



DESIGN FOR THE Family



NORMAN DESIGN GROUP CREATES A CAPE COD AND FAMILY INSPIRED HOME
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OPPOSITE Arriving through the grove of Eucalyptus trees these dutch doors are a charming welcome into the entry which includes a custom inlaid compass within the reclaimed wood floors, clustered shell mirror, and antique console.

THE LOVE OF RESIDENTIAL DESIGN BEGAN for Phil Norman as a child. Growing up in the Midwest he recalls going to estate sales with his Mother and picking out pieces of furniture that needed tender loving care.

“I always admired the transformation of pieces, the before and after grew on me,” Norman said.

Norman went on to graduate from Iowa State’s University College of Design with a BFA in Interior Design. Looking for greener pastures and sunshine, Phil moved across the country to start a new life in Southern California where for over twenty years Phil Norman has been designing homes as Norman Design Group’s Design Director and creative founder.



ABOVE The staircase is adorned with family pictures and life experiences setting the tone for the home's family-oriented lifestyle. Forman, the family's English Bulldog, sits at the bottom of the stairs and is a constant source of amusement. **BELOW** A rich wood paneled powder room consist of unique design details. Schumacher's Ralph Lauren Paisley wallpaper, antique ships porthole in the door, saloon doors, and a hand hammered copper sink are to name a few.





Just off the entry lies the living room. Norman added reclaimed wood beams, oversized wainscoting, textured wall covering and eclectic mix of furnishings to make this a welcoming secondary family room. Custom millwork details can be seen on the fireplace as well as the addition of reclaimed red brick to add texture.

Comfortable and romantic were the client's request in the master suite. Norman selected John Robshaw fabrics, contrasting black finishes, antique lanterns and an incredible Oushak wool rug to finish the room.





Classic statuary white marble and great millwork details fill the master bathroom and make for a luxurious setting. **BELOW** Norman designed reclaimed beams accent the height of the room while dropping charming antique lanterns into the space for a warm glow. French doors open onto a Eucalyptus groove giving the feeling of a tree house.

For years his designs have been nationally recognized in various magazines including *Better Homes & Gardens* and *California Homes*.

His creative team of eight collaborates openly, each giving input in specific areas of design to create the ultimate quality home for each and every client. This family style home in Palos Verdes Estates required his team to design with a family in mind. Norman has real life experience when it comes to designing for a family, with three children under eight in his own home. Part of this involved picking out counter tops and reclaimed floor that were distressed so if toys ran across it, there would be no scratching or visible damage.

Absolute granite was used in the kitchen because of its resistance towards stains. The acid-wash added a unique feel, with kitchen appliances by Sub-Zero and Wolf refrigeration for the extra touch.

The Cape Cod inspired custom two story home is 4000 sq ft. The lot was purchased and the original home was torn down to build from scratch.

“We were part of process from the beginning,” Norman said. “We did all the interior detailing and customized it to their liking and lifestyle.”



This home would not be complete without a great Southern California outdoor family room filled with all the amenities you would need for entertaining. Being a big sports fan, the client wanted to be able to have different games on and still participate in all the family fun.





When the project first started (two years ago) the couple didn't have children but starting a family was in their future. The couple now has two young children and couldn't be happier with not only the choice of materials but the overall design of the house. Fabrics used in the home are Schumacher, Lee Jofa, Kravet, Perennials and Colefax and Fowler.

Norman designed the home, in collaboration with senior designer Elif Karacay, with a coastal feel in mind using a lot of light colors and blues throughout the home. His personal favorite is the master bedroom, where the lush blues combine with the reclaimed beams from a barn in Pennsylvania, bedding by John Robshaw sprawled on top the custom designed bed by Norman and bench by Noir, Los Angeles gives it a finishing touch.

He says, in current design a cleaner and lighter pallet of materials are being utilized with less heavy materials; possible a calming approach to hectic lifestyles.

The young family could not be happier with his choices.

"They said our team made their home and without us they could never have had the home they wanted," Norman said. **CH**