

DESIGN & CURATIONS

WELCOME PACK

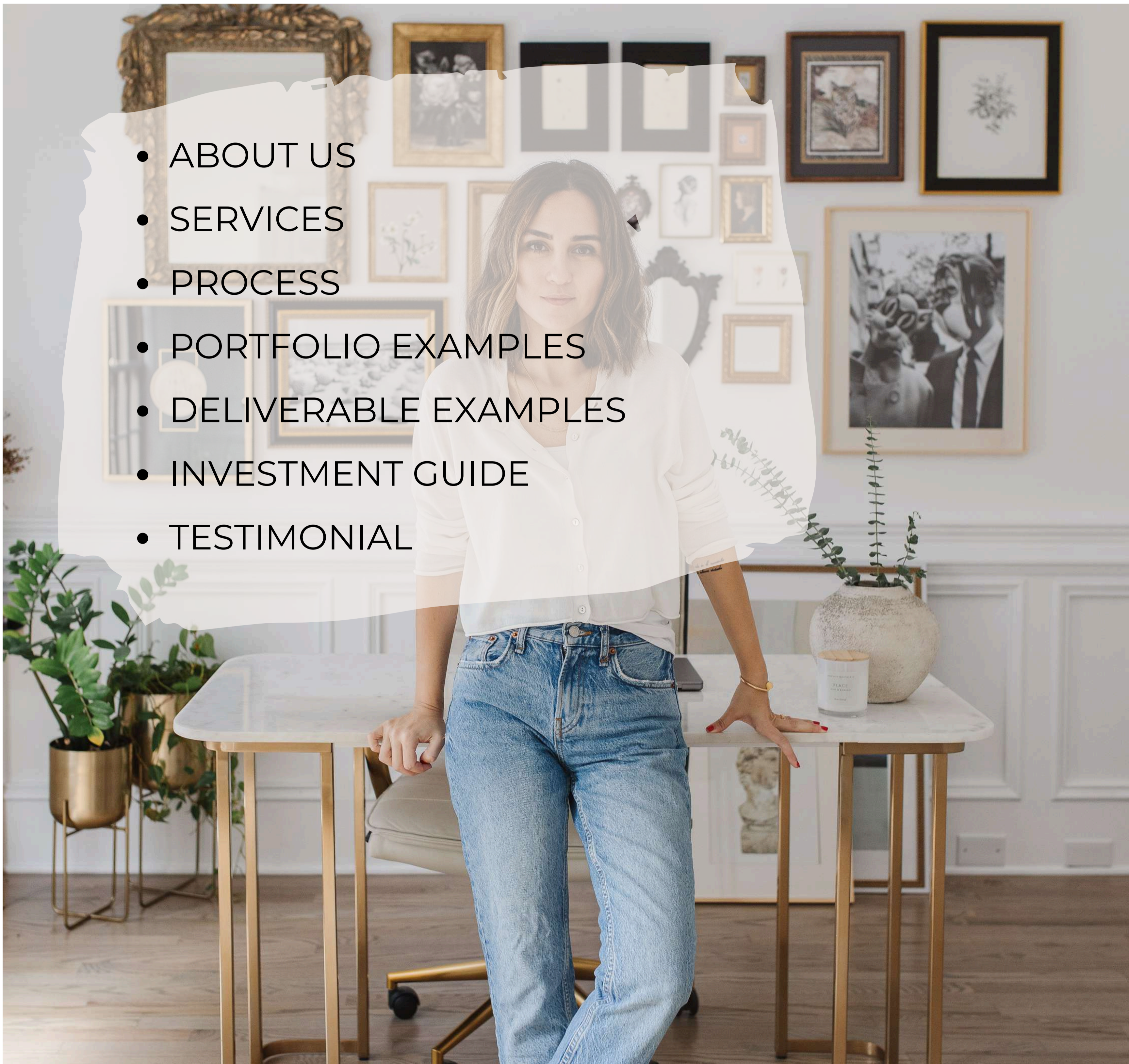


W: [designandcurations.com](https://www.designandcurations.com)
IG: [@designandcurations](https://www.instagram.com/designandcurations)
E: hello@designandcurations.com

A HYBRID INTERIOR DESIGN STUDIO

Atlanta (in person) and nationwide (virtual)

- ABOUT US
- SERVICES
- PROCESS
- PORTFOLIO EXAMPLES
- DELIVERABLE EXAMPLES
- INVESTMENT GUIDE
- TESTIMONIAL





WELCOME

Welcome to Design & Curations, we're a full-service interior design studio dedicated to creating serene, inviting spaces that make refreshing your home effortless and enjoyable.

I'm Burcu Ercetin, founder and principal designer of this creative venture. With a marketing background, 15 years of experience, and as a mother of two, I bring a unique blend of expertise to the table, and now joined by Alper as our Operations Lead.

We specialize in a hybrid design model:

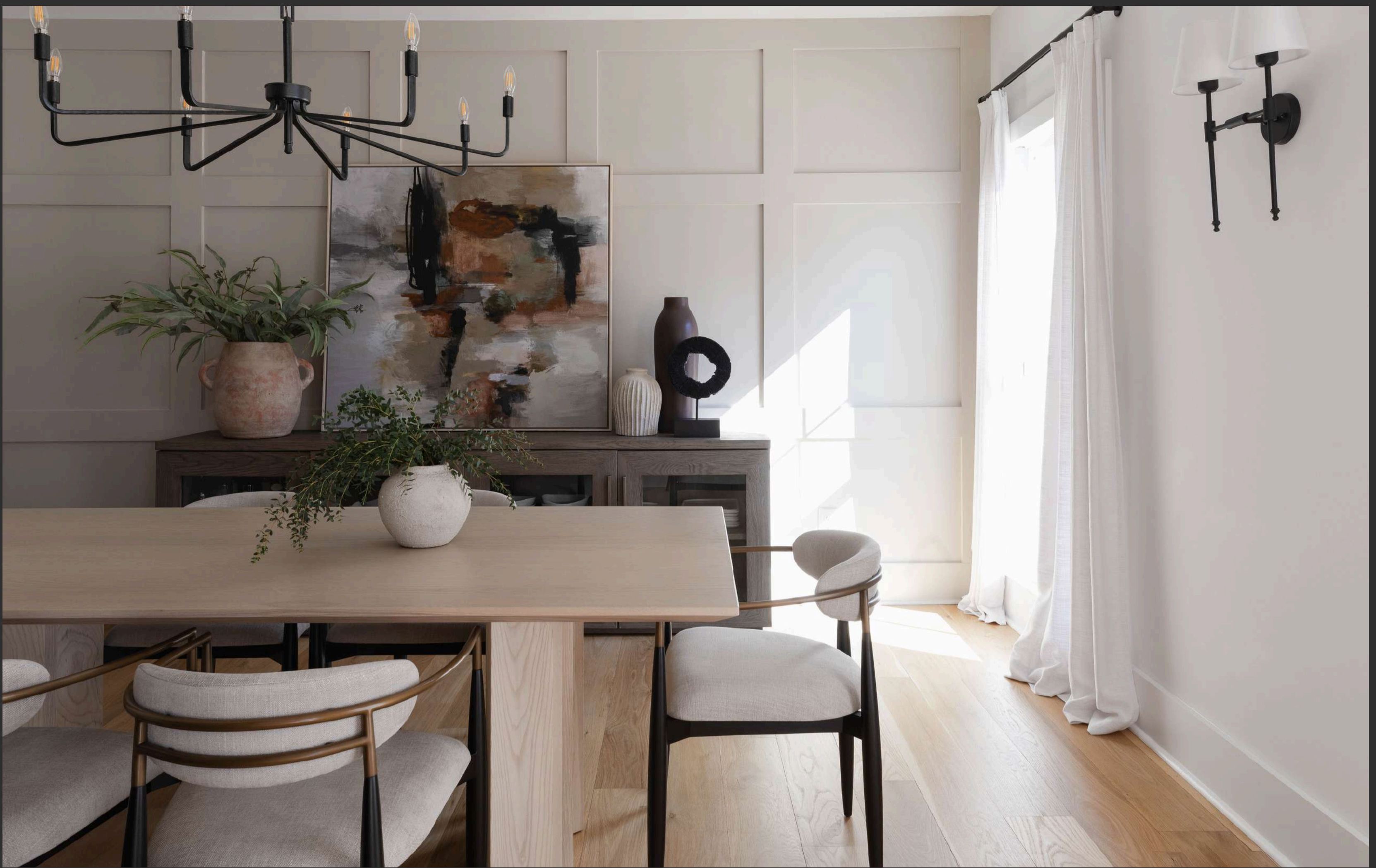
- Virtual design for anyone, anywhere.
- Turn-key in-person interior design for clients in Atlanta.

Our design philosophy centers around:

- Timely yet timeless designs
- A blend of old and new
- Functionality meeting beauty
- Intentional, lived-in spaces that feel like a refuge
- Approachable, inviting environments

Let's design something beautiful together!





CREATING SERENE & REFRESHING SPACES that evolve with you

How it all started...

In 2021, I took a leap of faith and began my interior design journey—a long-time passion—while pregnant with my second baby. Enrolled in the Interior Design Institute (IDI), I designed and fully furnished our summer house, my first full-house renovation project. Early mornings, late nights, and countless design assignments later, I graduated from IDI. And now joined by Alper in this crazy dream of mine!

Our Mission...

Understanding how our needs evolve with life stages, my mission is to help busy families refresh their homes effortlessly. We achieve this through a clear process, room-by-room fixed design fees, and flexible implementation oversight options—making interior design approachable and simple.

How We Help...

At Design & Curations, we believe everyone deserves a beautiful, inviting space. Our hybrid model offers virtual interior design services for clients anywhere and in-person full-service design for those in the Atlanta area.

Using 3D video and render tools, we bring your vision to life with clear communication and a transparent timeline. From concept development to furniture selection, color schemes, finishes, procurement, and hassle-free installation (yes, reveal day is possible!), we work closely with you to create spaces that are both timely and timeless.

SERVICES OFFERED

TURN KEY DESIGN

01_a

Ultimate Design (Starting from \$2,750/room)

This service offers a fully personalized, face-to-face, turn-key experience, including design concepts, spatial plans, 3D views, furniture elements, and comprehensive purchasing, inspecting, and delivery services. We'll expertly plan the layout, flow, selection, and placement of each element to create a beautiful, functional, and serene space with a designer touch.

Ideal for Metro Atlanta residents wanting to refurnish rooms, update homes, and design small-scale renovations like adding feature walls, refinishing floors, and adding built-ins.

What's included:

- In person intake meeting for measurement, briefing on your vision, two rounds of feedback meetings (one video call, one in person),
- Design board,
- Spatial plan,
- 3D design vision, rendering and 4K video walkthrough of the design,
- Furniture selection board (up to 15 pieces of furniture, paint colors, décor suggestions)
- Implementation support covering purchasing, delivery, white-glove install; shipping them to our warehouse, inspecting for defects, storing them until all deliveries are complete, and then transporting and assembling them in your home. This option ensures your space is seamlessly refreshed and ready for hosting.

*We strongly recommend a minimum furniture investment of **\$20k per space**.*

01_b

Ultimate Renovation Design (Starting from \$3,250/room)

Our Ultimate Renovation Design Pack equips you with everything you need to confidently brief your contractor and minimize budget concerns. With this pack, your renovation process will be seamless, and all design decisions will come together for a cohesive look.

