

# Coming Home

**LAUREN TOLLES**

**Maison Birmingham with KSI Kitchen & Bath,  
Birmingham, MI**



A welcoming home was the design goal for Lauren Tolles and Maison Birmingham's recent renovation of its entire 2,400-sq.-ft. showroom space, which was done to incorporate its acquisition of KSI Kitchen & Bath. Instead of a multitude of small vignettes, there are now larger displays that show more features and details.

Striking a balance of showing enough without showing too much was a key design challenge. The focus was on editing and organizing products in the selection center so that there were a lot of choices without being overwhelming. For example, hardware is displayed in drawers like jewelry and rail-mounted custom cabinet doors are painted various shades of white so clients can focus on door style rather than be influenced by color.

Custom offerings from Maison Birmingham were also blended with KSI's more economical offerings within one space, so visitors can see that they can combine multiple product offerings and finishes in one space. It teaches customers that they can focus on one or two custom pieces and use semi-custom options in other areas of the room.

While the open environment was important in terms of flow, the presentation room was designed to be a space where private conversations with clients can take place. The inclusion of a frame-style television, disguised as artwork, enhances presentations and adds to the 'wow' factor since clients love to see their spaces come to life on screen.

SILVER



Photos: Martin Vecchio, Martin Vecchio Photography LLC