

# DESIGN & CURATIONS

## WELCOME PACK

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# A HYBRID INTERIOR DESIGN STUDIO

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Atlanta (in person) and nationwide (virtual)

- ABOUT US
- PROJECT SCOPE
- SERVICES
- PROCESS & INVESTMENT GUIDE
- PORTFOLIO EXAMPLES
- DELIVERABLE EXAMPLES
- TESTIMONIAL





I'm Burcu, founder and principal designer at Design & Curations.

We are a full service interior design studio dedicated to crafting serene, inviting spaces, helping you "refresh your home" more easily. Design & Curations specializes in the hybrid design model - virtual interior design for anyone, and turn-key in-person interior design for those living in Atlanta.

Our design principles consist of:

- Timely and Timeless at the same time
- Function meets beauty
- Intentional design: lived-in, a refuge in a busy modern world
- Approachable & Inviting
- Mix old & new

Let's design together!

# WELCOME



# CREATING SERENE & REFRESHING SPACES that evolve with you

*At* Design & Curations, we understand that life can get busy. That's why we're here to offer a unique hybrid approach to interior design that caters to clients everywhere, whether you're in Atlanta or miles away. Our e-design services allow you to transform your space without added stress.

We love working with busy families who need help with all things design, so they can spend their valuable time with what they love and value.

A home should be a place where you can always feel refreshed and renewed. By combining the best of both worlds - your evolving tastes, a touch of current designs, and timeless design elements.

We aim to make Interior Design **approachable and easy**, ensuring that every client finds the perfect solution for their project. Let us help bring your design dreams to life.

Our approach blends contemporary elements with classic design principles, using earthy natural design and creating serene inviting spaces that evolve with you.

# SERVICES OFFERED

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## TURN KEY DESIGN

### 01<sub>a</sub>

#### Ultimate Design (\$2,500/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<sub>b</sub>

#### Ultimate Renovation Design (\$2,950/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

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## VIRTUAL DESIGN PACKS

### 02<sub>a</sub> Starter eDesign (\$1250/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<sub>b</sub> Signature eDesign (\$1,750/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

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### 03 Designer for a Day (\$750) | 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

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## 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 (\$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.

# 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**



# INVESTMENT GUIDANCE

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## 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 - \$35K
- Primary Bedroom: \$15K - \$25K
- Home Office: \$7.5K - \$15K
- Kids Room: \$10K - \$15K
- Dining room: \$10K - \$20K

