“What you make people feel is as important as what you make.”
Hank Menke
The Book of Human Emotions introduced us to the phrase ‘homeful’ 150 years ago. It’s simple in nature and understanding; however, our fast-paced world has masked the importance of homeful to people. When deprived of it, just like any other need, we are not our best selves. The feeling is restorative, energizing and welcoming as we let the feeling embody us with comfort.
That feeling you get
You may not be able to describe it, but you know it when you feel it. It’s part of your daily journey or a great adventure. It starts with “I’m on my way” to “almost there” to “at the door.” You don’t know exactly what it is, but it’s that feeling of home that soothes and secures. Styles, trends, and aesthetics can be fleeting. Homeful evokes a feeling in a very personal way. It is enduring as a human emotion and need that we depend on daily to enrich our lives and the lives we touch around us.

We love how a soft throw with pillows can make a comfortable lounge feel even cozier. We’ve gathered our favorite stack of books in a breezy, lightweight basket for inspiration within arms reach.
Surprisingly familiar
It’s meeting someone you’ve never met, yet feeling like you have known them for years. Or, running into someone you have known forever, and you get that tingle of delight as if you’re meeting them for the first time. Spaces are no different. Whether you’ve been going to the same location for 10 years or walking through the door for the first time, a sense of place can feel surprisingly familiar in so many ways.

We love when lounge areas are near natural light. This creates a warm and inviting space. Surrounding areas with objects of curiosity such as a vintage oil painting, small sculptural object, or an exotic succulent encourages connection and conversation.
A homeful connection begins with materials.
Days filled with purpose
Our best days are driven with purpose and intention. The spaces we thrive in serve us well when they are designed with those same attributes. We are our best selves when we feel confident and secure. Small touches of purposeful elements remind us that even in our most challenging or rewarding days, or the ones right down the middle, we should fill them with gratitude for the opportunity to be productive, meaningful, and progress with purpose.

We love creating a safe and warm workspace for a productive day. Stashing our favorite mug, vase, or photo nearby. These elements spark a feel good memory during our busy day. And when you feel good, you make others feel good too.
“Home is where one starts from.”

– T.S. Eliot
Gather around and tell me all about your day.
Connecting memory with materials

Often memories are associated with vivid visual recounts of happenings in our lives. Homefulness represents all of the sensory experiences as touch, aroma, taste, and audible notions that conjure up fond memories and feelings that are just as powerful as vision. Homefulness is a collection of our sensory subconsciousness, no matter what the space, telling us that we feel really comfortable here to be who we are and move towards where we want to go. We will always remember places that make us feel good.

We love creating interest and balance by using a combination of sleek, modern textures paired with reclaimed materials that create a connection to stories of the past.
"We shape our buildings; thereafter they shape us."

— Winston Churchill
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