

# Serene Scene

April 2022

## **Kortney Zoelle**

*A client's personality should shine when considering their unique design.*

## **Creative Design**

*providing clients with a level of detail that provides functionality that is both elegant and stylish*



**Meet Kortney Zoelle**

**A Unique Vision**

**Exclusive Collaboration: Whisper**



# Meet Kortney

Whatever interior design Kortney takes on, she does it with pride and passion.



**Sales Manager, Interiors**  
**Kortney Zoelle**

An essential role of a PSW sales manager is to create a vision that is within the client's wishes, concepts, and budget, while also working within the parameters of the space itself. "There are so many considerations to think about when renovating. I can help the client sort through the subtle design challenges such as natural lighting from windows, which can influence how wall paint looks when the sunlight's rays project onto the walls. For example, a client may really like a certain paint color, but how it

looks on the wall throughout the day may change. It is also being aware of the existing mechanical, electrical and plumbing utilities, so we can work with or around the infrastructure as much as possible," says Kortney, PSW's Sales Manager.

When renovating an existing space or building an addition, functionality as well as aesthetics must be considered. For example, an updated kitchen can add value and functionality to a house, but the

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remodeling process can feel daunting. There are considerations to take in such as how the client uses or plans to use the space. What are their storage needs, and what is the best work flow for them? There's much more than selecting appliances, countertops, and cabinetry. Will the flooring also be replaced in the Kitchen or also in adjacent spaces? Figuring out these logistics early helps ensure a more successful and smoother remodel. How long will the client be in the house? Are they looking to update to sell, or settling in the neighborhood to raise a family? Do they use large appliances to prepare many meals, or are they looking for a kitchen that serves more uses, such as entertaining? A client's personality should shine when considering their unique design.

"My education and internship under the guidance of many talented mentors has allowed me the opportunity to develop a strong sense of proportion, scale, and material application in contemporary design. I believe that my intense curiosity, attention to detail

and willingness to listen have laid the groundwork for several built spaces that are both engaging for occupants and responsive to the unique needs and desires of clients," says Kortney. She has 10 years of professional experience working in top notch residential design and construction firms in Pittsburgh. Currently, Kortney and the PSW design team are collaborating on an extended basement remodeling project that includes a home theater and custom bar. Inspiration with design can strike anywhere and working directly with clients is something Kortney enjoys immensely. Her passion for learning how architecture and construction come together is what led her to pursue an education and career in this field.

"Throughout my education and early career, I have been deeply engaged in the idea of a well-designed world. I believe that effective design is a pure idea that has been distilled through an iterative process. Regarding

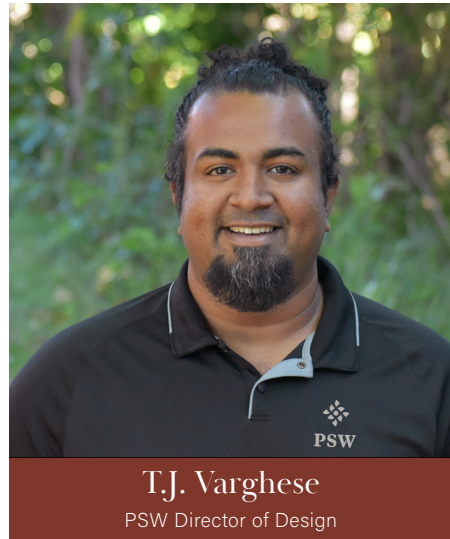
interior design, this ideology can be realized through a filter that prioritizes, promotes, and enhances the individual human experience. Only through the proper definition of this critical functional parameter, can one appropriately explore the possibilities of form."

Kortney is a graduate of Kent State University with a Bachelor of Arts in Architecture and a focus in Graphic Design. She later attended Chatham University where she received her master's degree in Interior Architecture. Outside of work, Kortney enjoys tackling overambitious home renovation projects, making hand-poured soy candles with witty names, and going on adventures with her husband Rob and their dog Geno.

Whatever interior design Kortney takes on, she does it with pride and passion. PSW is lucky to have her on our team.



# A Unique Vision



T.J. Varghese  
PSW Director of Design

How a person uses their space is just as important as how it makes them feel. For example, it is not just designing a home office; it is providing you with a sense of contentment that everything has its place. As the modern work-life balance continues to evolve, time is a precious commodity. Finding a healthy work-life balance is important to your overall well-being. When your home office has a defined space that is uniquely yours, work-life balance is achieved, and you feel better.

determine what works with the soil, space, and home structure. Everything at the property is measured in 3D with expert precision to formulate the rendering. Once presented, clients can virtually walk in their newly designed space in detail. Every project challenges our design team to provide clients with a level of detail that provides functionality that is both elegant and stylish. This pinpoint precision saves time and reduces design iterations, moving the project closer to construction.

PSW design team pivots to virtual reality and brings imagination, idyllic spaces to life.

PSW understands that every client's vision is unique. Quality of life is factored in the initial client meeting to ascertain how the living space will be used while maximizing its potential.

Understanding that a home should offer comfort and peace of mind, the PSW design team has this notion at the forefront while creating a new space. There are three tenets when it comes to design: function, aesthetics, and budget. It starts with a comprehensive 3D point cloud scanning of the property to



**Draft designs come to life once colors are added, including natural and artificial light and materials. Vegetation is added to help enhance the living space. The 3D models turn to realistic images that are used to give a comprehensive perspective of what the project will look like once it is built.**





# Whisper



A PSW Exclusive Partnership  
with Bombash & Earley



## Shhhhhh... Introducing Whisper

PSW's new signature candle Whisper will fill clients' homes with an alluring fragrance and warm light. Our candle design is a delightful marketing collaboration between PSW and Bombash & Earley, a family-owned all-natural essential oil, candle, and skincare company based in Peter's Township, Pennsylvania.

When people want to unwind in their homes, candles help set the ambiance and mood for the occasion. PSW's signature scent carries a

torch that is masculine with notes of patchouli, frankincense, myrrh, and rosewood. The candle burns clean and is housed in an elegant PSW-imprinted canister that can be refilled and repurposed. The delightful scent will linger even as the candle is extinguished.

Tim Bombash, an herbal enthusiast, has always felt a deep curiosity and connection to plant life of all kinds. His wife, Danielle is a natural skincare specialist. Together, Bombash &

## Unwind in your home with Whisper

Earley extend their collection to offer high-quality, plant-based skincare, soaps, and candles.

"I'm looking forward to this unique collaboration with PSW, Says Tim Bombash. The Marketing team visited our shop last month and we worked to understand the personality of the PSW client to ascertain which scents would complement their brand. We tried several combinations until we came up with Whisper," says Tim Bombash.

The Bombash & Earley candle creation provides handmade love to value-based customers who want something truly unique and different. PSW decidedly wanted to gift something that coincides with their mission, which is to bring families and friends together by creating spectacular indoor and

outdoor living environments for all to enjoy. Candles are a natural extension of exceptional living spaces. By basking in each other's brand halo's PSW foresees other candle creations to come. "If this is successful, we plan to introduce other scents," says Maureen McGaffin, Marketing & Communications Manager.

When PSW clients light Whisper, their spirits will be revived, with the harmony of hearth and home.

A link to purchase the Whisper collection will be announced soon.

To view all complete Bombash & Earley products, address, store hours & services, visit [bombashearley.com/](http://bombashearley.com/).

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- Tim Bombash





## **PSW**

1000 Old Pond Road  
Bridgeville, PA 15017

(412) 319-7524  
[pghsw.com](http://pghsw.com)