

# ATLANTA HOMES & LIFESTYLES

## RESTFUL RETREATS

*from Beaufort  
to Bozeman*

DECORATING'S  
NEXT FRONTIER  
INNOVATIONS  
TRANSFORMING  
DESIGN IN ATLANTA  
AND BEYOND

NOVEMBER 2014  
ATLANTAHOMESMAG.COM



THE WORKBOOK

## BARBARA WESTBROOK

*The interior designer harnesses the editorial power of social media through the launch of an online mini-magazine*

**ATLANTA-BASED INTERIOR DESIGNER** Barbara Westbrook's well-regarded work has put her on the national design map, but she concedes that, until recently, there was one area that remained mostly virgin territory: the Internet. Westbrook realized the business potential of social media after attending a design leadership conference. Struck by "the sense of immediacy" those platforms afford, she hatched the idea of publishing an online mini-magazine that would allow her firm to "show what we're doing in a timely fashion." Titled *Workbook* by Barbara Westbrook, the online quarterly, available via e-mail subscription and accessible from the designer's website, is a platform for publishing Westbrook's own body of work—and for profiling the people, places and things that inspire her. Architecturally speaking, "everything is open in our office so that we can easily share ideas and show one another what inspires us," she says. "I wanted that same experience for *Workbook*." The debut issue is devoted to kitchens, one of Westbrook's favorite rooms. Expect to see images of Westbrook-designed kitchens, lifestyle-driven feature stories and even a few non-culinary pieces. ("I'm currently having a Billy Baldwin moment, which will be chronicled in this issue," she says.) Much like her soulful designs, the online magazine will do more than scratch the surface. In-depth articles will accompany beautiful photography—all of which will reflect the designer's crisp aesthetic. —*Jennifer Boles*



CHAIRISH.COM

## ANNA BROCKWAY

*The recently launched online furniture-consignment store allows users to upload and list items in two-minute's time*

**REMEMBER WHEN BUYING** and selling pre-owned furniture online was limited to the scope of Craigslist or the local consignment shop? Anna Brockway, chief curator and co-founder of online startup Chairish.com, has changed the fate of "pre-loved," high-quality furniture items entirely, thanks to the creation of an online marketplace that not only eliminates geographic boundaries (a concierge service offers photography and storage or white-glove shipping), but also pre-vets and approves every item before it's posted for sale. Even better, the site (which also exists as an app), offers price negotiation, a local pick-up option and a 48-hour return policy. If it sounds too good to be true, credit Brockway and her tech-savvy husband, Gregg (co-founder of Hotwire and TripIt)—who, due to their growing family, made several moves in a short period of time, and faced the challenge of giving up stylish pieces that wouldn't fit with each new abode. Chairish's just-launched City Guides, essentially shops-within-a-shop, allow users to discover and make purchases from some of the country's best vintage storefronts, Atlanta included. —*Elizabeth Ralls*