Ideal for Metro Atlanta residents looking to renovate kitchens, bathrooms, main floors, or great rooms.

What's included:

- In person intake meeting for measurement, briefing on your vision, two rounds of feedback meetings (one video call, one in person material board presentation),
- Design board,
- Spatial plan,
- 3D design vision, rendering and 4K video walkthrough of the design,
- Finishes & Fixtures, Furniture selection (up to 15 items including sink, backsplash, faucet, appliances, pendants, grout color, hardware, cabinet style, stools)
- Spec Book (Implementation Guide) including Fixture and Finishes (F&FE) schedule, electrical lay out, paint schedule,
- Purchase coordination for selected items,
- Complimentary follow-up via email for 2 weeks for questions, out-of stock items.

SERVICES OFFERED

VIRTUAL DESIGN PACKS

02_a Starter eDesign (Starting from \$1500/room)

This service provides a personalized starting point with a design proposal tailored to your needs, wherever you are. After this package, you'll be equipped to select your furniture with confidence, creating a cohesive and efficient room design on your own timeline.

Ideal for small rooms, entryways, home offices, kid's rooms and clients who want to take our vision as a starting point and implement it at their own pace.

What's included:

- Design board
- Spatial plan (Floor plan)
- Up to 5 furniture links
- 1 feedback video call

02_b Signature eDesign (Starting from \$1,950/room)

This service offers a fully personalized turn-key design plan and after-service concierge. It includes a design concept, spatial plan, implementation guide, and purchasing assistance for furniture and decor. You'll have a complete vision of your room with a list of items and guidance on their placement, with the option to delegate purchasing to DnC.

Ideal for room furniture and layout refresh for living rooms, dining rooms, primary bedrooms, guest bedrooms, clients who moved to new homes or looking to refresh their home and implement it at their own pace with a more detailed guidance.

What's included:

- Design board
- Spatial plan (Floor plan)
- Shopping board (up to 10 pieces of furniture)
- 2 feedback video calls
- Complimentary follow-up for 2 weeks
- Option to delegate the purchase of selected items to DnC

03 Designer for a Day (\$950) | In-person

Designer-for-a-Day is an in-person 1-1 collaborative design session to help you design, shop, or style your home in a shorter time. We will work together to refresh multiple spaces, and answer any designer questions small or big sipping our coffee.

Available for Atlanta Area clients.

What is included:

- A 3 hour in-home design session
- A deck with links to resources
- Any drawings created during the session
- Complimentary 30-minute follow-up call you can use in 30 days.

SERVICES OFFERED

ADD-ON PACKAGES

04 **3D Room Design (Starting from \$350/room)**

This service provides 3D rendered room design to visualize your space with 4K resolution and 360 walk-through to give you the full vision of your space. Through the walk-through feature, you will see how all will come together in a 3D room layout.

05 **Shelf Styling Design Board (\$500)**

This service will provide an additional pack for your bookshelves and library styling needs. You will be provided with up to 15 decor pieces to style and elevate your space with placement guidance and a clickable shopping list.

06 **Room Styling (Starting from \$500) | In-person**

An in-person collaborative design session to help you design and style your home once we receive the furniture and decor items. Furniture installation and assembly are not included. The designer will bring decor options based on the designs provided.

07 **Renovation Oversight Service (Hourly or Per Visit)**

The designer and operations team stay involved during construction to help solve problems, deliver high-quality design implementation, and assist with special finishes procurement and install. This service ensures seamless integration with your general contractor. Available as hourly or per visit and quoted by the project.

PROCUREMENT

What is included in my package?

For Signature and Ultimate Packages clients, during Design Part 2, you'll have the opportunity to approve or request changes to the proposed items. Once you approve the shopping board, our DnC Operations team will send you an itemized invoice to start the purchasing process. All purchases are made at retail pricing or lower (if we find a better price, we'll work hard to match it to ensure you get the best value).

Here's what we handle for you:

- Tracking and coordinating deliveries.
- Receiving and inspecting items for quality.*
- Providing routine biweekly updates on procurement status and delivery schedules.
- Handling claims and returns for any defective products**
- Scheduling and consolidating a one-day delivery*
- Unpacking and basic assembly*
- Removing all packaging and debris*
- Basic styling. And yes, a "reveal" day is absolutely possible!

PLEASE NOTE

* Done by receiver company hired by DnC, handling, delivery, basic assembly, and removal of the packages, the cost starts at 20% of the furniture budget.

** All sales are final. Return service is only for defective items. Any additional return or change queries may incur hourly charges and subject to manufacturers' return policy. The Designer-Hourly service is available at \$150/hour, with a minimum charge of 2 hours, based on project scope, agreed upon during discussions.

*** Any installations involving electricians and hanging items on the walls, such as mirrors or art are excluded.

****Please note, furniture prices on the design board do not include tax and delivery fees.

PROCESS

Plan Design Implement

Plan

PROJECT PROPOSAL

FOLLOWING THE MEET & GREET, YOU WILL RECEIVE A PERSONALISED PROPOSAL

phase 1 Design

DESIGN PART 1

THE DESIGN BOARDS AND FLOOR PLANS - INCLUDING STYLES, COLORS, MAIN FURNITURE, AND LAYOUT.

FEEDBACK #1

DESIGN HAND OFF

phase 2 Implement

MEET & GREET

A COMPLIMENTARY CALL

PROJECT KICK OFF

FOLLOWING DEPOSIT PAYMENT AND AGREEMENT SIGNATURE, A PROJECT KICK-OFF MEETING WILL BE SCHEDULED, AND THE ONBOARDING DOCUMENT SENT.

DESIGN IN-TAKE

MEASURE, VISUALIZE, AND GATHER YOUR VISION & SPECS.

- 1) VIRTUAL PROJECTS: CLIENT TO FILL QUESTIONNAIRE
- 2) ATLANTA CLIENTS: IN-PERSON INTAKE MEETING

DESIGN PART 2

THE UPDATED DESIGN BOARD, SPATIAL PLAN TOGETHER, AND A SHOPPING BOARD WITH FURNITURE & DECOR SELECTIONS.

