

# kelly.laplante

ORGANIC INTERIOR DESIGN INC

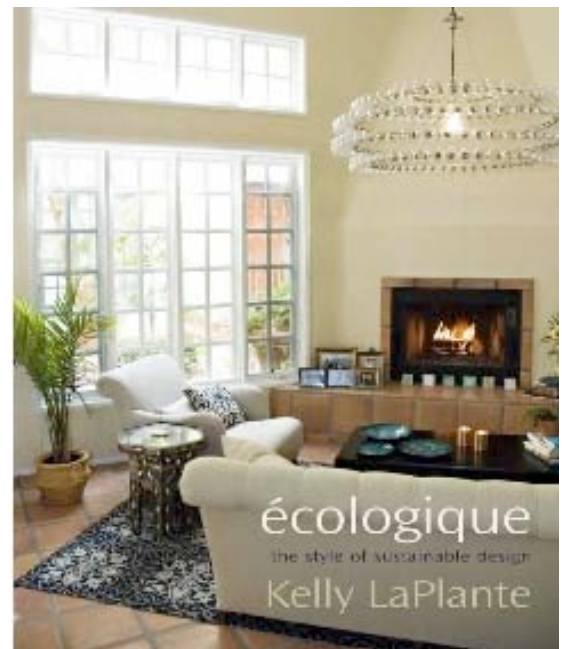
WIN IT!

Stylish Green Makeover with Eco-Designer Extraordinaire Kelly LaPlante



One lucky i'm eco friendly™ partygoer will win a "Use What You've Got" Designer Restaurant (*Makeover in French*) with noted eco-interior designer **Kelly LaPlante**. The Venice-based sustainable design expert will spend 3 dynamic hours re-imagining the winner's living space with the things they already have. From moving furniture and re-hanging art to fresh twists on design accessories, Kelly will show how to "go green" in style -- and on a budget. The goal is to achieve a fresh home look without any new purchases, as Kelly believes that "using what you already have is the greenest thing you can do!"

In addition to operating her Sustainable Design Atelier and interior design headquarters on Main Street in Venice, Calif., Kelly LaPlante has many creative projects underway, including a new sustainable luxury furniture line called *jak studio collection*, a green lifestyle design book titled *écologique*, a Web site called [thegreengrades.com](http://thegreengrades.com) that helps consumers make wise choices, and a TV show on the Ovation Network called "Brilliant Green." Kelly brings innovative and diverse eco-interior design -- from casual-chic to ultra-modern luxe -- to homes and businesses throughout North America. Working with everyone from corporations and celebrities to politicians and entrepreneurs, Kelly proves that green is a standard not a style. [www.kellylaplante.com](http://www.kellylaplante.com)

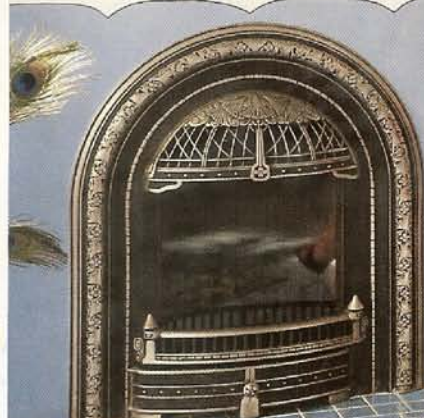




# The Green Standard

**KELLY LAPLANTE** blends fashionable new sustainable furnishings with existing pieces to create her unique eco-friendly glamour

text by **BRUCE GREENLAW**



**G**REEN IS A STANDARD, NOT A STYLE," SAYS KELLY LaPlante, principal designer of Kelly LaPlante Organic Interior Design in Venice Beach, California. "It's the way we need to approach our projects, regardless of whether they're modern, traditional or conceptual."

LaPlante has practiced environmentally mindful design since launching her company ten years ago at age 22. "I had learned through my college internships that interior design can be a rather wasteful profession," she says, "so I started helping people reuse what they already had to keep it out of landfills. I also started sourcing antique and vintage pieces. Later, as more sustainable materials became available, I added those elements into my design."

**above** Kelly LaPlante in a Venice Beach Eco Cottage that she transformed into a showcase for green design. **left** A sofa by Cisco Home is accented with organic cotton pillows by Green with Glamour in client Manuela Testolini's living room.