

# AS SEEN IN *Architectural Digest*

HOME AND LIFESTYLE: NEW HAMPSHIRE



Photos by Shelly Harrison Photography

## STAGE DIRECTOR

**Stephanie Morrison** uses her design savvy to outfit spaces people will soon call home.

**W**hen she opened Morr Interiors, Stephanie Morrison knew her ideal clientele. Unlike other firms that focus on designing homes already inhabited, Morrison set her sights on the spaces not yet lived in. “It’s a niche market,” she explains. “I work with builders and developers from concept through completion to create a cohesive design throughout communities and multifamily residences.”

With more than 20 years of experience in the industry, Morrison knows what captures a buyer’s attention. But, she emphasizes, visual merchandising is not a solo venture. She works closely with builders, developers, and their sales and marketing teams to understand the target buyer pool.

“Are we designing a home for millennials, baby boomers, empty nesters? My role is really understanding what the buyers’ needs are, then putting together a design that leaves an incredible first impression,” Morrison notes. Receiving feedback from all parties involved in a project allows her to design a space that wows potential buyers when they first walk through the door.

“Simplicity is the ultimate sophistication,” Morrison notes. A glance at her portfolio proves this to be true. Bright, airy spaces with simple yet refined finishes are hallmarks of her designs. A mix of neutrals and color offer the balance homeowners seek. “Design is not just about picking fabric,” she says. “It’s floral and art and so much more.”

While some of her design choices are classic, others illustrate Morrison’s desire to evolve with each project, like the Watch Factory Lofts in Waltham, Massachusetts—eclectic spaces with contemporary finishes that appeal to the younger demographic the developer wanted to attract.

From five-home communities to multifamily residences, Morrison is adept at designing spaces homebuyers come to call home. Above it all, one principal guides her work: “Fresh, creative, and clean designs are never overdone,” she says.



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