



INTERIOR DESIGN

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## **The Vibe of Home**

### **Southern Studio Interior Design moves from Apex to Cary**

**Cary, NC, September 11, 2017**— Moving to a new home is a hectic experience. Moving a business can be even more daunting. But it's all good, Vicky Serany assures us. Serany, the owner of Southern Studio Interior Design, has just moved her business from Apex to Cary.

"It's a better space for our team," says Serany, whose studio employs seven. "It's a larger space that gives us more flexibility and it's an incredibly creative-feeling space."

It's also a great decision for Serany, a longtime Cary resident. "Downtown Cary is going through a huge revitalization period. We wanted to support the efforts of the town. With our new studio, we can host events and participate in other happenings with the town. We look forward to the many opportunities this new location provides."

The firm just moved into a fabulously restored home on West Park Street, that's taken six months to convert from a residence into a design studio, Serany says. "We primarily serve residential clients, so our new space gives us and them the vibe of home."



Built in 1951, the 4,200-square foot house's interior has been completely reconfigured with offices, a design studio, showroom and client gathering spaces.

Serany opened Southern Studio Interior Design in 2001, and hired her first employee, Martha Brown, the company's creative director, 10 years later. The full-service firm serves as a single point of contact for their affluent

clients, whether they're doing one carefully curated room or building a new home.

"Our projects have grown in scope and scale," Serany admits. "And we strive for magazine-quality spaces when we are done." While picture perfect interiors may be the result, the real measure of excellence, Serany notes, is "creating family-friendly homes that truly just bring joy to daily life."

Although the majority of Serany's business is new homes and large remodel projects in the Triangle, the design team will travel for ideal clients and projects. "If we believe the project is a good fit and we can successfully bring the design vision to life," Serany says, she packs her bags.

"Second homes are a huge specialty area for us," she adds. "We do a lot of coastal homes."

But their portfolio also includes mountain and lake homes, she says. "Clients tell us we make it such a smooth process that they don't hesitate to have us oversee every aspect of an out-of-town or out-of-state project." What seems effortless is, in fact, a deliberate and detailed plan of work. "We've perfected the process and creation of building a fantastic second home, and we do it with a balance of efficiency and vision."

The needs of a vacation home are different from that of a primary residence, Serany explains. "A vacation home is more of a retreat, where you go to relax. A second home is all about fun and downtime."

Conversely, a primary home is often a place where kids are doing homework, where one or both spouse might need a home office, where the hustle bustle of daily living can be organized and enjoyed.

In both types of homes, Serany says, current architectural trends are all about open flow and livable spaces. Serany and her team start with a neutral palate of creams, whites, and grays, then bring in accent colors in blues, reds, greens — colors and textures, then furnishings and accessories, to truly customize each home. Whether it's a stately turn-of-the-century traditional or a newly-constructed modern home, each project is seen as a clean slate by the Southern Studio team. "Every home and every family has its own character and we find ways to interpret that through designs that are fresh, gracious and warm," says Serany.

The firm's new location, she envisions, will elevate the business's profile in the community, too. "We are continuing a major growth trajectory and this is the next step in the process. Plus, it allows us to really get close to the community."

And in the habit of giving back.

"Part of our company's DNA is to partner with causes and charities important to our clients and us," she says. "We curate beautiful spaces every day, and we recognize it's a luxury. We feel it's our responsibility to do more."

A list of charities Southern Studio has supported in the past year includes: Habitat for Humanity, The Preston Robert Tisch Brain Tumor Center, Wake County Boys and Girls Club, Meg's Smile Foundation (Western Wake Woman's Club), Green Chair Project, Artspace, Caring

Community Foundation, and Project Light Ministries.

And, if Serany is right, this is just one more step in the company's meteoric rise. "We've been so fortunate to have wonderful clients, amazing projects and great success. We are excited to see what's next."

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#### **About Southern Studio Interior Design**

Southern Studio Interior Design was founded in 2001 and has earned a reputation as an award-winning interior design firm specializing in luxury interior spaces with casual sophistication. A well-designed home is timeless and reflects the unique personalities of its owners. The mission of Southern Studio is to provide a high level of creativity, integrity and personalized attention to every project.

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