FEEDBACK #2

**PURCHASING,
IMPLEMENTATION, STYLING**



TIMELY & TIMELESS



COHESIVE



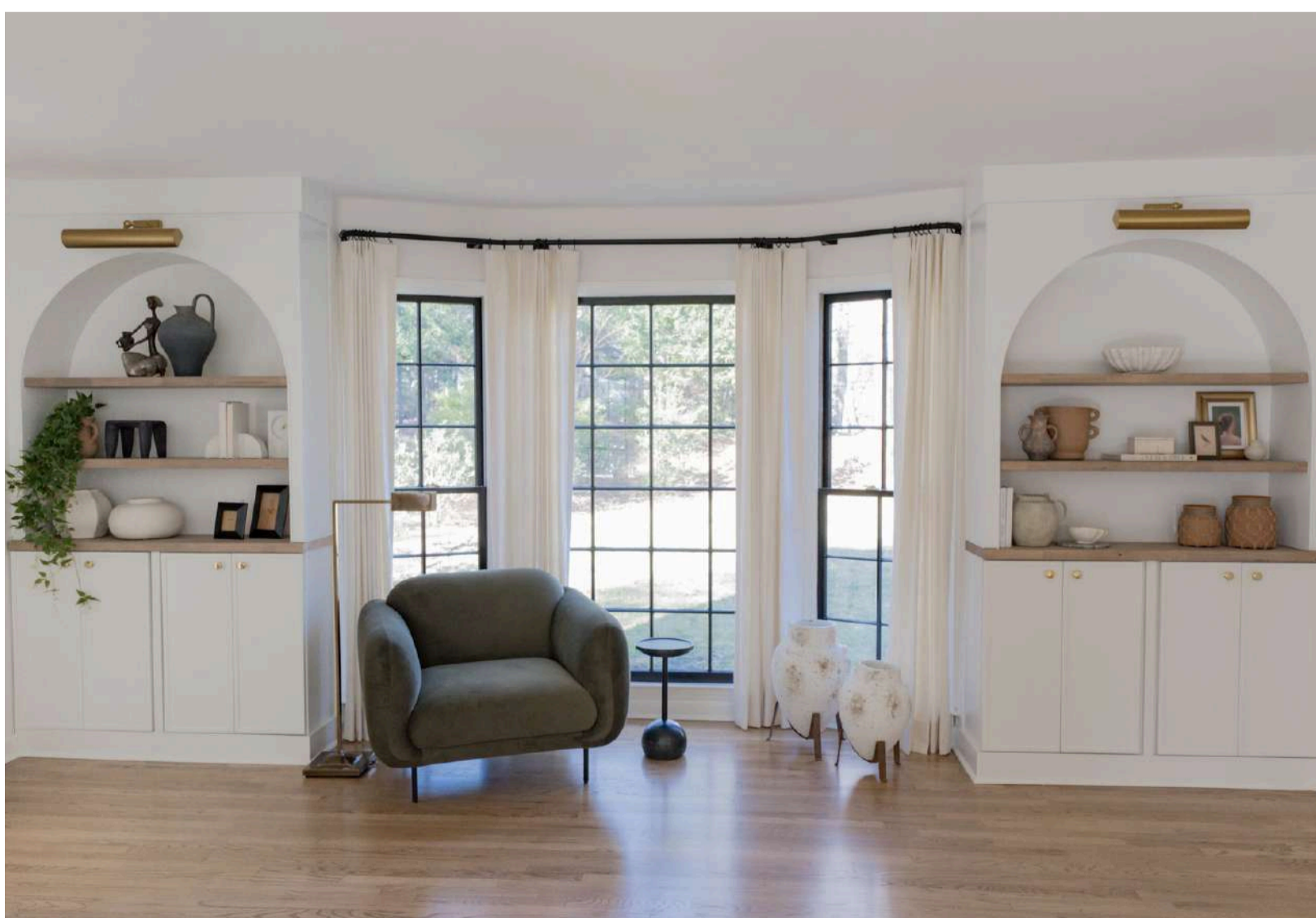
INVITING



WHAT TO → EXPECT

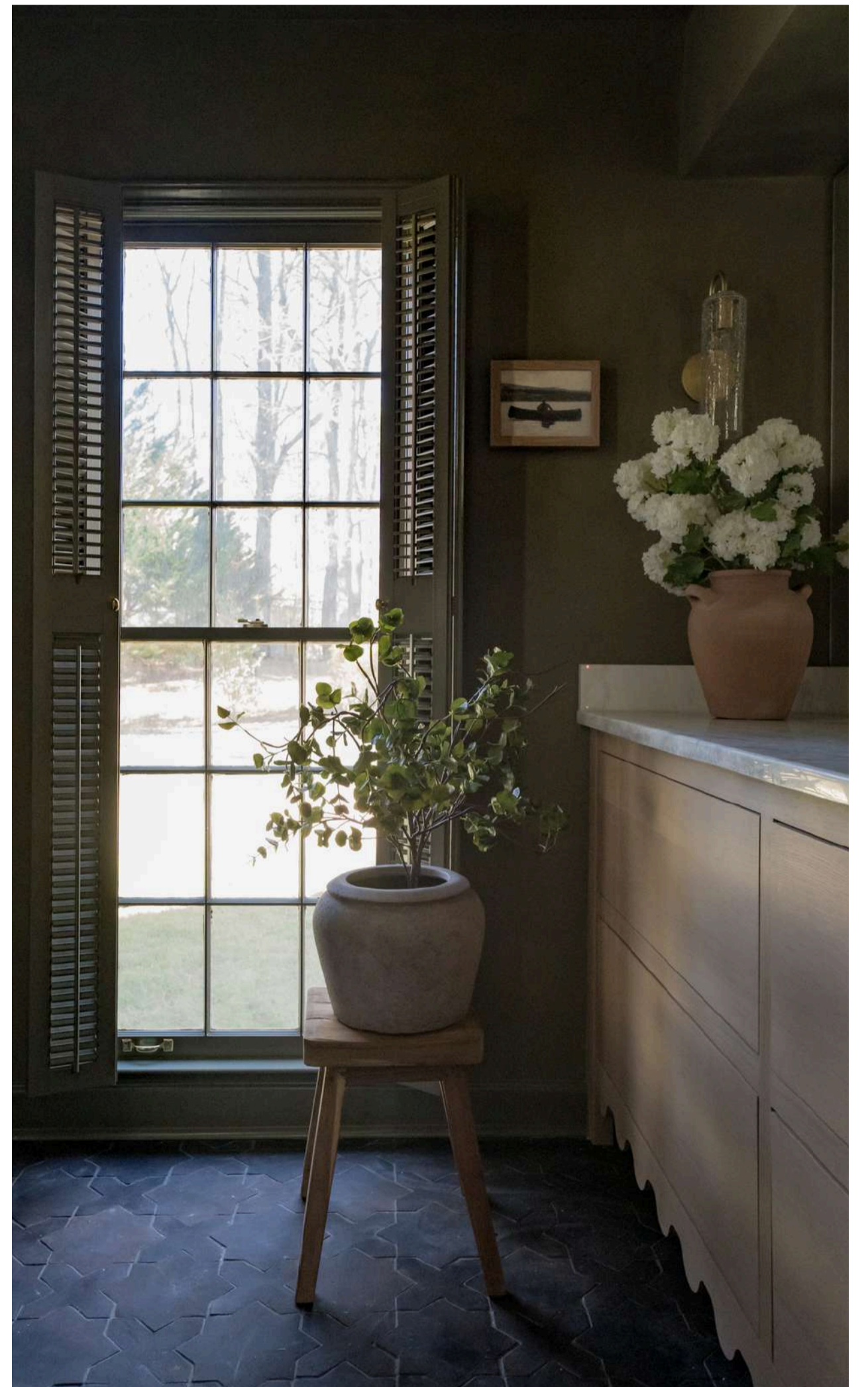
RECENT WORKS

PROJECT VIVA LA VIDA
KITCHEN, LIVING ROOM, DINING ROOM, POWDER ROOM



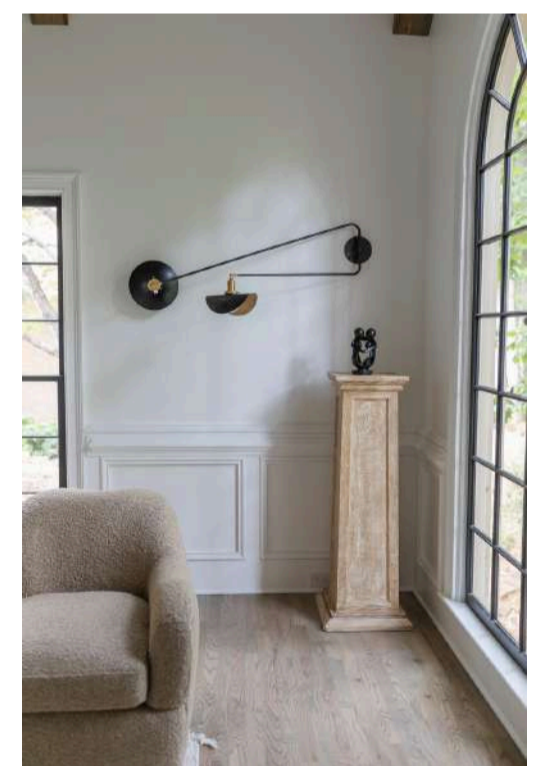
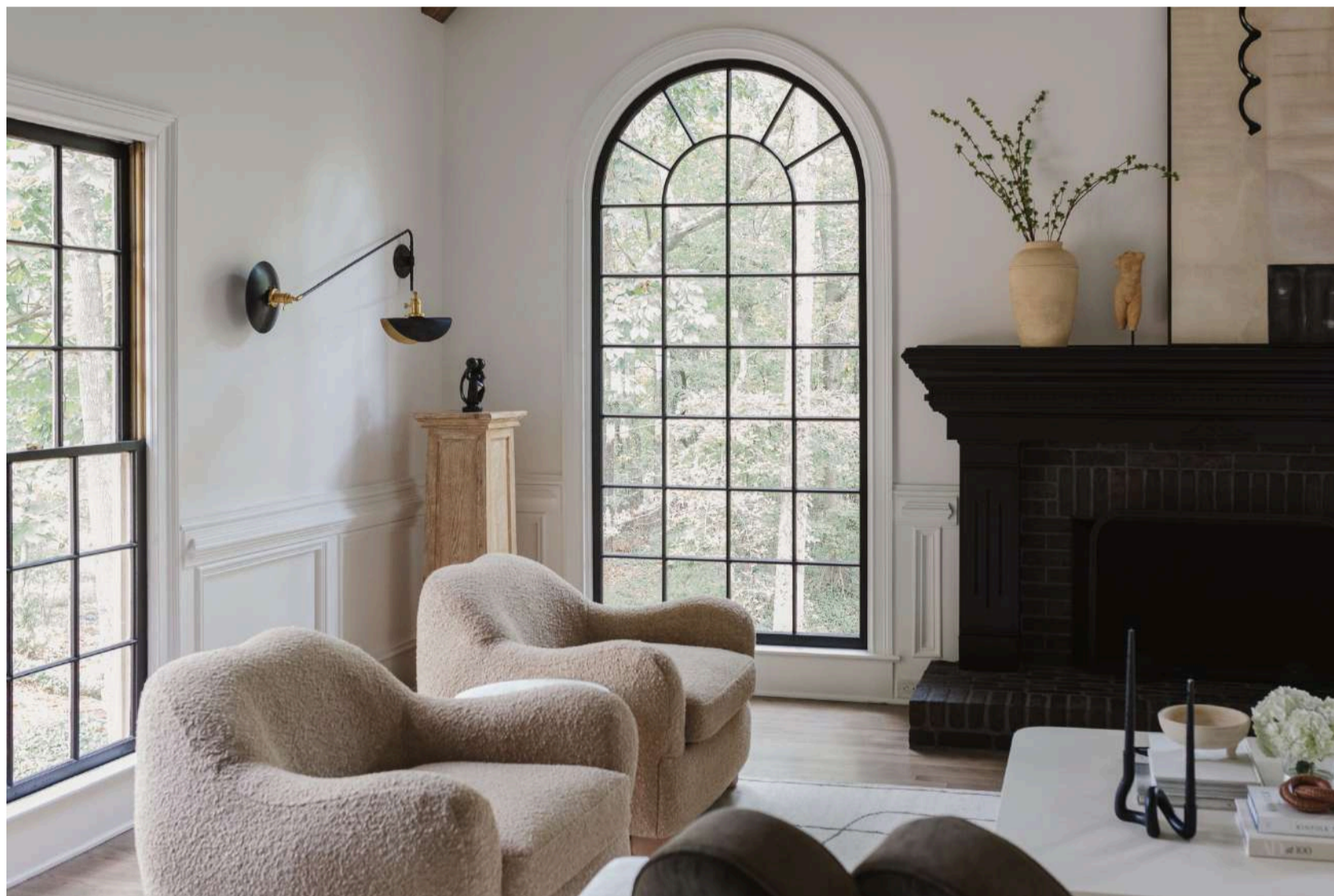
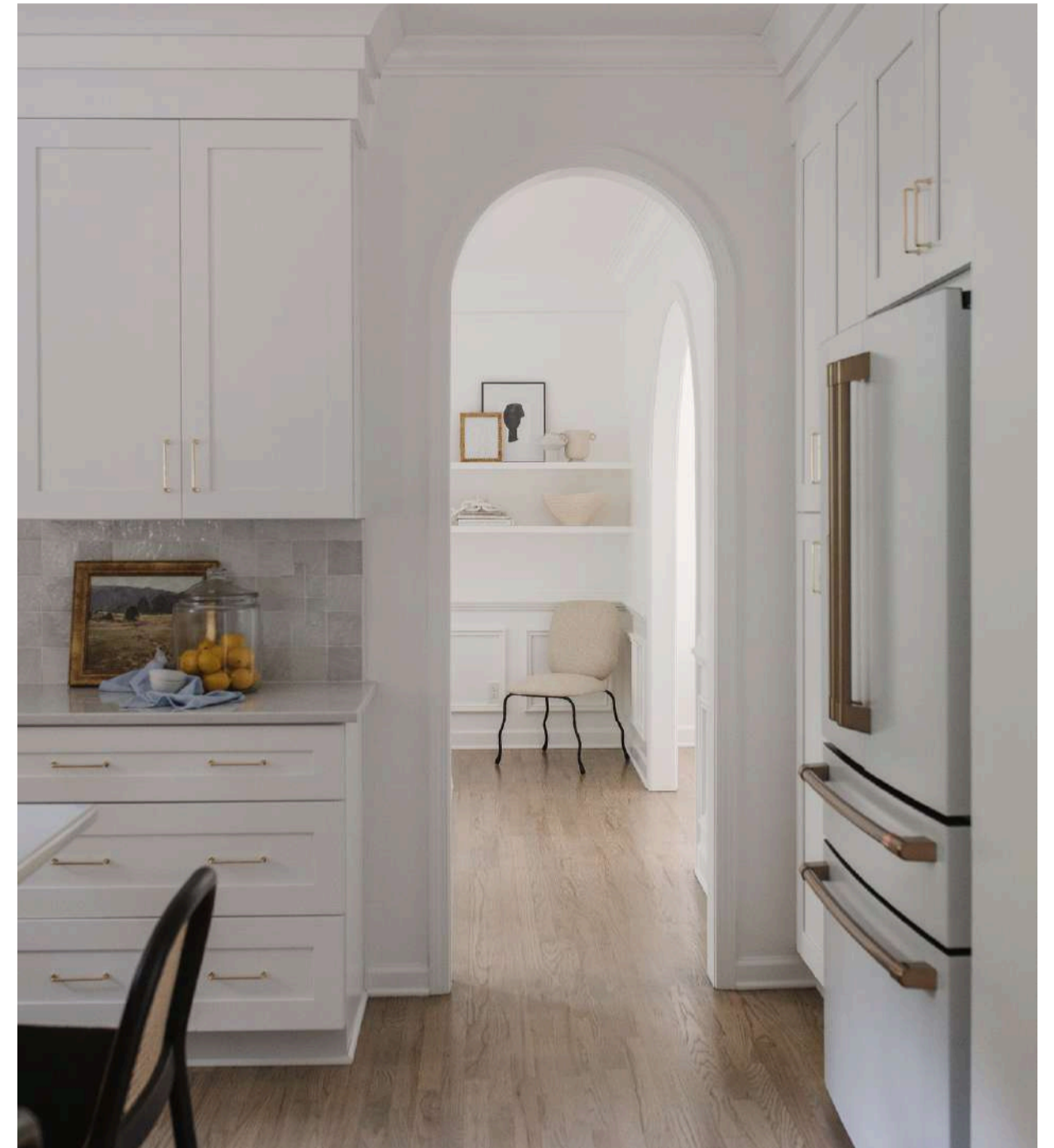
RECENT WORKS

