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*Elegant Lifestyles
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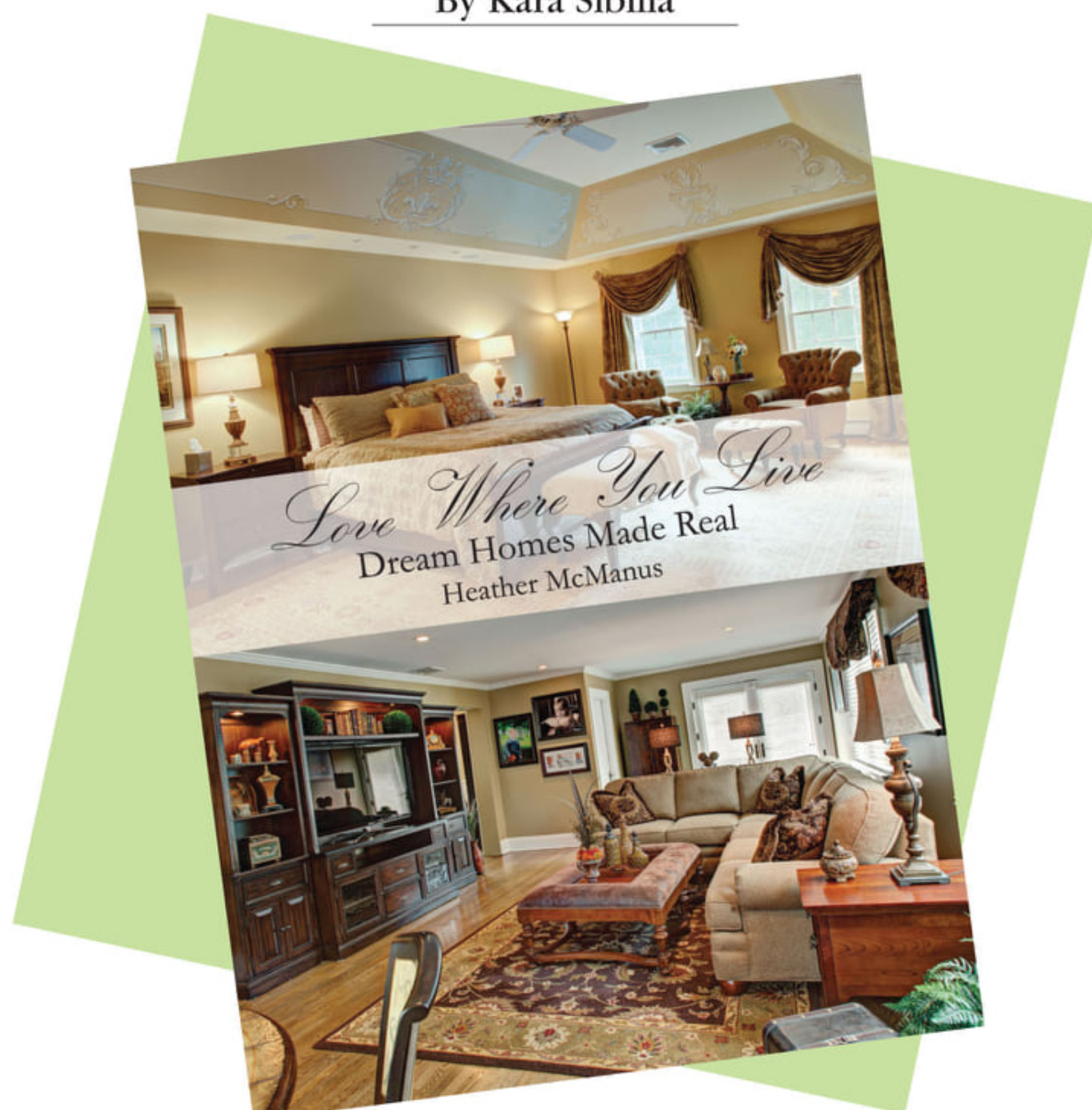
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High End Design: Approachable Techniques

