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DESIGN DEFINED



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Texture



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Staging a home is an opportunity to show potential buyers the lifestyle a particular property offers. While interior design and staging design have opposite goals—interior designers personalize a home to reflect the owners, staging designers depersonalize a home so it does not reflect the owners—there are many design elements that cross over. My personal favorite is the use of texture.

Texture can be defined as the surface quality of a substance, such as the feel, consistency or appearance. It is a design element that can transform a room that would otherwise feel flat, or as though something is missing. Whether it be a knobby natural fiber area rug, a soft Mongolian fur pillow or a rough piece of driftwood, texture has the ability to add a subtle dimension and an inviting feeling of comfort to a space.

When used correctly, varying textures spread throughout a room can add a powerful and intangible depth, especially when staging with neutral colors. As a staging designer, I prefer to keep the color palette soft and quiet so it doesn't distract buyers, but instead evokes a relaxing sense of calm. Life is busy enough, and most buyers spend very little time viewing a home, and know very quickly if they like it or not. That's why it is imperative to create a staging design with intention that will conjure up a lasting impression. Monochromatic rooms are appealing to buyers, and I like to use different