PROJECT VIVA LA VIDA
KITCHEN, LIVING ROOM, DINING ROOM, POWDER ROOM



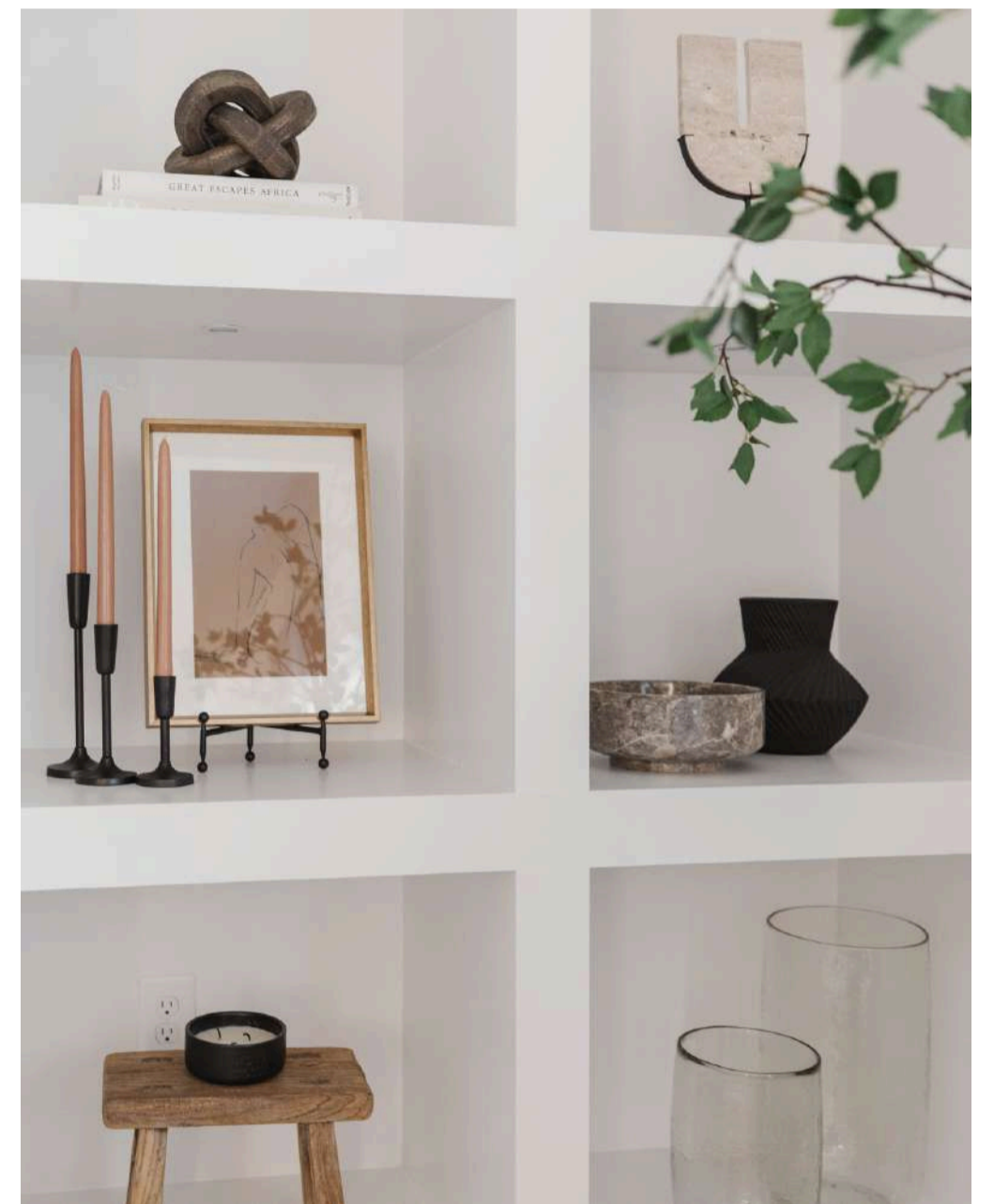
RECENT WORKS

PROJECT GREEN RIDGE
KITCHEN, LIVIN ROOM, SUNROOM



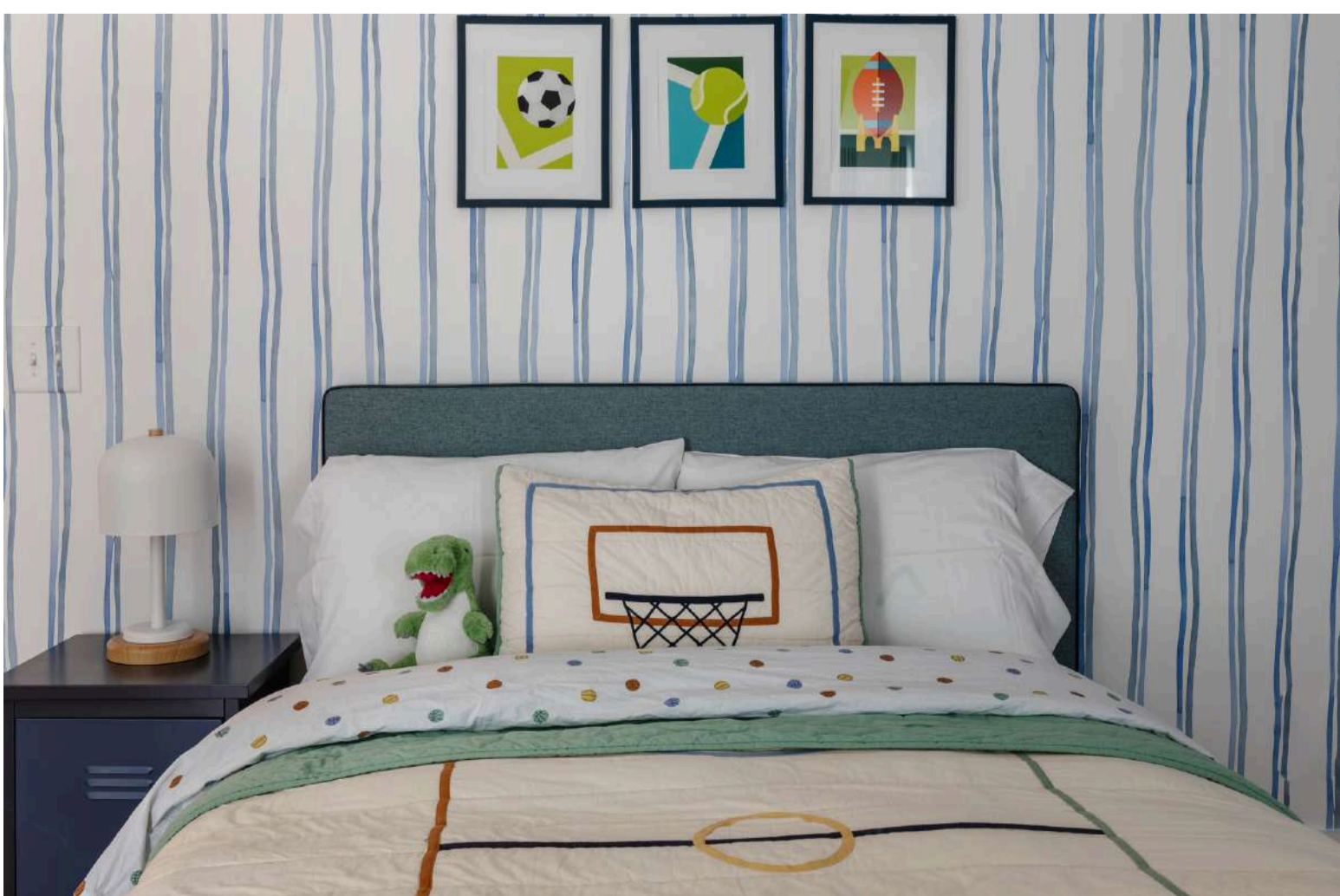
RECENT WORKS

PROJECT RIVERHILL
LIVING ROOM, DINING ROOM



RECENT WORKS

