

# TELLURIDE DAILY PLANET

## BUSINESS

### Design outside the bo

#### *Tweed Interiors, not jackets*

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When Victoria Crawford was deciding on the name of her interior design business, she wanted a name that could be just as serious as not, reflective of her design vision. So it came to be called Tweed Interiors, an interior design studio that, like its fabric namesake, is flexible and detail-oriented.

In fact, the Tweed team is an artful, eclectic, combination of Crawford's art education and Robyn Shaw's urban experience. Crawford opened Tweed Interiors in 2007 after purchasing the formerly known Carter Home Interiors business. After nine years in the heart of the design world — New York City — Shaw returned to Telluride in 2003 and joined Crawford as a partner at Tweed Interiors last year.

At their workspace for creativity, a studio in Lawson Hill above Cindy Bread, the rooms are a montage of color and furniture that remain true to the Tweed form to "flow cohesively together," but aren't obvious in their similarity or connection. The variety of textures at the studio — from table tops to fabric samples — insist on being contemplated for one of Tweed's ongoing design collaborations.

"We are only as good as our next project," says Crawford. "We are only successful if our clients are happy."

A critical component to Tweed Interiors' success? The fact that their approach is, well, approachable.

"People don't often find the right thing for the right price," says Crawford, who acknowledges that in this economy budgets are leaner, but that doesn't mean the finished product has to be. "Whatever the budget that our clients bring to us, we will make it happen."

Their latest design endeavor is a push to the edge of creativity and to allow clients to think outside the box of what is possible within their interior. The endeavor is itself a box: Room in a Box. As Crawford and Shaw boast, the Room in a Box concept is for the design savvy, do-it-yourselfer or budget conscious who are self-reliant, but need to rely on Tweed Interiors expertise for the initial ideas and resources. Shaw and Crawford will meet with a client, discuss their design needs and hopes and offer their opinion in a box. The box includes design elements from floor plans and furniture ideas to fabric and paint selections and resources of where to find the goods.

"So much of the design in Telluride sticks to the same old same old," says Crawford who has started to



The artful and eclectic team at Tweed Interiors, Robyn Shaw (left) and Victoria Crawford (right). [Photo by Erin Raley]

notice a turn in the interior trend in town where people are thinking outside our canyon walls for ideas and inspiration. "Our specialty is to pick the idea, the color, the piece that never would have occurred to the client's mind. That's exactly what we love to do — and it has become our career."

For the budget and design conscious, Crawford and Shaw advise potential clients to start with a furniture recovering, to seek a fresh coat and color of paint or to focus on the lighting or window treatments — elements that can entirely change a room's look and feel.

"If you only paint a wall you completely change a room," says Shaw, who admits with dedicated delight that she gets excited about lamp shades and that her inspiration is found simply by following what is appealing to her eye.

Leave it to Shaw and Crawford at Tweed Interiors to decorate the world one pillow, one room, one house at a time.

A full range of services is offered by Tweed Interiors including remodels, finish selection, furnishings, color consultations, lighting, fabric selection, upholstery, custom furnishings, window treatments, artwork and accessories. In addition, green selections and alternatives are proudly offered for all services. To learn more about the decorating opportunities in your home, office and everywhere in between, visit [www.tweedinteriors.com](http://www.tweedinteriors.com).

Editor's Note: This Orbit feature article highlighting business within Telluride will appear every Tuesday. Are you a business owner or worker in town who knows that your business offers something different to the local economy? Or, are you a resident or visitor who had an exceptional experience at a local business? E-mail Meredith at [mereditharndt@yahoo.com](mailto:mereditharndt@yahoo.com) to tell your story.

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