

DESIGN COPYWRITING

These are a few examples I wrote for flooring and interior design businesses which are marketed to homeowners or interior design/architectural firms.

Biophilic design

Biophilic design refers to conscientious design which connects people and nature in the built environment by integrating natural elements. This 2020 trend reflects the pervasive role of technology in our lives and the increasing need to feel grounded by nature.

The aesthetic of biophilic design calls for muted tones, natural colors and comforting surfaces. Some use natural materials like stone or wood while others mimic the look or texture. Faux wood tile, for example, resembles wood but is made of standard materials like ceramic or porcelain. No matter your material preference, biophilic design softens spaces and lets you relax and unwind.

The monochromatic look

Sometimes the world just feels too chaotic. Fortunately, monochromatic design lets you dial down the volume for a sense of peace and quiet. This look also embodies a sense of cleanliness perfect for a more modern aesthetic. Keeping the color palate white or light also opens up the space for an airy and relaxed feel.

Arabesque tiles

Arabesque tile is reminiscent of distant worlds and timeless spaces. Its ornate nature adds a touch of sophistication to your home for an elevated daily living experience. Its intricate lines and patterns can be elegantly displayed over a feature wall, backsplash or fireplace or as a complement to more subtle surfaces. If you're planning to add elements of the Arab world to your home, we have some inspirational ideas to help guide you when it comes to the best color, pattern, size and themed décor.

Curves to completion

Straight lines and ornate designs are certainly beautiful in and of themselves though on a large scale, they benefit from added curves. It's the sun and moon, yin and yang or warm and cool concept of balance which completes the look.

The mood of color

Arabesque designs are inherently lavish so don't let it blind you to the influence of color. Adding warmer tones to tile accents will give your space a more dynamic vibe while cooler colors tend towards calmness and tradition. How do you want your space to feel?