TODDLER ROOM & NURSERY PROJECTS



BEFORE AFTER

BEFORE

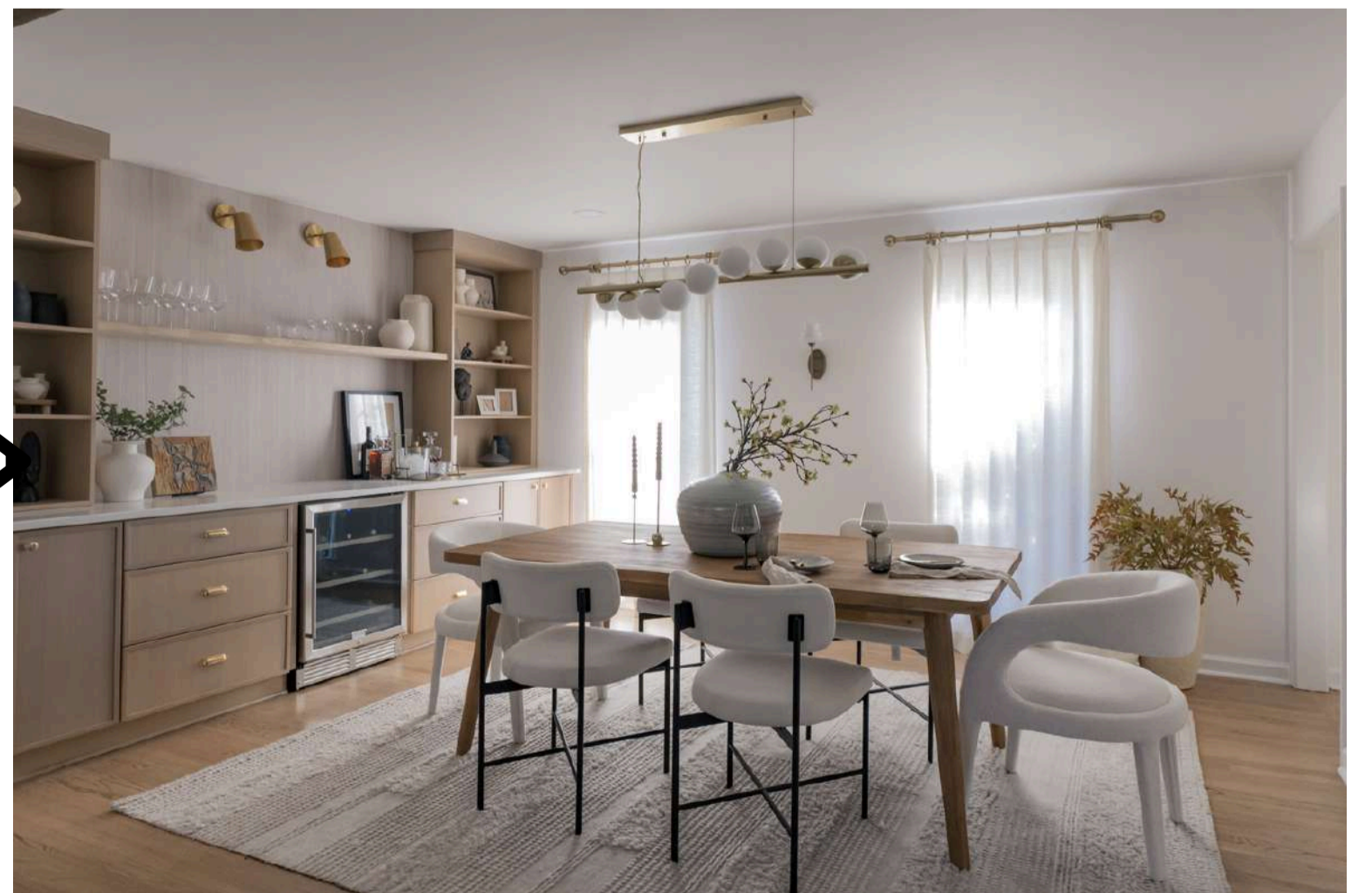
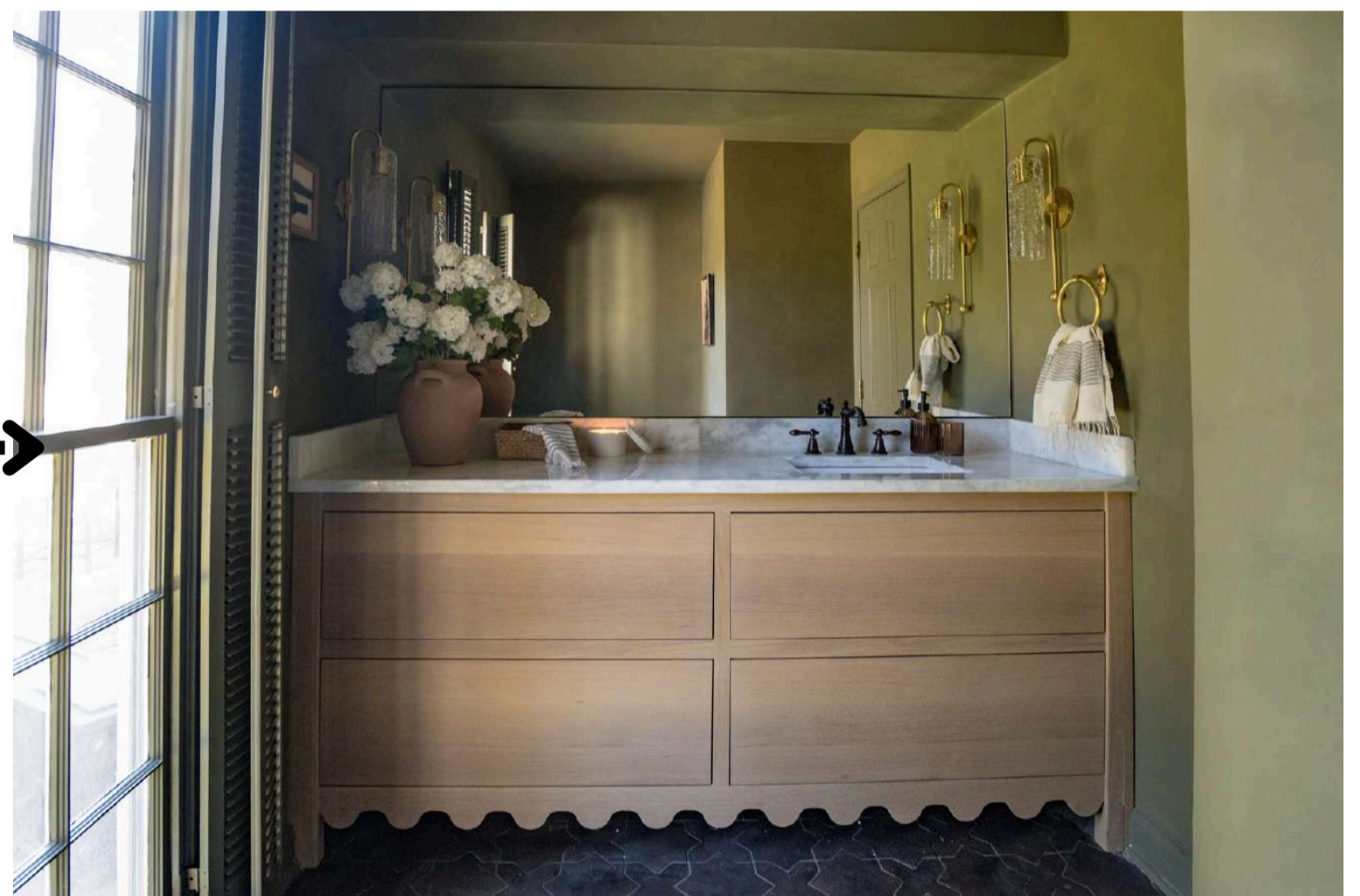
AFTER



BEFORE AFTER

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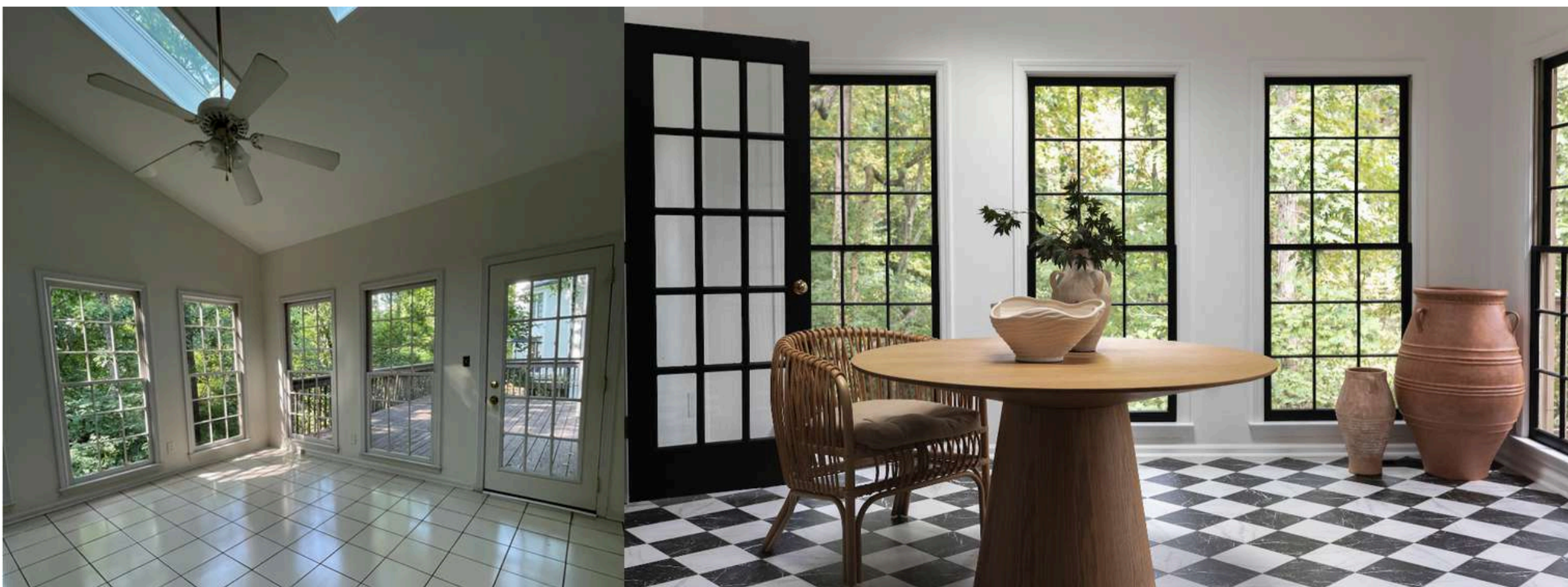
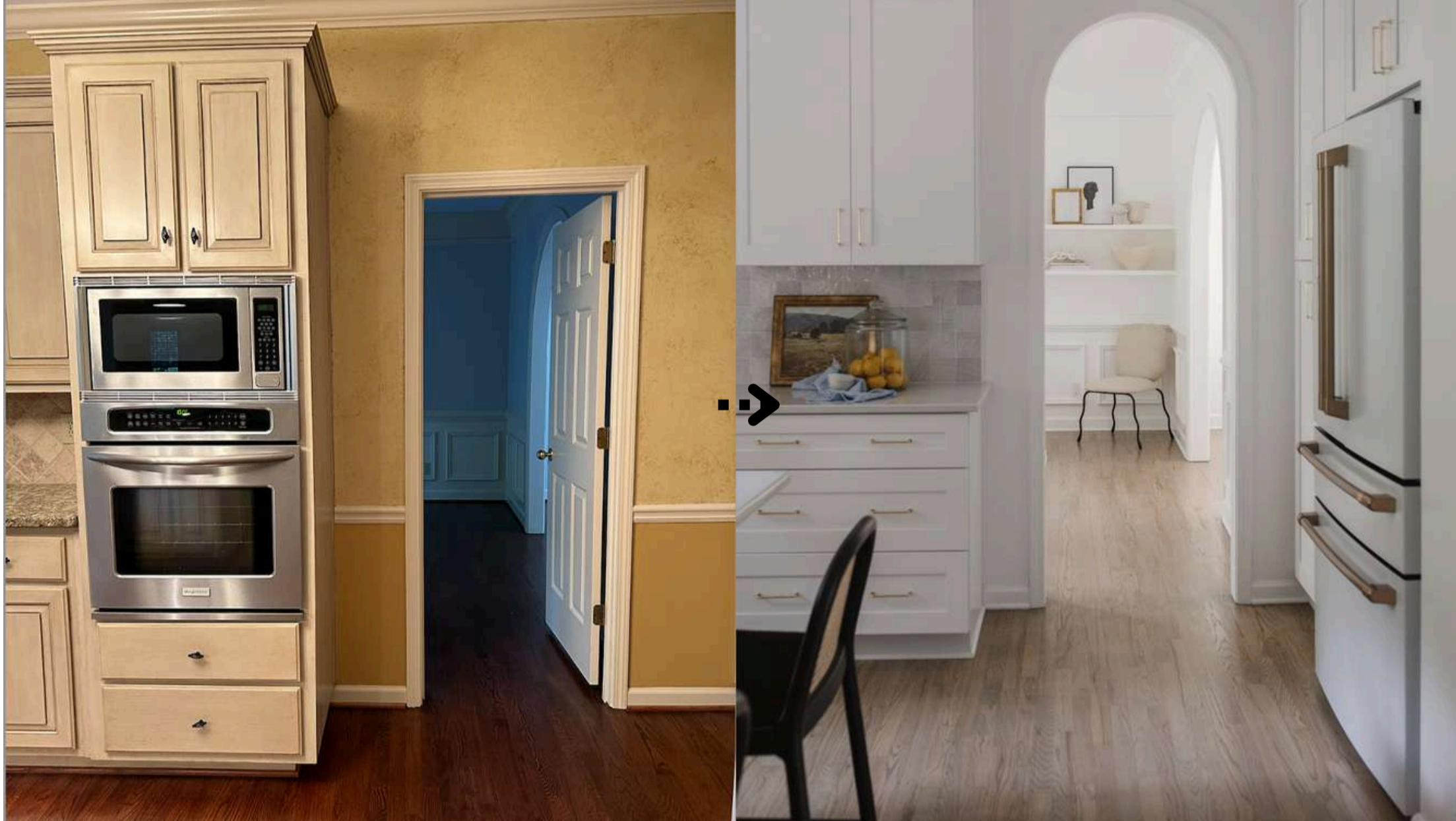
AFTER



