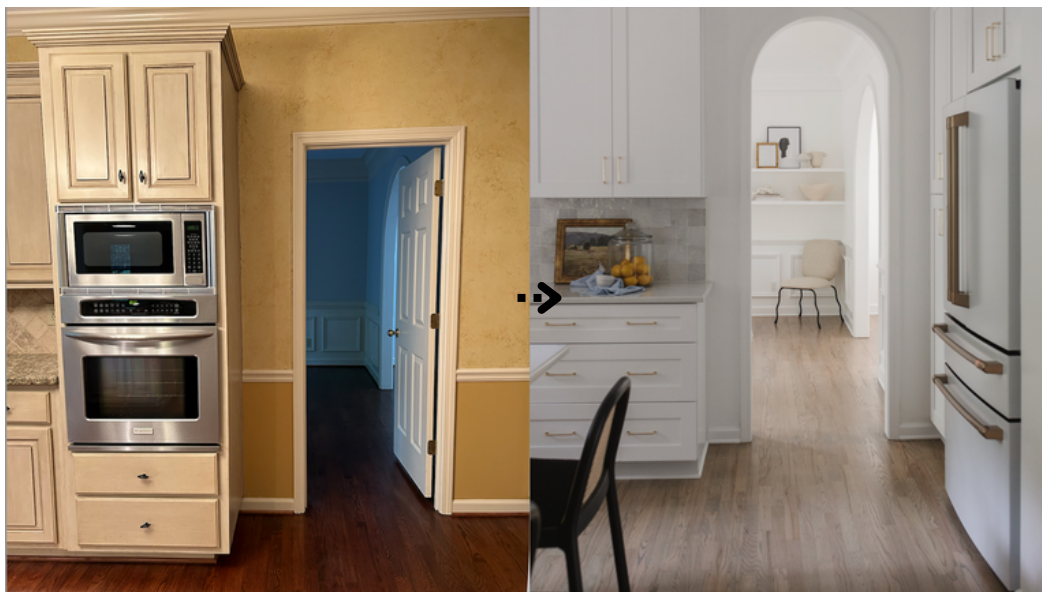




# BEFORE AFTER

BEFORE

AFTER





# BEFORE AFTER

BEFORE

AFTER





# DELIVERABLE EXAMPLES

## PROJECT RIVERHILL PRIMARY BEDROOM

### BEFORE



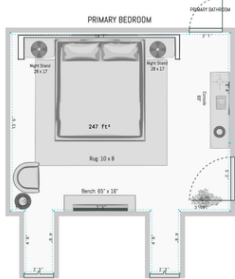
### DESIGN BOARD



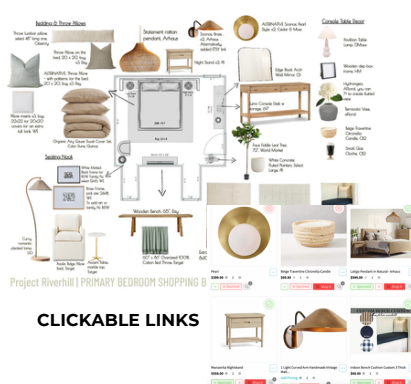
### 3D DESIGN VIEW



### FLOOR PLAN



### SHOPPING BOARD



### IMPLEMENTATION NOTES

#### Primary Bedroom Implementation Tips

**Ceiling Light:**  
Since you have a vaulted ceiling that is higher than the standard ceiling height of 8ft, you will need to increase the pendant's drop height by 2 inches for every foot above the standard height.

**Bedside Seating:**  
When it comes to installing scones above a bed, a general guideline is to mount them slightly above eye level when you are sitting up in bed. This allows for comfortable reading or other activities while also providing adequate lighting.

