

Ten Design Tips: Get Organized!

by Design Expert: Clay Ide

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Clay Ide, Creative Director behind Pottery Barn, believes organization is a big part of good design. Here, he shares ways to help us **Get Organized** through design and color tips for the New Year.

Ten Tips From Clay Ide:

1. **Find a major area for color.** Repaint at least one major wall or element in your space that you use often. I repaint my main stair wall every year in a bold color that sets the pace for the New Year. It's a great colorful backdrop to help organize my art collection that I rearrange on the freshly painted wall. Be sure to use high quality paint like Benjamin Moore's Aura that will dry quickly, be durable, and cover well. This year, I'm using color AF-375, Rattan.
2. **Welcome Home.** The front door is the first thing, and the last, that you or visitors see when they visit your house. So repaint it and add one key accessory like the Coir Doormat with Rubber Frame from Williams-Sonoma. Add a personalized word that helps set a goal for the year. Mine is "Tranquility" this year.
3. **Get Comfortable.** One of the easiest and most affordable updates is to buy a few new decorative pillowcases. Take something simple and sophisticated like the solid color Pottery Barn Jute Braid Pillow Cases and mix them in with patterns and colors of other pillows for an eclectic look. Make sure you keep your old pillowcases dry-cleaned and stored in a box or drawer for upcoming years.



4. **Find your “thing” for storage.** I've got a passion for old boxes so I find creative and beautiful ones each year to store the things that otherwise just take up space, like candles and matches. Whether it's a series of boxes or several totes that you hang on a wall, find one element that can be your organizing and storage theme of the year.

5. **Letting Go.** Decide what you must keep and let go of the rest. Reading is my rejuvenation, so I've selected my favorite books to keep on display at home, but I make it a point to share, donate, and trade everything else. If you're a book lover like me, check out - <http://bookmooch.com> - to trade or make a donation to charity.

6. **Holding On.** As important as it is to purge, it's also important to keep what you absolutely love. My collection of personal photographs from years ago is incredibly meaningful to me and I've found the perfect way to cherish it. I send my old negatives to be scanned at www.scancafe.com and turn them into digital photos that are now organized, shareable, and downloadable. When something is invaluable to you, you must care for it and treat it as the heirloom that it may one day become.

7. **Traditional Organization.** I've accumulated quite a number of collections of personal accessories over the years-- watches, cuff links and rings among other things. I dedicate a dreary day or weekend to literally reorganizing it all. It's so rewarding to have an organized cabinet that holds the things I want to access easily.

8. **Work Life Balance.** I organize and restyle my office just as I would my home. I spend many hours a day there, so it just feels great to clean, go through old papers, and organize it so that I can pull out an old doodle with ease to the amazement of my team!

9. **Hollywood Style.** I save many papers in a drawer during the year, and by the end of the year the drawer is overflowing. Every year, I find some new shoeboxes for these papers and when wrap is out for Christmas, I simply wrap the shoeboxes “Hollywood” style. That's where you wrap the lower box first, with flaps overlapping the rim and taped inside, and the same with the lid. That way



the whole box is covered, but it opens easily. I sift through the papers and organize them into the appropriate shoeboxes.

10. **Organized On The Go.** With as much time as I spend in the interior of my car, I like to get it organized and add some small stylish touches. From a safety standpoint, I replace my roadside kit, cleaning supplies and emergency kit and do an assessment of glove compartment and armrest. From a style standpoint, I use an idea one of our Pottery Barn stylists once shared. I use lidded wicker baskets for everything in my car. The baskets keep everything contained, they don't take much space and it looks beautiful.

