ROOM IN A BOX?

You've heard of a jack-in-the-box, thinking outside the box, feeling boxed in and having a boxed lunch, but how about a room in a box? Telluride's Tweed Interiors has introduced the concept as an innovative way of catering to the budget- conscious, motivated do-it-yourselfers and baby-steppers. The firm's Room in a Box gives clients everything needed to redecorate. In doing so, Tweed transforms often daunting and overwhelming tasks into fun, gratifying endeavors.

The box—and it does come in an actual box—includes floor plans, paint and carpet swatches, furniture clippings and more, covering the gamut of necessary resources. "It makes design accessible to everyone," says partner/founder Victoria Crawford. "And [it] makes our services easily accessible to those who live outside the Telluride area," adds partner Robyn Shaw.

Tweed was established June 2007 and focuses on contemporary design using a minimalist style that captures color, light and texture to complement both interior architectural elements and exterior surroundings. Crawford and Shaw share a passion for functional art in all its forms, drawing upon their varied backgrounds as a means of collaboration. Crawford has a fine arts education, while Shaw's experience stems from several years working for illustrious furniture designer Vitra in Manhattan.

For more info, visit tweedinteriors.com, or call 970.728.8186 for a studio appointment. —Gabby Anstey McDonald



An example of Tweed Interiors' Room in a Box. Photo by Robyn Shaw