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



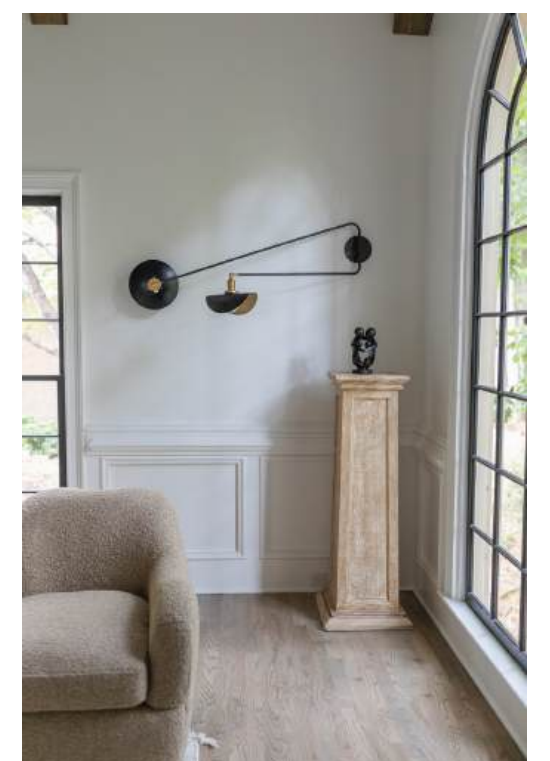
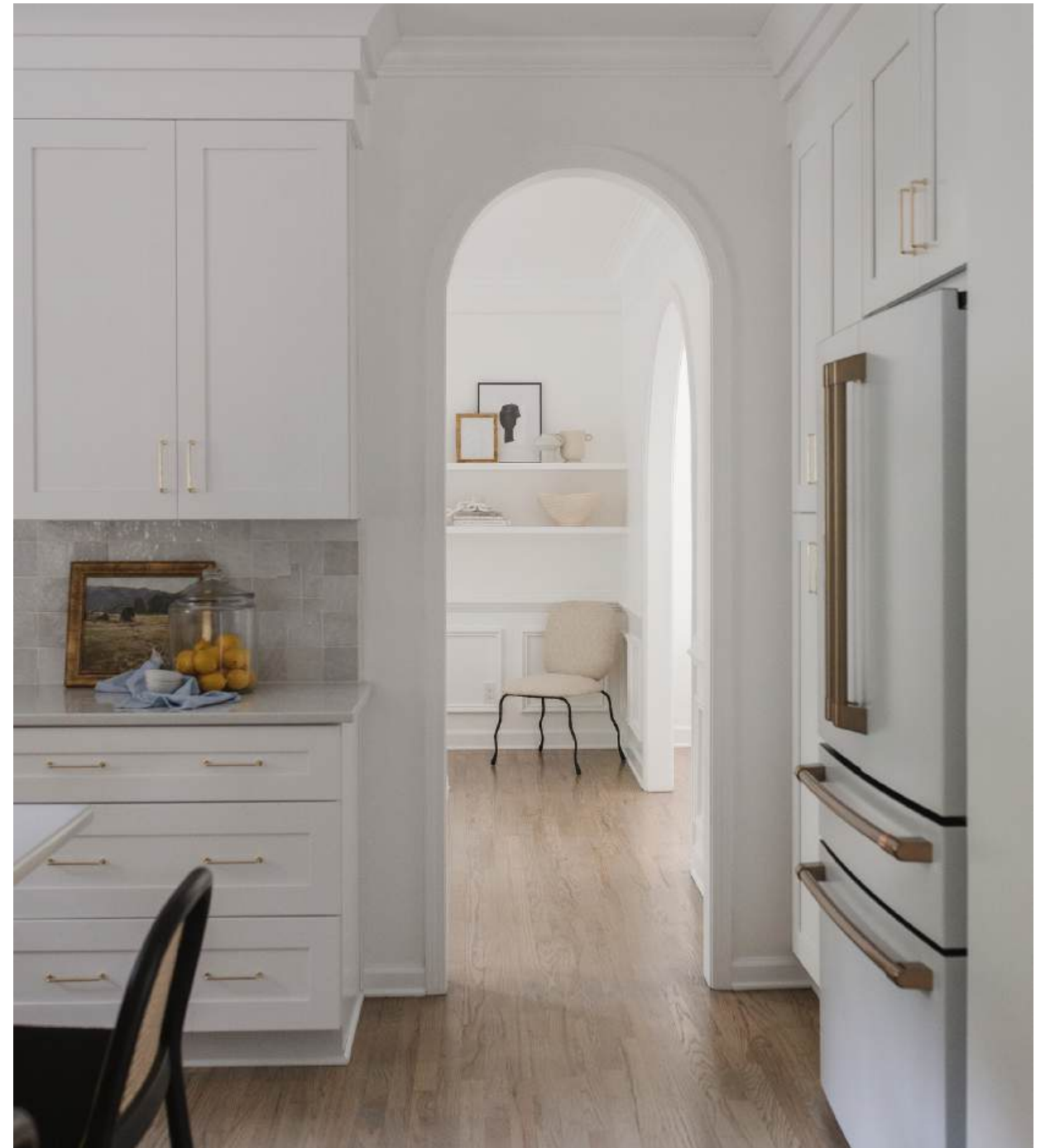
TIMELY & TIMELESS ✨ COHESIVE ✨ INVITING



