

BUSINESS

Décor and you part of online design



Nora Ramsdell is completing a sample board of different decor options which she will then take to the customer.

By LEE FRANCIS
Staff writer

Nora Ramsdell, of Sandy Hook, was recently included in an online compilation of interior design layouts compiled for Benjamin Moore, Virginia Paint Company's webpage. She and her business, "Décor and You," were honored as a result of her use of unique color schemes in her decorative style.

Ramsdell is the only Virginia designer represented in the online portfolio, and shares rank with many long-established designers in larger metropolitan areas along the east coast.

She was approached rather serendipitously by Pamela Bloom, an editorial director from New York who handles all

of Benjamin Moore's marketing, about the project earlier this fall.

"I received an email from her," Ramsdell said. "She was looking for images that portrayed a neat use of color. I said 'Oh yeah, I have a lot of them.' She really liked my images, and I was just really honored."

For most of the late fall, Ramsdell's seasonal-themed design was featured in the website's Autumn Glow Makeover Gallery. The design also adorned the home-page of the newly-revamped website.

Ramsdell, her husband Kevin, and daughter Rachael, relocated to Goochland four years ago. They built a home in Sandy Hook, now the home-base for Décor and You, which has been

never heard that, we've never seen that, we've never done that," and I figured, well, that's about to change."

Her designs themselves are very eclectic, dependent fully on the individual homeowner's taste.

"They're very unique, very personalized to the homeowner," Ramsdell said. "I do interview the homeowner. I visit the home; I listen to what they want. Many times, they know what they want, they just can't put it together themselves."

According to Ramsdell. She also encourages homeowners to be courageous in their decorating process, and to not worry over whether or not something is popular or has been done before.

Ramsdell caters to a variety of homes, both new and established, across the greater Richmond area, and hopes that after the New Year, she will begin to reap the benefits of her inclusion in Benjamin Moore's marketing campaign.

operating for three years. For Ramsdell, this was a first business venture, and she has become a renaissance woman of sorts.

"I'm everybody! I'm my own marketing person, I am my Quickbooks person, my accountant, but designing is my favorite part," Ramsdell said. "It's been a passion of mine as long as I can remember," Ramsdell said.

The process of actually building a house for the first time is one of the predominant factors that inspired Ramsdell to pursue her passion as a business, and she said it offered her much insight into the homeowner's point of view.

"It's different once you build a house from scratch," Ramsdell said. "When I was building this house, I heard a lot of, 'We've