BEFORE AFTER

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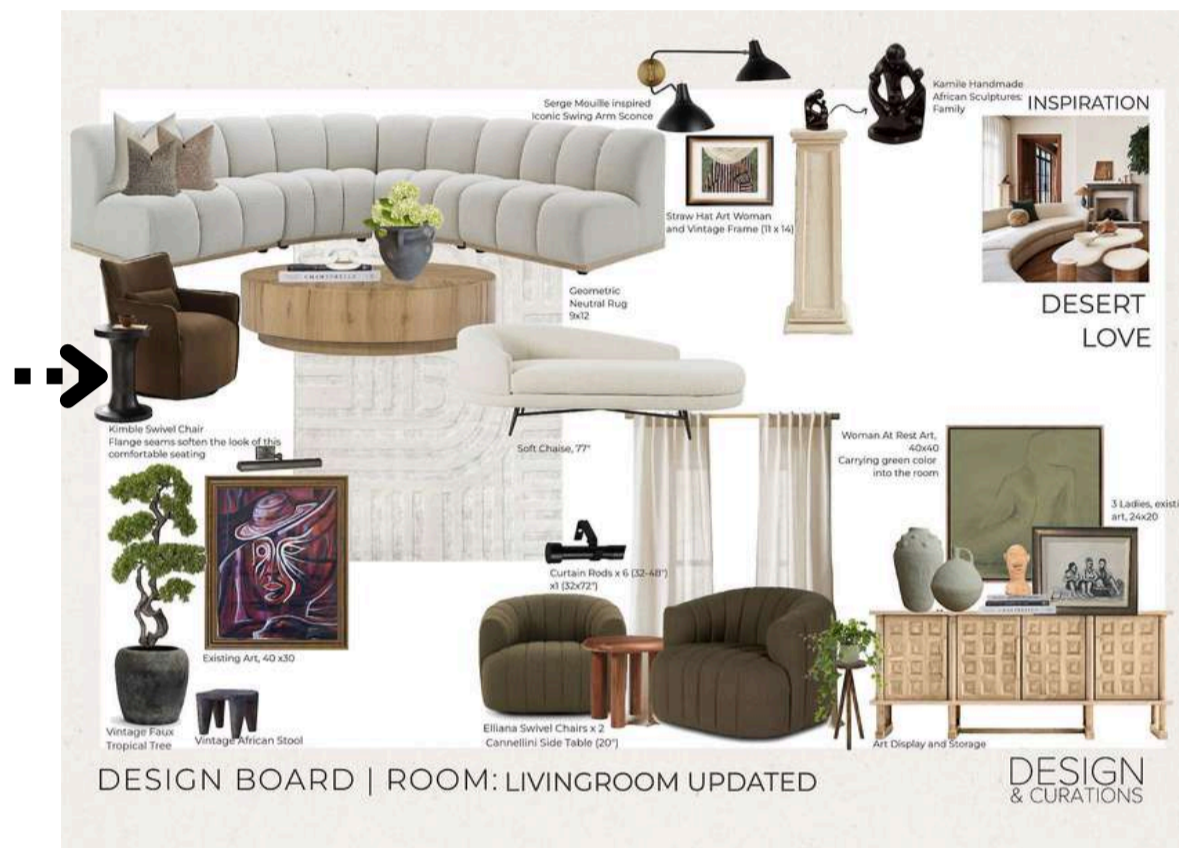
DELIVERABLE EXAMPLES

LIVING ROOM DESIGN

BEFORE



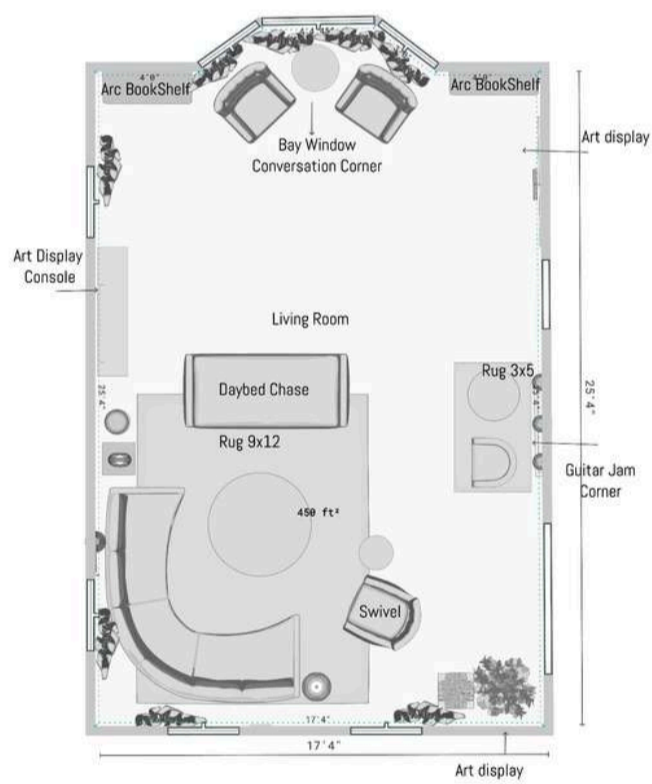
DESIGN BOARD



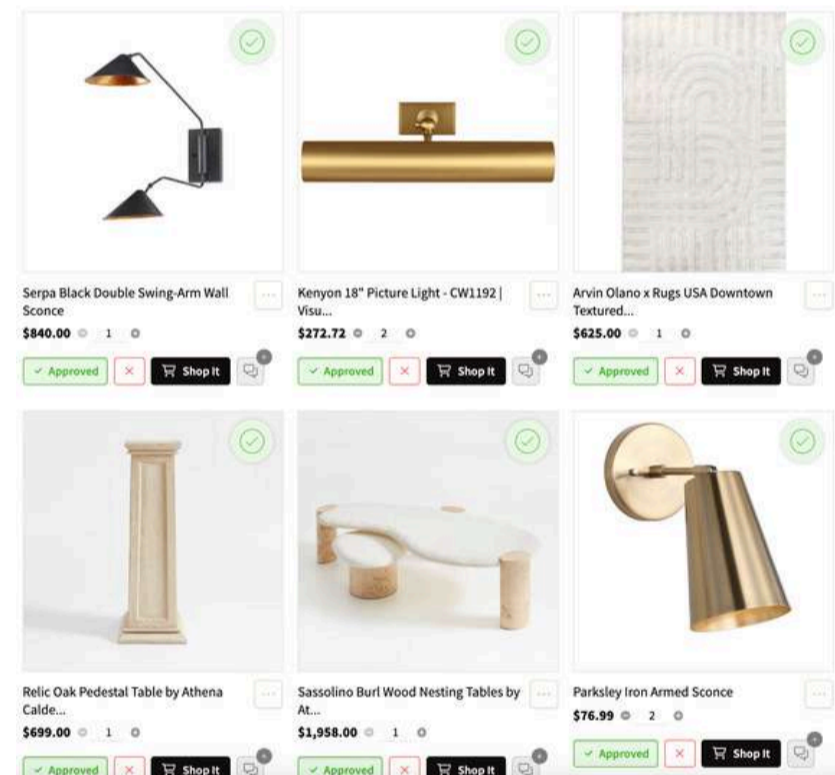
3D DESIGN VIEWS



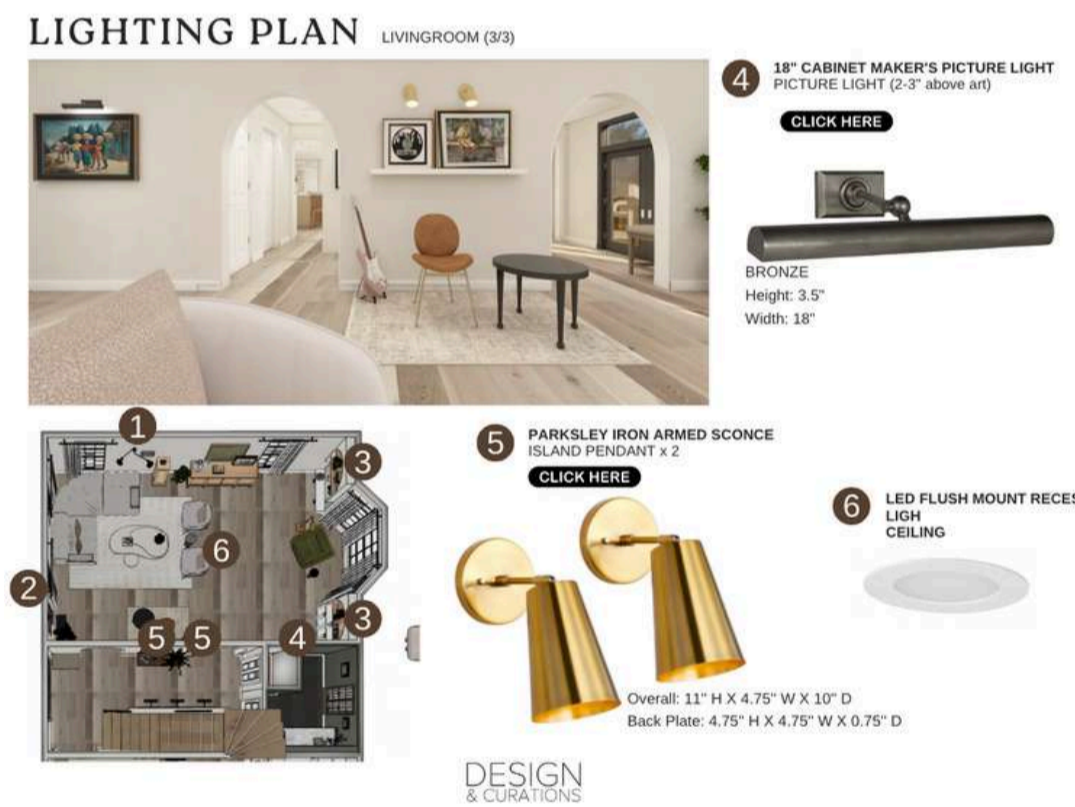
FLOOR PLAN



SHOPPING BOARD



IMPLEMENTATION GUIDE



DINING ROOM STARTER PACK

BEFORE



DESIGN BOARD

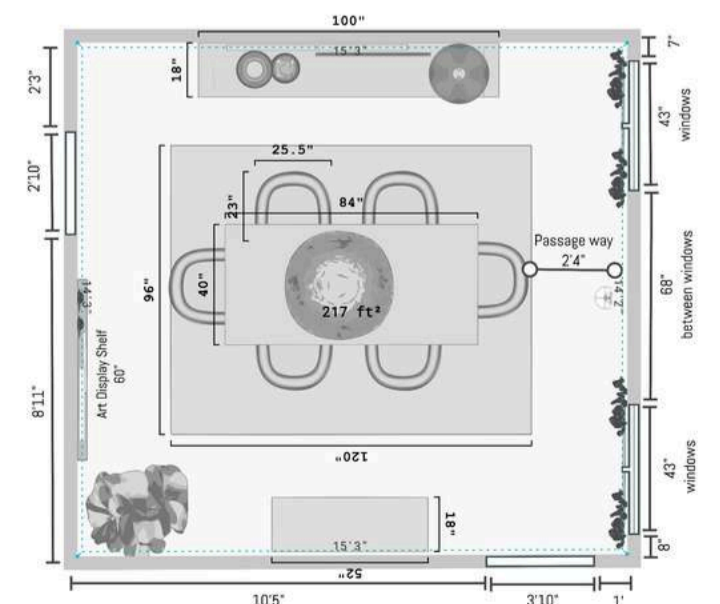


3D DESIGN VIEW

3D DESIGN IS AN ADD-ON



FLOOR PLAN



DELIVERABLE EXAMPLES

RENOVATION PACK

DESIGN BOARD

FURNITURE KITCHEN



COLOR PALETTE

SPEC BOOK / F&F SCHEDULE

FINISHES FIXTURES/PLUMBING LIST

KITCHEN

Appliances: use 30" range, 36" fridge, 24" dishwasher and 24" drawer microwave. All standard. Sink will be 33".