# WHAT TO → EXPECT

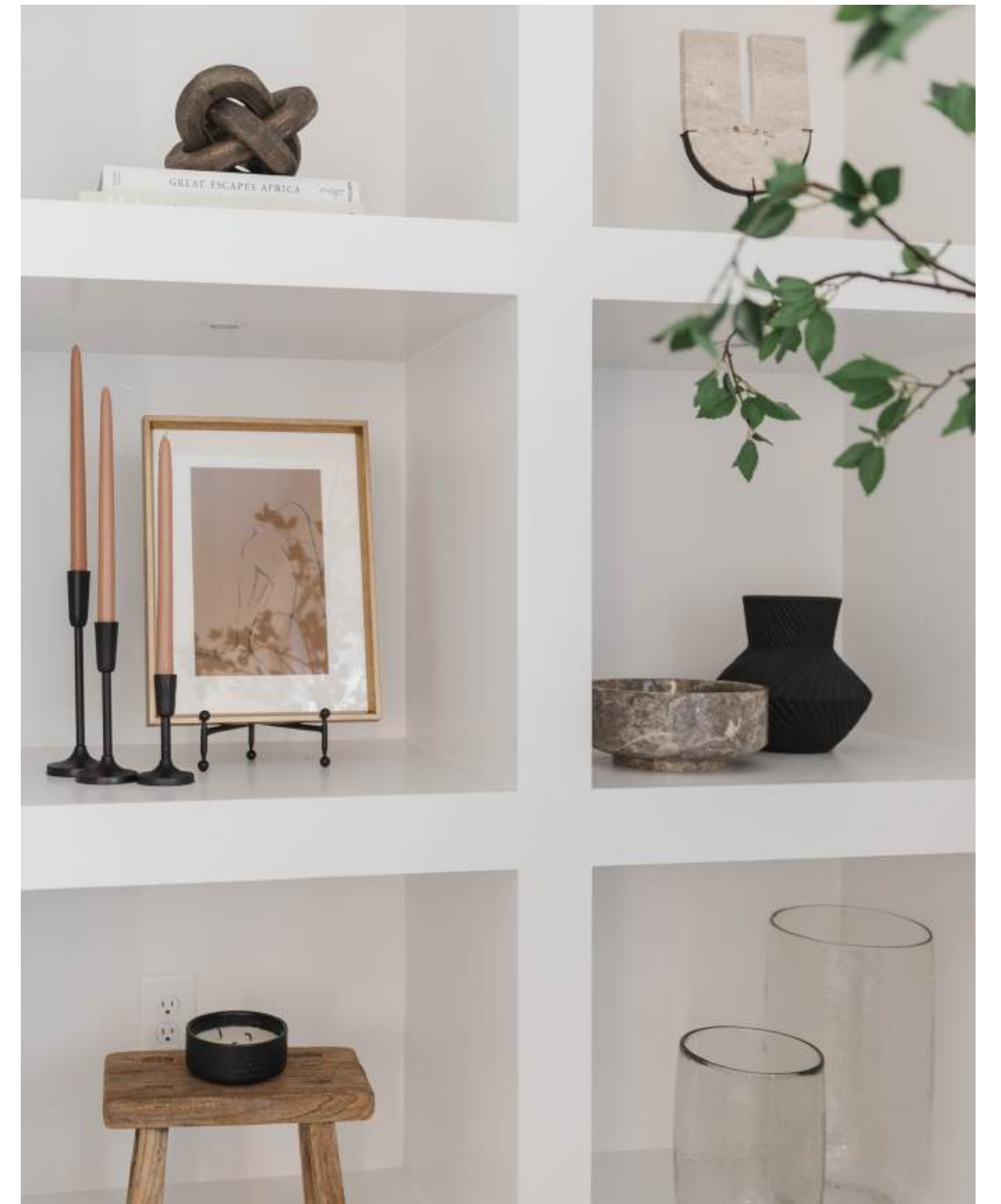
# RECENT WORKS

PROJECT GREEN RIDGE  
KITCHEN, LIVIN ROOM, SUNROOM



