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## PRO TIPS

meet the designer



# Noz Nozawa

The Bay Area design darling left behind a marketing career in 2014 to pursue her dreams.

PORTRAIT PHOTOGRAPHY BY NICOLE MORRISON  
INTERIOR PHOTOGRAPHY BY COLIN PRICE

**B**oring isn't Noz Nozawa's thing. The San Francisco designer is known for bold spaces, which she credits to a freeing concept of untethering her work from the pressure to be strictly beautiful.

Nozawa, who recently started offering her services via Decorist, is a refreshing voice in the industry—she is more than happy to challenge the concept of conventional style.

### When did you first discover your love of design?

Since I was a very little kid, I was obsessed with home design. Going to our local bookstore, I'd skip the children's section to thumb through the pages of bathroom and furniture inspiration books. And it's funny because most of my early memories about design were memories of frustration! I remember vividly being so mad that there were no Lego toilets for the Lego houses I was building and being devastated when we moved out of this house with forest green carpeting that I was obsessed with as a toddler. It must have been ordained that I'd grow up to want to solve design problems!

### How has the Bay Area influenced your aesthetic? What do you love most about living and working there?

Having lived in San Francisco for 12 years, and growing up in Los Angeles, I love that California is a huge diverse state with all kinds of communities, backgrounds, and lifestyles. The beautiful consequence of this diversity is that in the Bay Area, everyone's design is different. Uniqueness and even weirdness are celebrated. It's not about having the same kind of home as someone else. So that spirit of being proud of your diversity and infusing one's design with parts of your singular story definitely comes through for me in my work.



**“I was not put on this planet to literally save lives, but it moves me every day that what I get to do is design homes that make a meaningful difference for our clients.”**

### Why is design important to you?

Good design—the kind that makes our eyes and fingertips and butts happy and ALSO is functional—makes our everyday lives better. Design has the capacity to make us more conscious of what we love and what we're grateful for. It can remove daily stressors that might otherwise build up to daily micro-anxieties.

### What do you think every room should have?

I think every room should have a thing in it that you bought or kept, just because you love it. Even better if it doesn't really “go” in the space, as that adds a touch of humor. But no room is complete if there isn't at least one thing in it that you absolutely love, that—even if you've walked in and out of the room a hundred times, the next time you notice the thing—it makes you smile, laugh, or makes you think of a memory.



## Want her to design your space?

Decorist, an online design service, just added Noz to their roster of celebrity designers. (She's in good company, alongside industry pros like Rachel Ashwell, Heidi Caillier, and Will Wick, to name a few.) You can start by choosing your favorite designer or let Decorist match you with a pro based on your style and budget. From an accessory refresh (starting at \$99) to a total room makeover, it totally takes the guesswork out of great design. [decorist.com](https://www.decorist.com)