**GENERAL IMPLEMENTATION NOTES**



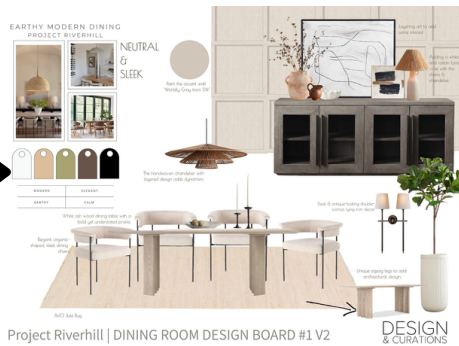
#### CLICKABLE LINKS

## PROJECT RIVERHILL DINING ROOM

### BEFORE



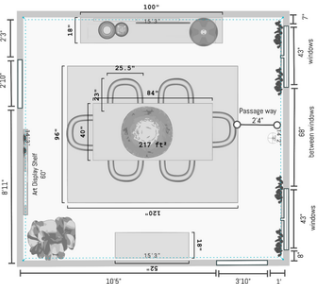
### DESIGN BOARD



### 3D DESIGN VIEW



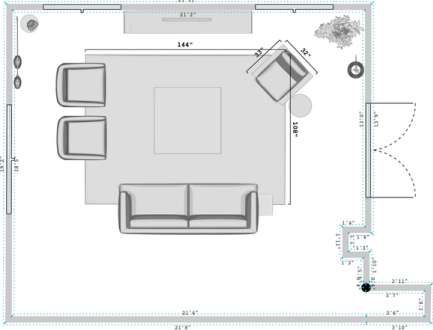
### FLOOR PLAN



# DELIVERABLE EXAMPLES

## PROJECT GREEN RIDGE LIVINGROOM

FLOOR PLAN



BEFORE



DESIGN BOARD



3D DESIGN VIEW

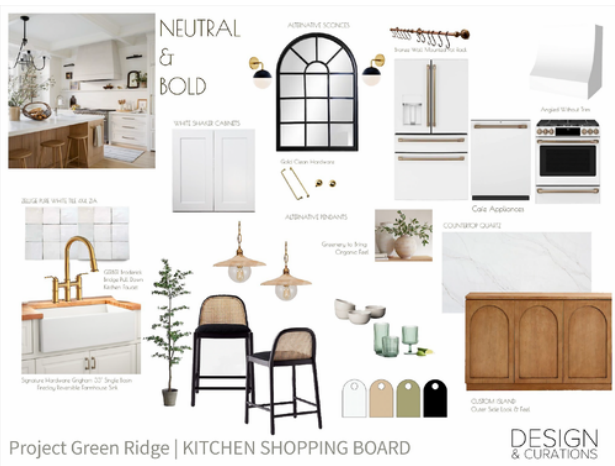


AFTER



## PROJECT GREEN RIDGE KITCHEN

DESIGN BOARD



3D DESIGN VIEW



# CLIENT TESTIMONIES

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As I started to think about putting the St/ Croix house eventually up on Airbnb, I found this amazing designer @designandcurations on IG who has created the most beautiful, functional, and fun layout for the living room and dining room.

It was such a pleasure to work with her and I can't wait to do other rooms in the future!

**Erin K. , SF Bay Area**

Burcu has transformed my home. She redesigned my bedroom by changing the furniture layout and revamped the bookshelves & console table decor. Her talent, eye for design, and attention to detail were remarkable.

She addressed the practical challenges I faced and made the space beautiful. Her background in marketing added a unique dimension to her approach. She empathized with my vision and brought it to life. Working with her was delightful and stress-free.

I highly recommend her services for anyone seeking a personalized and aesthetically pleasing interior design.

**Nesli , Atlanta, GA**

When we decided to upgrade my son's bedroom, I knew I needed to reach out to Burcu at Design and Curations. She had great ideas for my toddler's room and worked with me to create a fun and adorable bedroom for my son.

I would ask her about certain elements that I liked and she helped me turn my scattered thoughts into a room we will treasure for years to come. She is knowledgeable, approachable, an absolute delight to work with, and really helped transform our house into a home. We will definitely be hiring her again as we upgrade our home!

**Laura, Atlanta, GA**

## What is a Hybrid Design Service?

At Design & Curations, we believe that everyone deserves a beautiful and inviting space. That's why we offer a hybrid design model, providing virtual interior design services for anyone, no matter where they are located with multiple design package options to choose from. For those who are in the Atlanta Area, we also offer in-person interior design consultations and renovation oversee options.





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# NEXT STEPS

*Book a complementary  
**meet-and-greet call**  
to learn more about  
how we can create  
your dream home.*



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