# RECENT WORKS

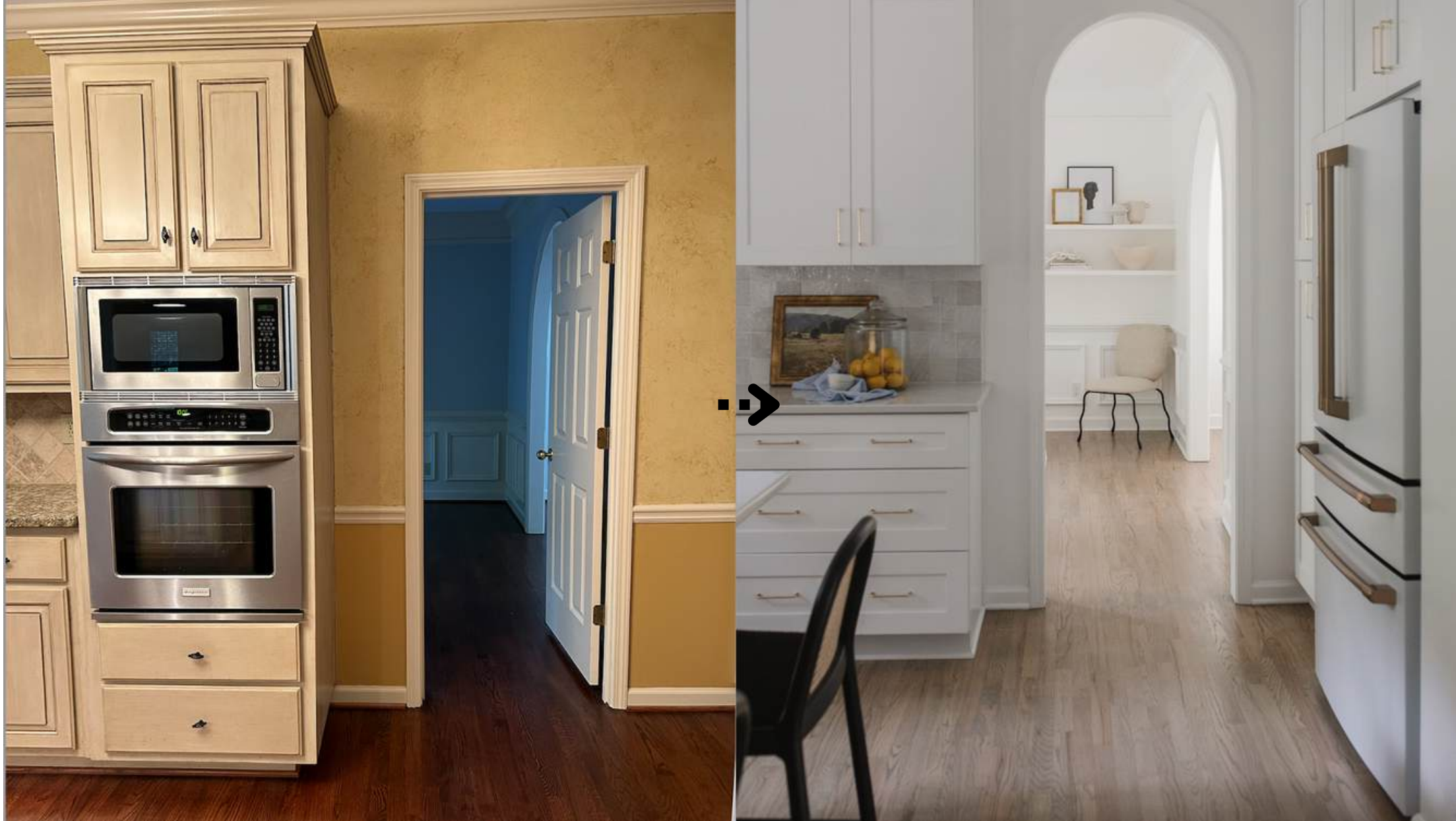
PROJECT RIVERHILL  
LIVING ROOM, DINING ROOM, TODDLER ROOM