PRODUCT NAME	VENDOR	
Zagora 2" x 2" Glossy Zellige Mosaic Tile	Bedrosian	
Color: Navy Blanc	ROOM: KITCHEN WALLS	
CLICK HERE	COUNTER TO CEILING ON RANGE WALL, UP TO WINDOW ON SINK WALL	
NOTE: Please purchase 15-20% more to cover your installation and properly account for any necessary cuts.		
PRODUCT NAME	VENDOR	
Maple 5221 Moroccan FauxColor CC Grout	Floor & Decor	
Color: Moon Beam	ROOM: KITCHEN WALLS	
CLICK HERE	COUNTER TO CEILING ON RANGE WALL, UP TO WINDOW ON SINK WALL	
PRODUCT NAME	VENDOR	
Quartz - Calacatta Mariglio Duo	GC	
UPDATED SEPTEMBER 2024	ROOM: KITCHEN	
CLICK HERE		
PRODUCT NAME	VENDOR	
Edison by Studio McGraw Two-hole Bridge Kitchen Sink Faucet with Side Sprayer	KOHLER	
Color: Vibrant Brushed Moderne Brass		
CLICK HERE		
PRODUCT NAME	VENDOR	DIMENSION
W 33" L Farmhouse / Apron Single Bowl Freestanding Kitchen Sink	All Brand	33" L x 20" W
Color: White		
CLICK HERE		

LIGHTING PLAN KITCHEN



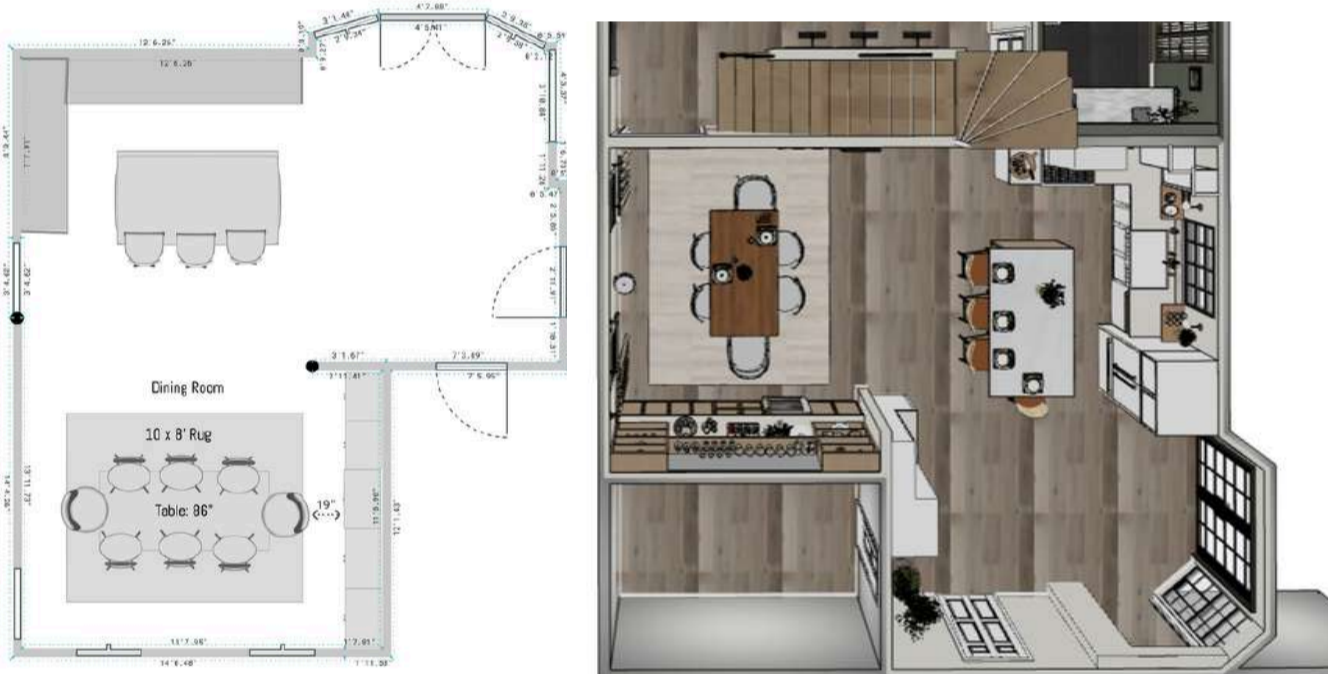
PAINTING SCHEDULE

COLOR NAME	VENDOR	CODE	PLACE
SNOWBOUND	SHERWIN WILLIAMS	SW 7004	WALLS
FINISH: FLAT	ROOM: LIVINGROOM, KITCHEN, ENTRYWAY, DINING ROOM (all main floor except powderroom)		
HIGH REFLECTIVE WHITE	SHERWIN WILLIAMS	SW 7757	CEILING
FINISH: FLAT	ROOM: LIVINGROOM, KITCHEN, ENTRYWAY, DINING ROOM (all main floor except powderroom)		
HIGH REFLECTIVE WHITE	SHERWIN WILLIAMS	SW 7757	BASEBOARD, TRIMS, DOORS
FINISH: SEMI-GLOSS	ROOM: LIVINGROOM, KITCHEN, ENTRYWAY, DINING ROOM (all main floor except powderroom)		
TRICON BLACK	SHERWIN WILLIAMS	SW 6258	ALL WINDOW FRAMES, FRENCH DOORS in KITCHEN
FINISH: SEMI-GLOSS	ROOM: LIVING ROOM, KITCHEN, DINING ROOM (all main floor except powderroom)		

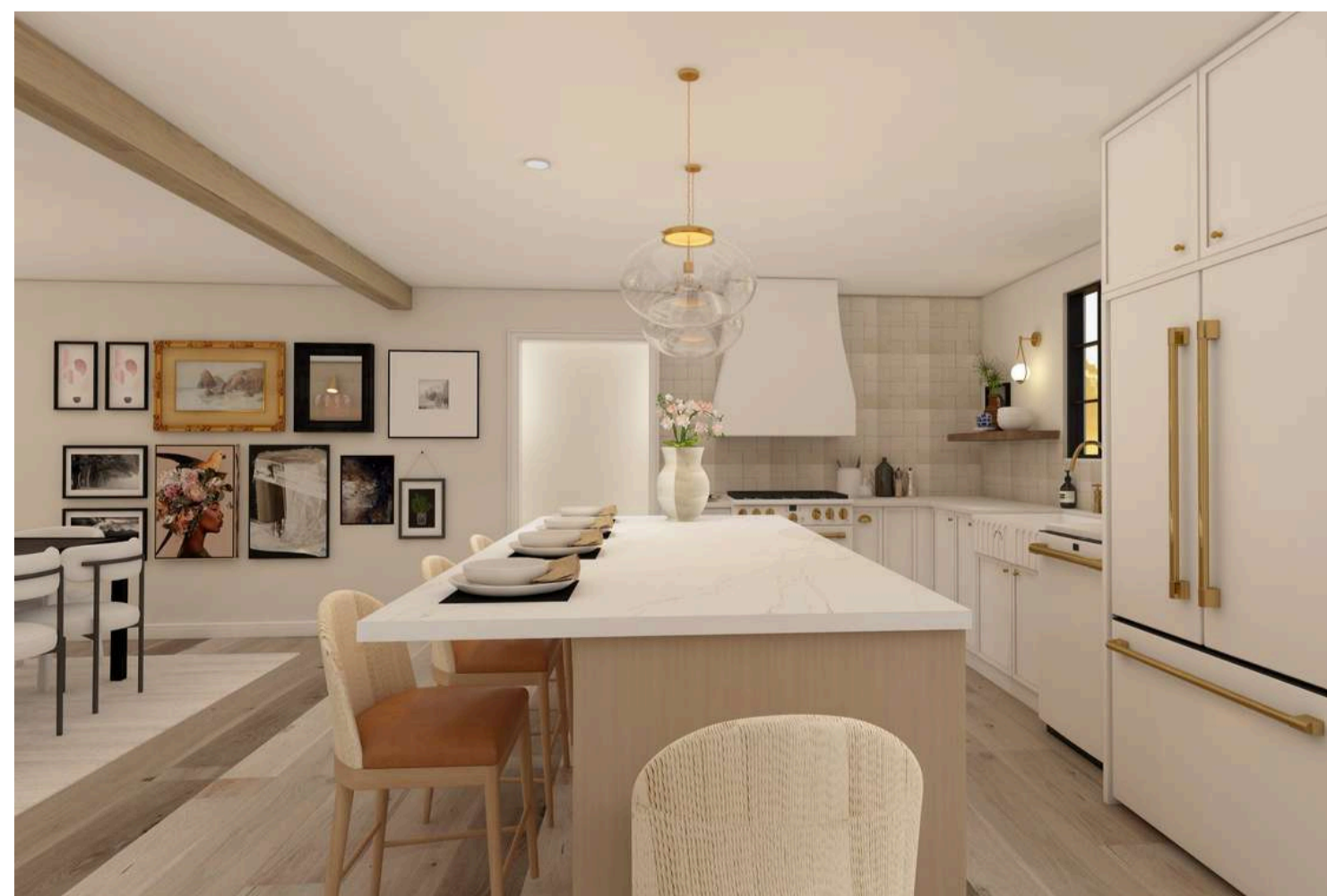
Reference for Window Frame + French Doors



SPATIAL PLAN



3D DESIGN



INVESTMENT GUIDANCE

How much will it cost to decorate my home

When it comes to furnishing your home, we understand that it's more than just buying furniture—it's about creating a space that reflects your unique style and personality. And most of the time, I hear you are not sure how much is a fair investment for your home. We are here to help you navigate the world of furniture investment with ease.

