



Timeless Modern Design

Blackdoor by Tamra Coviello's Elements for Design Success

What is Timeless Modern Design?

Timeless Modern Design is Blackdoor's take on modern design plus a little soul! "Timeless" is creating a cohesive design that is subtle, adaptable, and outlasts the trends of the time. "Modern" refers to a design era- think mid-century modern or art deco modern. Both of which inspire Tamra's designs.

There are 5 key elements that are considered when curating a Timeless Modern Design; Foundation, Color Palette, Textures, Heritage, and Juxtaposition. There is so much to celebrate with Timeless Modern Design!

This eBook goes through Blackdoor's principal designer, Tamra Coviello's, process for creating memorable homes that will be enjoyed for years to come!



Foundation

San Diego has many unique homes that exemplify the different architectural elements from different eras that serve as the foundation for the stories that the homes can tell. For example, Blackdoor's Hollywood Regency project found its calling in the early 2000's architecture; sporting split level living areas and high ceilings. The layout of the home allowed Tamra to create a stylish lounge area attached to the dining room to allow for elegant entertainment before and after dinner. Using the foundation of the home as guidance allows the design to be timeless, while Tamra adds her modern flare.



Color Palette

One thing that Tamra never shies away from is COLOR! She firmly believes that color is timeless, and when used correctly, can keep a home feeling fresh and new. Bold, vibrant colors make a statement and bring interest into a home. Tamra stays away from color combinations that would put a timestamp on a space, but instead uses classic colors that have historically proven to stay relevant. Additionally, she draws from the colors she notices in her clients' home and items already in the home, then edits the palette to make for a cohesive color experience.

Blackdoor's Bora Bora Black and White project is a great example of using classic colors to create bold contrast with the overall black and white color palette. One of Tamra's favorite features of the home is the Breathless by Sherwin Williams accent wall in her clients' daughter's bedroom. The soft pink color and custom framed, antiqued mirrors create a sophisticated space for their grown daughter to enjoy when she is home visiting family.

Another great example is the jewel tone (Galaxy by Benjamin Moore) Tamra chose to accent the wine storage feature wall in the dining room. These timeless colors will continue to resonate into the future.





Textures

What is more timeless than nature? It's always been there and will always be there. Inviting it into your home creates layers that create interest and draw people into the room. Tweed, grasscloth, & jute can be used in area rugs, window treatments, & accessories around the house. Fabrics like linen is also a great, subtle way to bring the organic textures of nature into your living spaces. Even classic botanical and whimsical patterns are timeless to spaces; think about adding an accent pillow or throwing a wallpaper in your bookshelf to add a special touch. There is nothing like a good ole house plant to bring the nature vibes in too! Check out Blackdoor's portfolio to spot how Tamra brings nature inside to create a Timeless Modern Design.

Heritage

Timeless Modern Design thrives on heritage.

From a family heirloom to a vintage find, unique pieces that tell a story anchor a truly timeless story. Things like travel keepsakes or collectible art give a home SOUL. Have you ever had someone ask you where you got something and it turned into story time? This is what Tamra means when she is looking for heritage in her designs. She celebrates her clients by creating focal points around items that tell THEIR stories. Being a sustainable designer, she often revives pieces that her clients already own. For example, a beloved wing chair that was passed down in the family receives a facelift with new Thibaut fabric and nailheads to breathe new life into it.





Juxtaposition

Structured sofas & clean lines are commonplace in modern design, but what makes Blackdoor's design interesting is the juxtaposition of these lines with an eclectic piece.

Inspired by the foundation of the home, complemented by the color palette & textures of the design, with a story of heritage- that's what gives Tamra guidance to picking the perfect piece to create juxtaposition in her design.

What piece represents your story? Is it your favorite piece of art? A vintage writing desk? Celebrate what makes you unique with a Timeless Modern Design that tells your story.



Based in Escondido, Ca, Blackdoor by Tamra Coviello creates Timeless Modern Design throughout San Diego and Orange County in person and across the country virtually. Principal designer, Tamra Coviello, uses all of the processes described in this eBook with sustainability in mind! Her designs include fair trade & upcycled items, ensuring quality and beauty. Getting rid of furniture? Blackdoor will help you coordinate donation pick up to make sure it does not end up in the landfill. Tamra is a certified True Color Expert and a member of the Green Building Council. Growing up in all four corners of the United States due to her father's service in the military, plus having her mother as an ASID Interior Designer made for a culturally enriched childhood that gives her the expertise to tell your story in your home.

Ready to start your Timeless Modern Design project with Blackdoor by Tamra Coviello? Tell us about your vision!



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