# BEFORE AFTER

BEFORE

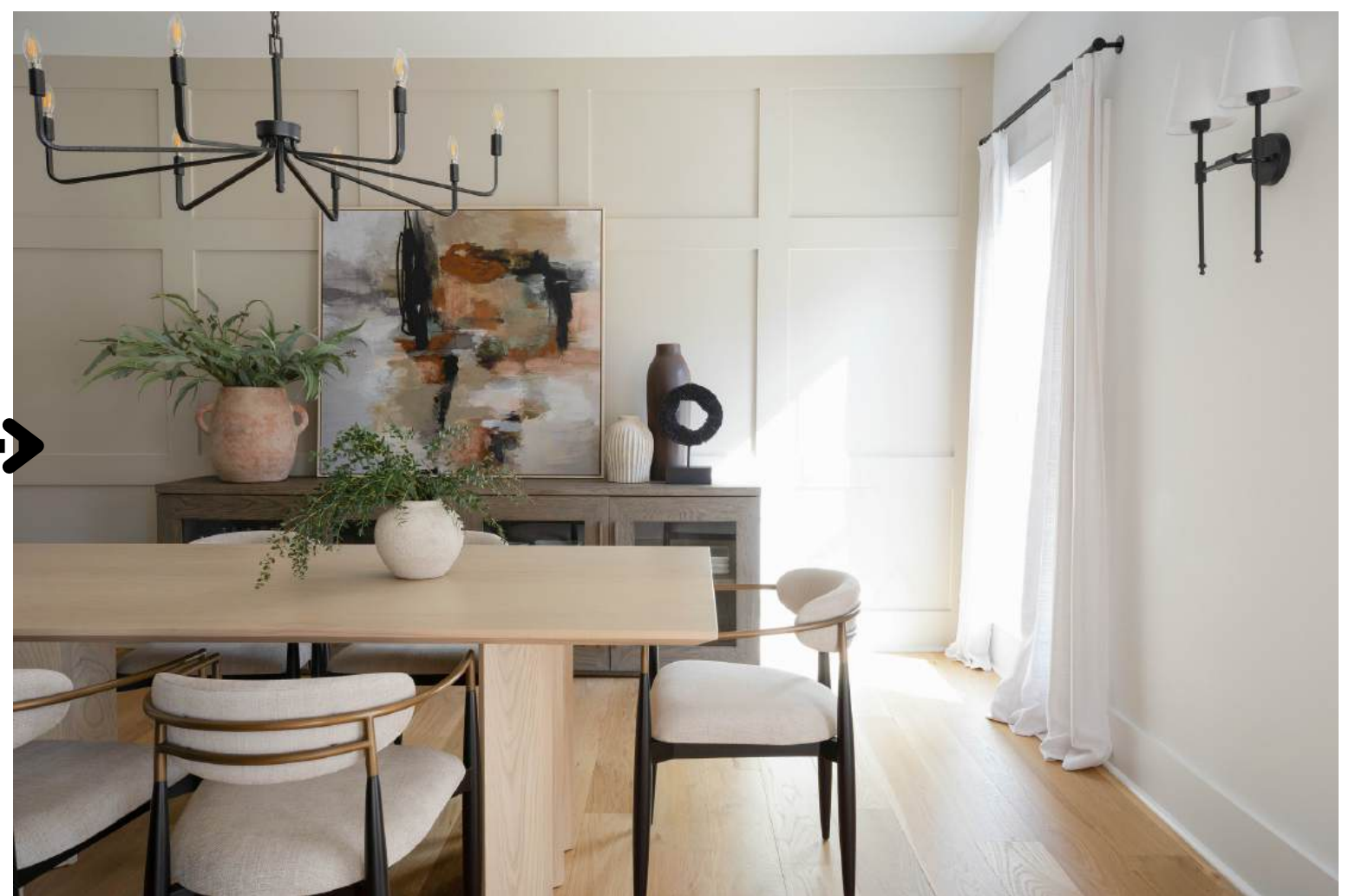
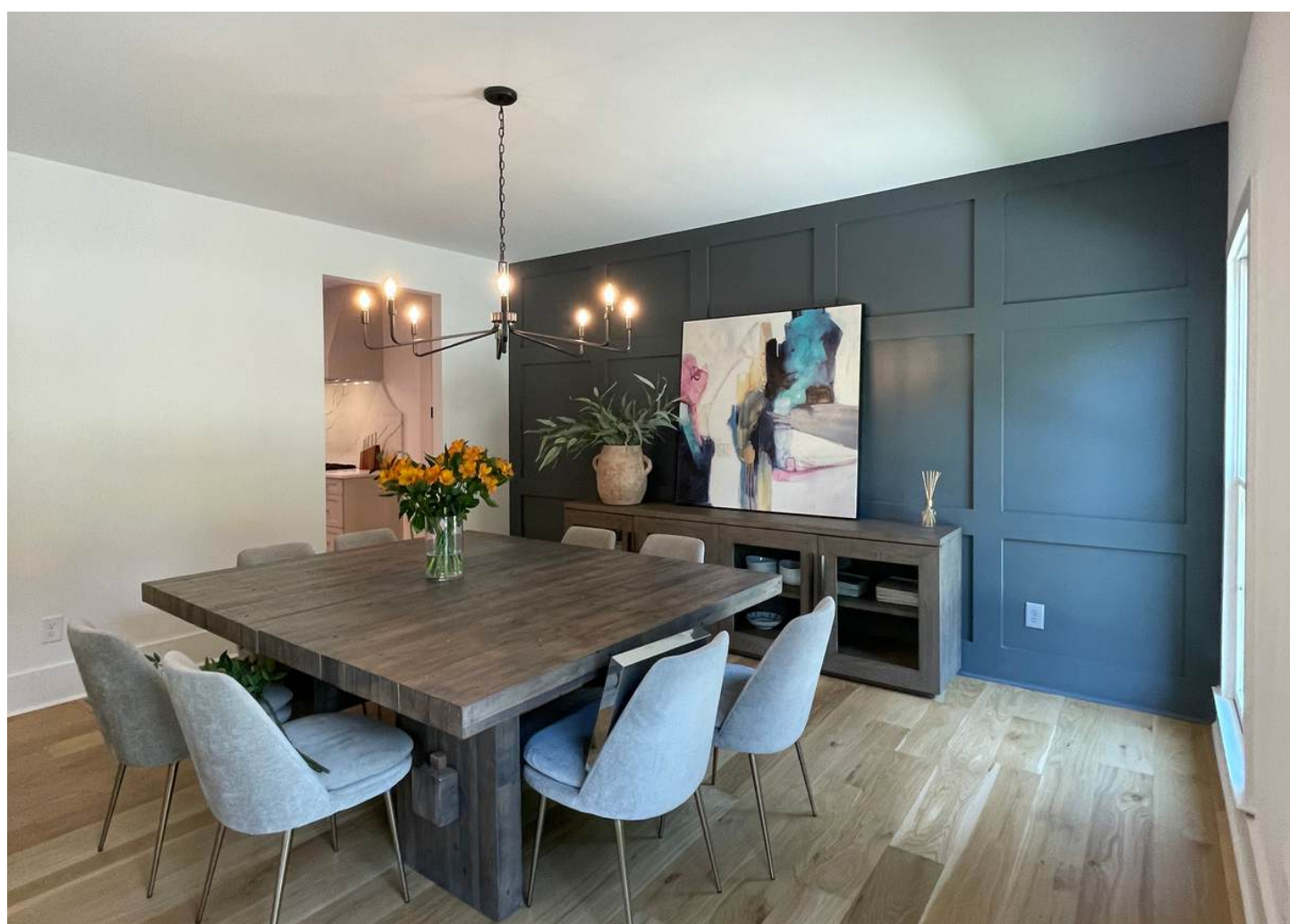
AFTER



