

# Pamela Yost

GRAND DESIGN GROUP

BY JENNY ROGERS

Pamela Yost never envisioned a second career. But after 14 years as a financial planner—and after a successful home build that left her creatively confident—she took a chance on the world of design.

"I couldn't find what I liked in a floor plan, so I designed one myself," Yost says of building her home. "I enjoyed it so much I decided that maybe I should pursue [design] as a career. I was already established, and I liked what I did ... but the best thing I've done was take that leap of faith."

In her 30s, Yost enrolled in interior design classes at the Columbus College of Art & Design. In 1988, she opened Grand Design-Group and is today—25 years later—sought out for her innate sense of proportion and a refined yet attention-grabbing aesthetic.

"My personal style is eclectic," she says. "A mix of furniture, a neo-classical influence, a relaxed elegance, a variety of textures and little pattern—but with a bit of animal print."

Although she says there isn't a common thread among projects—each space speaks to Yost in its own way—there is one thing that's critical for every space she designs: comfort.

"For every project, that's No. 1. I want to see a room being used," Yost says. "I don't want it to just look pretty. Ultimately it's all about function, comfort and creating a nurturing environment for every client."

As for her clients, Yost and her team work primarily in Central Ohio, but she's also designed spaces in Washington, D.C., Florida and as far west as Wyoming.

In her own home—the catalyst for her big leap—Yost enjoys organization, art and fresh flowers.

"Artwork is pretty important to me. And so is having a beautifully made bed," she says. "I like things to be inviting and orderly ... surrounded by photos of family and friends and favorite books."



Yost at her Downtown studio

## Common Problems (& Solutions)

In homes in Central Ohio and beyond, Yost sees three common problems. Here she provides insight and easy solutions.

**Problem:** Lighting

**Solution:** "We often see poorly lit rooms. When rooms aren't well-lit, you don't even use them," Yost says. Consider investing in modern fixtures, better bulbs or new installations.

**Problem:** Clutter

**Solution:** "De-cluttering goes a long

way" to increase a room's functionality, Yost says. Look into smart, efficient storage options that enhance—not take away from—your room's style.

**Problem:** Not thinking about the big picture

**Solution:** "It's all about pulling everything together," Yost notes. "People

get started decorating but often end up lost. Colors just weren't right, the purchases weren't right ... things just aren't working together." Hire an interior designer to get back on track. Yost's team offers design and color consultation, space planning, assistance choosing (and displaying) art and accessories and more.