Let us offer guidance on budget breakdowns by room, giving you options at two levels: good and great. The "good" level offers quality pieces that meet your needs while staying within a modest budget, while the "great" level includes higher-end selections for added luxury and comfort.

But remember, there's no right or wrong way to invest in your home. It's all about finding the balance that works for you—whether you're splurging on statement pieces or seeking budget-friendly options.

By approaching furniture investment as an investment in yourself, you'll create a space that brings you joy and comfort for years to come.

At the end of the day, your home is your sanctuary. It should evolve with you, adapting to your changing needs and tastes.

Below are some examples of generalized budget guidance as a jumping-off point for re-furnishing rooms.

Furnishing budget guidance*:

- Livingroom: \$20K - \$45K
- Primary Bedroom: \$15K - \$25K
- Home Office: \$10K - \$15K
- Kids Room: \$10K - \$15K
- Dining room: \$15K - \$20K

**Excluding delivery, handling, tax, and assembly.*

WE STRONGLY RECOMMEND A MINIMUM FURNITURE INVESTMENT OF \$20K. .

INVESTMENT GUIDANCE

How much will it cost to decorate my home 1/3

Below is an itemized example budget breakdown, to provide further guidance.

Living Room	#	Mid-tier	High-end	Dining Room	#	Mid-tier	High-end
Sofa	1	\$3,500	\$6,000	Table	1	\$3,500	\$5,000
Arm Chairs	2	\$2,500	\$4,000	Chairs	6	\$4,500	\$6,500
Coffee Table	1	\$1,500	\$3,000	Side Board	1	\$3,000	\$5,000
Rug	1	\$2,000	\$5,000	Rug	1	\$1,000	\$3,000
Console	1	\$1,500	\$2,500	Light Fixtures	3	\$3,000	\$5,000
Side Tables	3-4	\$2,000	\$3,500	Decor/Tree	N/A	\$2,000	\$2,500
Light Fixtures	2	\$2,000	\$2,000	Wall Art	N/A	\$1,500	\$3,000
Chandelier	1	\$2,500	\$4,000	Window Treatment	N/A	\$3,000	\$5,000
Tree/Decor	N/A	\$2,000	\$3,000	Total		\$21,500	\$34,500
Window Treatment	N/A	\$5,000	\$9,000				
Art	N/A	\$1,500	\$3,000				
Total		\$26,000	\$45,000				

*Sample pricing, excluding receiving, delivery, handling, and tax..

Please Note: This provides item pricing as a general guideline; during the process, we may reallocate within the ranges, prioritizing certain elements while scaling back on others, making it a directional estimate rather than a fixed allocation.

INVESTMENT GUIDANCE

How much will it cost to decorate my home 2/3

Below is an itemized example budget breakdown, to provide further guidance.

Office	#	Mid-tier	High-end	Kitchen	#	Mid-tier	High-end
Table	1	\$2,000	\$3,000	Pendants	2	\$2,500	\$4,000
Study Chair	2	\$1,500	\$3,000	Hardware	N/A	\$500	\$1,000
Library/Shelf/Console	1	\$3,000	\$5,000	Stool	4	\$3,000	\$4,500
Rug	1	\$1,000	\$3,000	Faucet	1	\$1,000	\$2,000
Floor Lamp	1	\$1,000	\$2,000	Sconces	2	\$1,000	\$1,500
Light Fixtures	2	\$2,000	\$4,000	Decor/Glassware	N/A	\$2,000	\$3,000
Tree/Decor	N/A	\$1,500	\$3,000	Total		\$10,000	\$16,000
Window Treatment	N/A	\$3,000	\$5,000				
Art	N/A	\$1,500	\$3,000				
Total		\$16,500	\$31,000				

*Sample pricing, excluding receiving, delivery, handling, and tax..

Please Note: This provides the item pricing as a general guideline; during the design process, we may reallocate within the ranges, prioritizing certain elements while scaling back on others, making it a directional estimate rather than a fixed allocation.

INVESTMENT GUIDANCE

How much will it cost to decorate my home 3/3

Below is an itemized example budget breakdown, to provide further guidance.

Bedroom	#	Mid-tier	High-end	Entry	#	Mid-tier	High-end
Bed	1	\$2,500	\$4,000	Console	2	\$1,500	\$3,000
Bench	2	\$1,500	\$3,000	Table Lamp	1	\$750	\$1,500
Seating	2	\$2,500	\$4,000	Decor/Tree	N/A	\$1,250	\$4,500
Night Stands	2	\$2,500	\$4,500	Art	1	\$1,000	\$2,000
Floor Lamp	1	\$1,000	\$2,000	Rug	2	\$750	\$1,500
Chandelier	2	\$2,000	\$3,000	Bench/Stool	1	\$1,250	\$2,000
Table Lamp	2	\$1,500	\$3,000	Chandelier	1	\$3,000	\$5,000
Window Treatment	N/A	\$3,000	\$5,000	Total		\$9,500	\$19,500
Art	N/A	\$1,500	\$3,000				
Rug	1	\$1,000	\$2,000				
Bedding /Tree	N/A	\$1,500	\$2,000				
Total		\$20,500	\$35,500				

*Sample pricing, excluding receiving, delivery, handling, and tax..

Please Note: This provides the item pricing as a general guideline; during the design process, we may reallocate within the ranges, prioritizing certain elements while scaling back on others, making it a directional estimate rather than a fixed allocation.

CLIENT TESTIMONIALS

I can highly recommend Burcu with Design & Curations after using her services on more than one occasion. She is thoughtful and thorough when creating design boards for your unique space.

For those who think they can't afford a designer, what I've learned is that I can't afford not to use someone like Burcu who has saved me hours of time and wasted money spent purchasing the wrong items (wrong size, style, etc) and then having to return them. Burcu saved us time and money by assimilating everything she heard from me/us into a cohesive plan based on our budget that allowed us to move forward with our project in a decisive!

Melinda K., Atlanta

Working with DnC was an absolute joy! We started with plans for a simple Family Room refresh but after our first meeting (where we clicked instantly), we decided to add a kitchen renovation too.

Their designs were beautiful, and they really took the time to understand us - our style, our needs and even what we didn't like (no gold please, LOL 😊).

They delivered more than we ever dreamed of. I can't recommend DnC enough! I already miss working with them and can't wait to dream up our next project together ❤️

Clara, Alpharetta

Burcu provided an incredible experience and end product!

This was my first time working with a designer and I would go back to her for any future project I had. Her final product took into account the functionality, aesthetic and budget of the project.

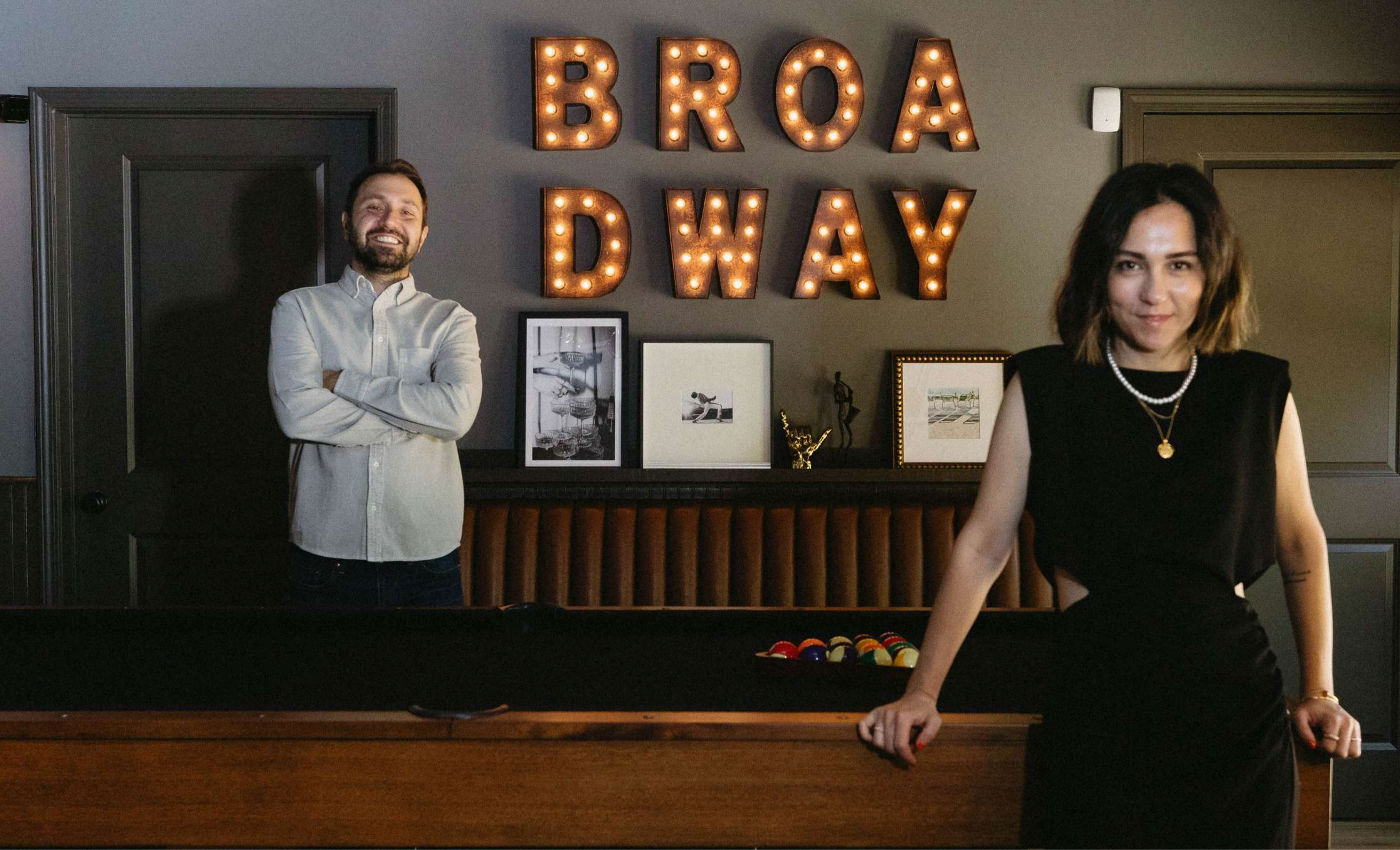
We're in the process of implementing her design and I continue to be reminded of how much time she has saved me. This project gave me more time to focus on the general contractor and my family while knowing I could quickly transform my space into the oasis I've been dreaming about!

I was impressed by Burcu's versatility and flexibility. She also did a great job connecting various areas of my space in the open concept to create something unique and beautiful.

Jenna P., Atlanta, 3+ Room Signature Design Package

What is a Hybrid Design Service?

At Design & Curations, we believe that everyone deserves a beautiful and inviting space. That's why we offer a hybrid design model, providing virtual interior design services for anyone, no matter where they are located with multiple design package options to choose from. For those who are in the Atlanta Area, we also offer in-person interior design consultations, styling, and renovation oversight options.

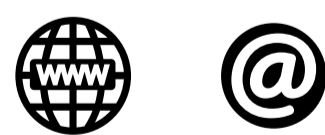


Alper Ercetin, *Operation Director*

Burcu Ercetin, *Principle Designer*

NEXT STEPS

*Book a complimentary
meet-and-greet call
to chat about how
we can design
your dream home.*



hello@designandcurations.com

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DESIGN
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