# BEFORE AFTER

BEFORE

AFTER



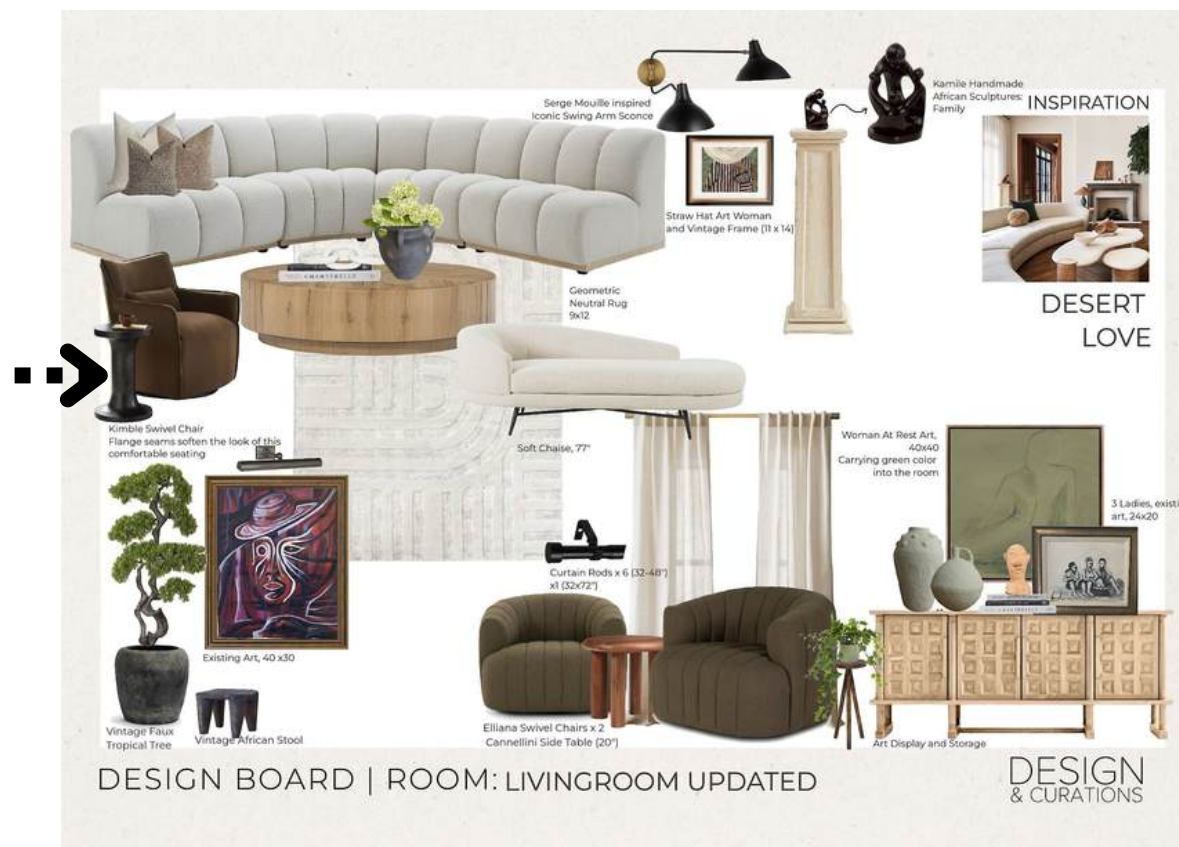
# DELIVERABLE EXAMPLES

## LIVING ROOM DESIGN

BEFORE



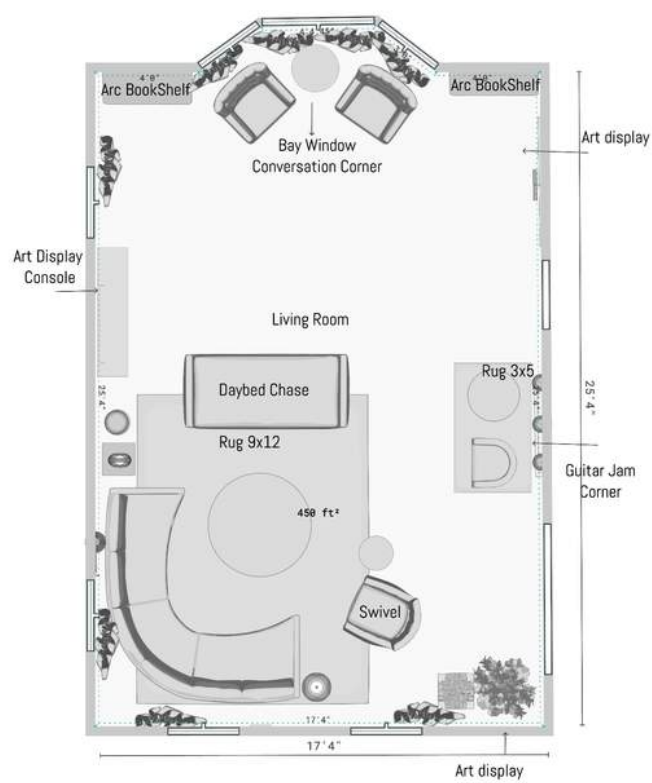
DESIGN BOARD



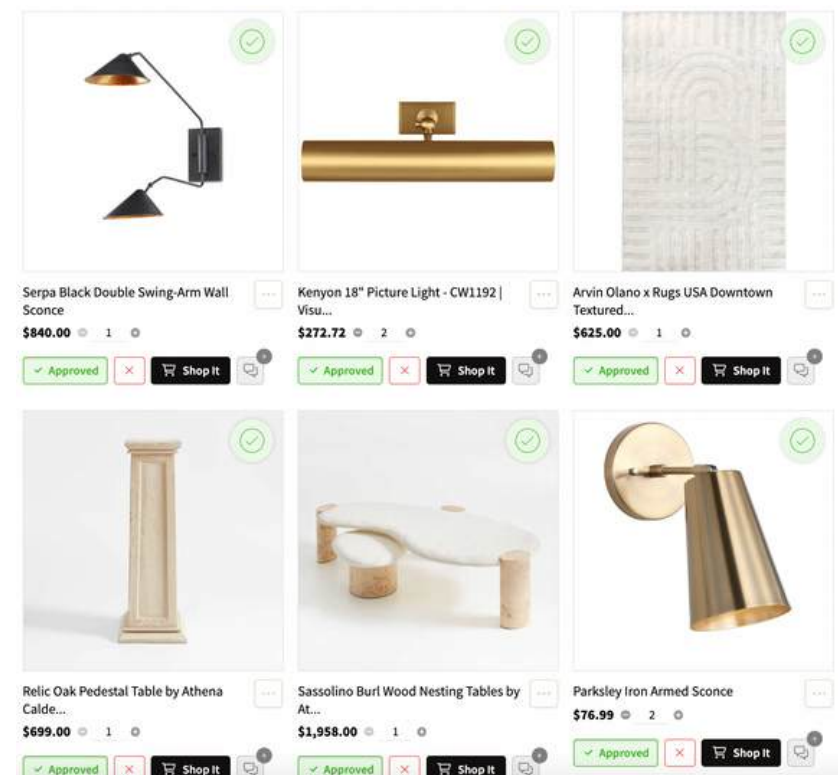
3D DESIGN VIEWS



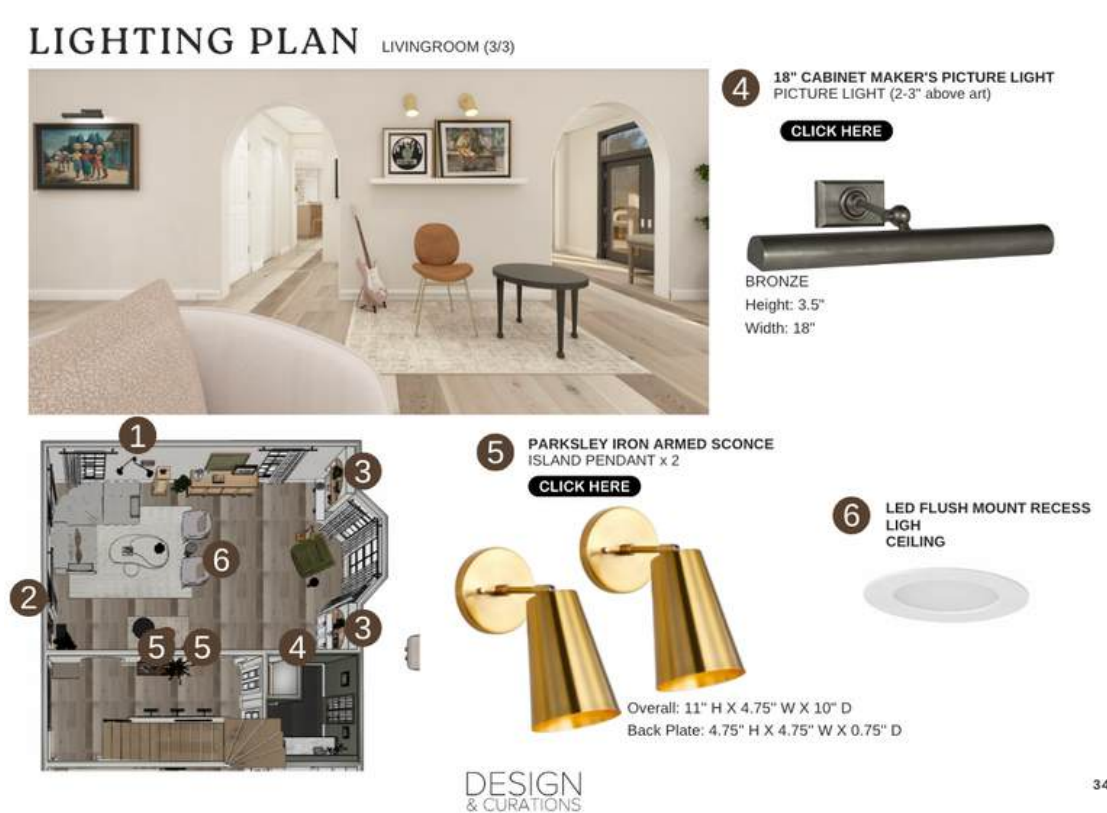
FLOOR PLAN



SHOPPING BOARD



IMPLEMENTATION GUIDE



## DINING ROOM STARTER PACK

BEFORE



DESIGN BOARD

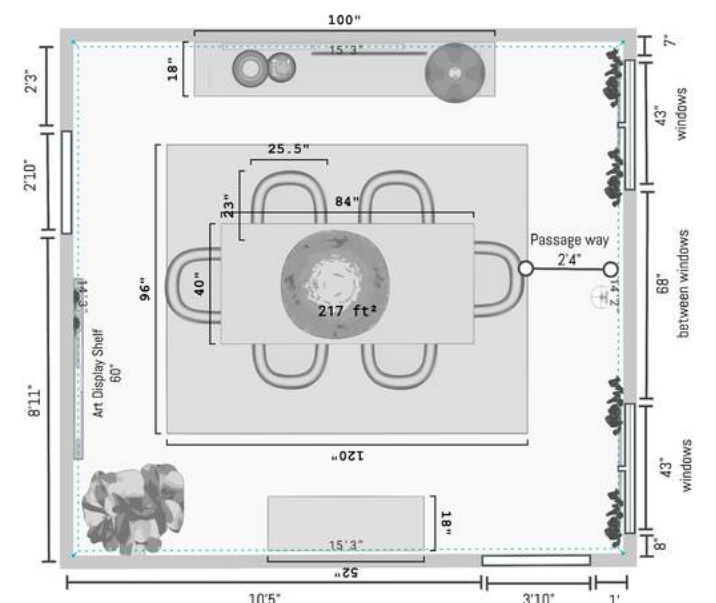


3D DESIGN VIEW

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

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

PRODUCT NAME	VENDOR
Zagara 2" x 2" Glossy Zellige Mosaic Tile	Bedrosian
Mapel 5221 Moroccan FauColor C2 Grout	Floor & Decor
Quartz - Calacatta Miraggio Duo	GC
Edison by Studio McGee Two-Hole Bridge Kitchen Sink Faucet with Side Sprayer	KOHLER
