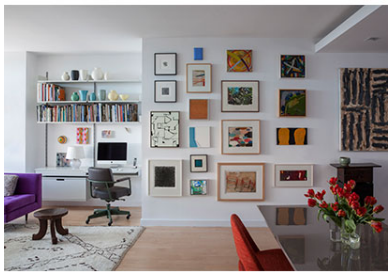
THE FRANKLIN REPORT
BETTER REVIEWS. BETTER RESULTS.

Company Portfolio

LG& Design Associates, LLC
24 West 30th Street
Penthouse
New York, NY 10001
(212)532-0294
www.lauragottwald.com
studio@lauragottwald.com







LG& Design Associates, LLC

Company Philosophy

Background:
The daughter of pioneering, mid-century Mad Men, Laura Gottwald still admires her Modernist family home in which every spare room was some kind of studio and a piquant array of antiques accented furniture by Eames, Florence Knoll and George Nelson.

She started her first design firm while a Rhode Island School of Design undergraduate and had her own practice in interior and product design shortly after graduating.

Philosophy:
LG& believes in design's power to change lives. Laura thinks Modern, but enjoys many styles of décor and expertly mixes it up.

Practical: Depending on the nature of the project, LG& charges either an hourly or flat fee for design, custom work and architectural drawings. A scale of commissions/fees are applied to the net cost of furnishings, fixtures and construction with designer discounts passed on to clients.

Areas of Expertise/Recent Projects

Areas of expertise: •Color, form
- •Antiques
- •Historic preservation
- •Solving challenging projects
- •Custom design of anything

LG& has completed many residences in New York and Los Angeles.

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