By Kara Sibilis



Heather McManus

Award-winning interior designer, Heather McManus knew early in life that her love for art and design would develop into a lifelong career. “It was very clear (to me),” notes McManus that pursuing these passions would lead her to open Artistry Interiors, a boutique interior design firm based in Kinnelon. McManus has spent the past 19 years in the interior design industry, helping clients design and decorate their homes. She’s been featured in numerous magazines and newspapers, appeared on TV’s *House Smarts* and included on HGTV’s Professionals Network website. McManus recently decided to publish her first book, *Love Where You Live - Dream Homes Made Real* to educate and guide you through the interior design process. Whether you’ve just moved to a new home and need to outfit every room, or if your living room could just use a refresh - no matter the size of your project, the process can be daunting. Designing a perfectly curated

space isn’t easy, but with the useful tips found in McManus’s book, it is certainly achievable. Throughout the glossy pages and beautiful imagery, are stories of McManus’ own clients, complete with before and after shots.

McManus has the ability to take a sometimes overwhelming concept, and break it down in a much more palatable way.

Elegant Lifestyles recently chatted with McManus to discuss the book and her specific “recipe” for getting design details right every time.

1. Why did you decide to publish an interior design book? What can readers expect to find throughout the pages?

I’ve always felt the need to write a book! It’s one of those “bucket list” things for me. Since the book not only showcases different design ideas, but also weaves in stories of some of my clients, my hope is that anyone reading through can identify with at least one project. Whether you have a young family, are recently retired or divorced, or are even downsizing, my goal is that you will be able to glean helpful hints to apply in your own home(s).

2. Describe your design style.

I’d say my design style is traditional and I am not afraid to use pattern or color. My “recipe” for success, which I use with my clients, is first to marry/pick your colors, next mix



the scale (by using large and small prints), and then add texture.

3. Are there any design “rules” to follow, or are there no rules?

There are definitely rules! Like odd numbers make a good collection of accessories. But it’s really about what a client needs and how they function in their home on a day-to-day basis that makes a design work well. Your environment affects how you feel, so design that makes you feel good and helps you function better (in your home) is the most successful.

4. What trends are you most excited about?

I’m really excited for people to stop following trends! Trends change every four years, so when you constantly follow them, you will always find yourself behind. Think about it...are you going to buy new furniture every four years? Probably not. My advice is just to incorporate things that you love. If it speaks to you...go for it!

5. Who or what inspires you? What influences your designs?

Design influences are so personal and subjective, however I’m always looking to places like Instagram or Pinterest for inspiration.



6. Do you have any small budget design tips?

Accessories, paint and throw pillows are the easiest and most economical ways to freshen a space.

7. Artistry Interiors offers a “Holiday Decorating Service” – tell us a little about that.

Created for busy people who love holiday decorations, but without the time to dedicate towards it. Artistry Interiors will bring in “elf” helpers to figure out a central theme, color and style; then we will set up and decorate your Christmas tree(s) and vignette areas of decorations within your home.

Where to Purchase

Love Where You Live - Dream Homes Made Real can be purchased for \$18.95 at [amazon.com](https://www.amazon.com).



How to Contact

If you are interested in working with Artistry Interiors on a design project,



go to [artistry-interiors.com/contact](https://www.artistry-interiors.com/contact) to fill out an inquiry form.

Collaborate to Win

In addition to her book and working with her clients, McManus recently embarked upon another design business. Bringing together interior designers from across the country (and in Canada), McManus founded the buying group Collaborate to Win.

How the business model works: the buying group partners with different furniture and accessories brands (they are currently working with over 200 brands) to purchase goods at a greater discount, which can translate into more savings for clients. “This enables us, as interior designers, to offer better prices to our clients, to be more competitive with traditional retailers and online merchants (like [wayfair.com](https://www.wayfair.com)),” notes McManus. Collaborate to Win is just over a few years old and already has 153 independent interior designers committed to the group, and is adding more every day. On October 19th, McManus spoke at international furniture trade show, High Point Market, in North Carolina, to communicate the benefits of Collaborate to Win to the interior design industry. For more information, or to inquire about partnership, go to [collaborate-to-win.com](https://www.collaborate-to-win.com).