W 33" L Farmhouse / Apron Single Bowl Freestanding Kitchen Sink	All Brand
Quartz - Calacatta Miraggio Duo	GC
Edison by Studio McGee Two-Hole Bridge Kitchen Sink Faucet with Side Sprayer	KOHLER
W 33" L Farmhouse / Apron Single Bowl Freestanding Kitchen Sink	All Brand

TILE: Please purchase 15-20% more to create your installation and properly account for any necessary cuts.

COUNTER TO CEILING ON RANGE WALL, UP TO WINDOW ON SINK WALL

COUNTER TO CEILING ON RANGE WALL, UP TO WINDOW ON SINK WALL

#### LIGHTING PLAN KITCHEN



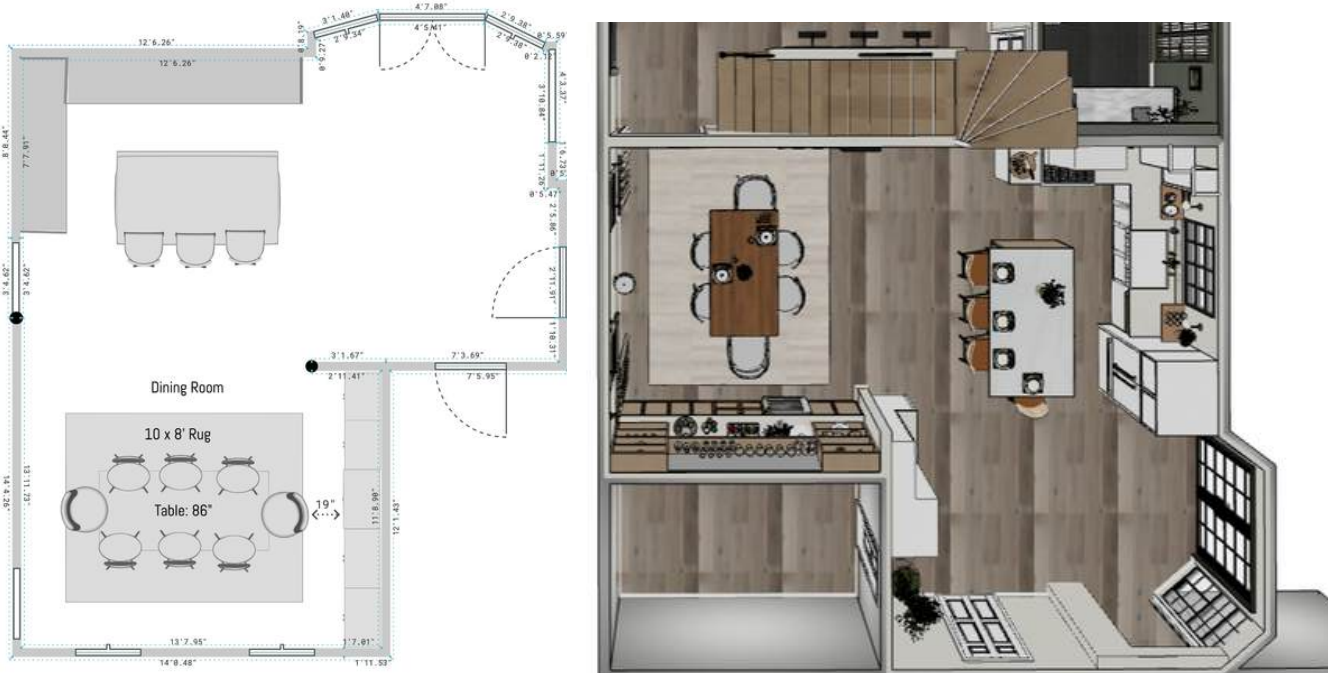
#### PAINTING SCHEDULE

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

#### Reference for Window Frame + French Doors



### SPATIAL PLAN



### 3D DESIGN





# CLIENT TESTIMONIALS

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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**

If you are looking for an outstanding interior designer, look no further! Burcu is absolutely amazing at what she does and I'm so thankful I found her on Instagram. I was able to give her inspiration pictures and she was able to bring it to life in my space. She was a dream to work with. I will be working with her again on other parts of my home! 10/10 recommend!

**Sydney C., Atlanta, Kitchen Renovation Package**

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.

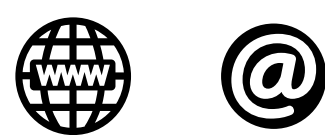


**Alper Ercetin**, *Operation Director*

**Burcu Ercetin**, *Principle Designer*

# NEXT STEPS

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



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