

STYLISH LIVING IN WESTERN NORTH CAROLINA

HOME

CAROLINA

+ GARDEN

FALL 2021

SNUGGLED UP TO THE MOUNTAIN

Grabbing the view without
gobbling the ridgeline

**Scandinavian Chic
in Pisgah Forest**

**PLATT Launches
Home Store in Brevard**

**A Lake Sheila Renovation
by TAB Associates**

PLATT HOME

A photograph of three people standing in front of a large, multi-paned window of a dark brick building. On the left, a man in a dark blazer and white shirt stands with his arms crossed. In the center, a woman in a black sleeveless dress stands with her hands in her pockets. On the right, a man in a light blue button-down shirt, jeans, and a hat stands with his arms crossed. The window reflects the sky and surrounding trees, while the interior of the building is visible through the glass, showing modern furniture and decor.

PLATT Business Director Curtis Greenwood, Interior Design Director Katie P. Jackson, and President/Principal Architect Parker Platt stand ready to reimagine your home.

Place Setting: PLATT

Interiors store expands the empire of Brevard firm

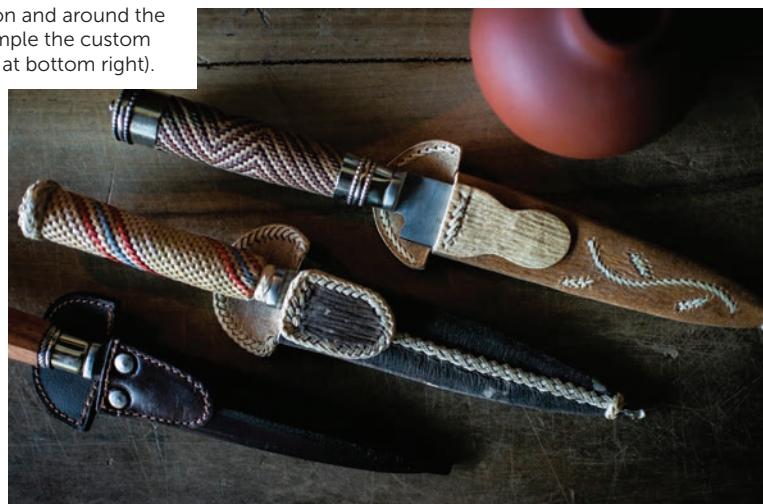
By Carolyn Comeau

Photos by Karin Strickland

They took a big risk, opening a retail business during a precarious time. But Curtis Greenwood knew that, in the pandemic era, “people’s homes now serve as their offices and classrooms, too. Many are rethinking how to remake and beautify their spaces.”



A 22-foot-long French cobbler's table, found in Atlanta, anchors the display area of the store in downtown Brevard. Merchandise comes from around the region and around the world (for example the custom German knives at bottom right).



To launch PLATT HOME, Greenwood joined up with Parker Platt and Katie P. Jackson, respectively the principal architect/president and interior-design director of Brevard firm PLATT, where Greenwood is business director.

"Since we've enjoyed a nearly 40-year

history here, this seemed like the next logical step, stemming from the creation of our interior-design division in 2016," explains Platt, whose father, architect Al Platt, is the firm's founder. "These unified services give clients a seamless experience."

Located in downtown Brevard, the showroom yields many curated conver-

sation sparkers. The impossible-to-ignore centerpiece is a mammoth, 22-foot-long French cobbler's table that Platt nabbed in Atlanta. "We built the store around it," he says. "Not a person enters who doesn't comment on it." Jackson adds that Platt's extensive travels give the store its global flair. "He's brought



Merchandise ranges from small decorative items to major artistic and architectural installations.

back loads of interesting things, like Argentinian textiles, African hats and beads, and custom knives from Germany,” she shares. “We’re also proud to carry fine art by local and regional artists, and showcase artwork from The Haen Gallery [located in Asheville and Brevard].”

Platt’s architectural sensibilities were top of mind as he developed the PLATT HOME concept, and he can’t escape his pedigree. “I became interested in interiors working with my dad, and my mother created gracious spaces at home growing up,” he says. “With PLATT HOME, we’ve come full circle, confirming the strength of the interconnection between architecture and what’s contained within it.”

The store is a central location for

those seeking heritage furniture, interesting lighting, standout rugs, pillows, antiques, accessories, and more, including custom upholstered pieces from prominent lines like Lee Industries and Four Hands, and its own private-label collection of one-of-a-kind fabrics, custom pieces, leatherwork, and a steel coatrack and bench line.

A routine part of Jackson’s work has been accompanying clients to other cities to find just-right items for their homes, so creating a local source that offered an expansive collection for the discriminating buyer made sense. But she adds that “our merchandise is offered at all price points, from scented candles to furniture ... we love that the store is a place for

community connection.” (The ambitious trio also created an online store that debuted in summer, with most of the same merchandise.)

Jackson describes PLATT HOME’s specialty as building rich client relationships through trust and intentional listening. “We help them determine everything from the design details in architectural plans to furniture, draperies, art — all the way down to place settings and linens,” she says.

PLATT HOME, 214 South Broad St., Brevard. Open Monday-Friday, 10am-5pm; Saturday and Sunday, 11am-5pm. For more information, call 828-630-9500 or see plathome.us. (On Instagram: [Platt.home](https://www.instagram.com/platt.home)).