

An Enveloping Warmth

Design Director explains the perks of the PLATT approach

By Carolyn Kemmett
Portrait by Clay Nations Photography



As **Interior Design** Director for the well-established but always innovative PLATT firm of Brevard, Katie Jackson turns her clients' daydreams into their daily reality.

It is, she says, "a thrill." And the magic is embedded in the process. "Getting there is always exciting."

For ten years, Jackson and her team have been working on diverse projects with PLATT's interior-design arm, Jackson Platt Interiors (formerly Platt Home), of which she is co-owner. The firm is one of America's Top 200 Residential Architects per *Forbes* magazine, but Jackson notes that beyond the company's elite reputation, another "it factor" drew her there: its one-hundred-percent centralized services. Under one roof, "we're proud to provide architecture, interior design, construction, real estate, and landscape architecture services," explains Jackson.

"This model is a win-win and helps us excel."

Jackson, an enthusiastic world traveler, notes that "whether I go to coastal Georgia or Croatia, I soak up the sense of place that's unique to that location. It influences my creativity, too." That's crucial in a place like Brevard and larger Transylvania County, which is home to scenic peaks, deep woods, 250 waterfalls, and clients who want customized interpretations of this vibe.

THE "IT FACTOR" IS IN THE HOUSE

Katie Jackson of
Jackson Platt Interiors

“There’s a unique warmth here ... and limitless ways to introduce nature’s richness into a home.”

Are you your family’s “lone wolf” creative, or did they celebrate visual beauty?

Both my parents always cared about interiors and good style. They made beautiful homes, and though my dad was a stockbroker, he was also a talented woodworker and highly skilled in sewing. This came in handy because he had boats, so he made all their bedding and draperies. My mom was an equally skilled seamstress and taught me. In high school, I sewed clothing and changed up my bedroom accessories, like bedding and throw pillows.

You earned a business-management degree, though, so how — and when — did you pivot toward design?

I got my first interior-design job when I was at Georgia State [University]. A girl lived upstairs from me and worked for a high-end firm in Atlanta, and knew I sewed. They couldn’t find anyone to make a canopy for an antique bed with canopy panels. I went with her to this big, ornate house, brought my craft paper, designed the canopy, and sewed and installed it.

I ended up becoming the designer’s assistant. Over a fantastic 13-year apprenticeship, I learned everything — how to pull fabrics, build rapport with clients, and more. I ultimately became her business partner.

How long have you been in Western North Carolina?

I moved here in 2014, eventually connect-

ed with [PLATT President & Principal Architect] Parker [Platt], and then everything fell into place. It’s a fabulous fit for me because the bonds are built upon 40 years of success. This family identity supports every pillar of our business.

What’s the most important piece of connecting?

We simply start a conversation that revolves around how a client wants their home to feel. For example, do they want home to be a quiet sanctuary, or are they into entertaining or have pets and grandchildren? The next step is image sharing. We take all this information and turn it into a reality — an always fascinating process.

How do you finesse working with a couple, say, who’ve got goals that oppose each other a bit?

Half of this work is psychology, absolutely. I try to create a neutral [emotional] space where all opinions are heard and respected. It’s possible to create an environment that incorporates two people’s imaginings, even if they seem to contradict each other initially.

Is there a recent project you particularly enjoyed?

A recent three-year project was wonderful. We typically get involved early, from the drawings phase to move-in. We managed every detail of the house,

including furniture, window treatments, finishes, art, even food being stocked in the kitchen — a turnkey approach.

PLATT serves a diverse client base, but they’ve always had a special affinity for projects in the general Brevard area. Why are people drawn to this place as “home?”

PLATT’s first project was in [the nearby resort town of] Sapphire, and location continues to be integral to our projects. We’re connected with the area’s best contractors, and on the client side, many people bring their kids to camp here. [The county is home to numerous summer sleepaway camps, some of them established more than 100 years ago.] They hold great memories from their own childhood camp experiences or staying with grandparents. They fall in love with this region again as adults, even though they may live in New York or Texas.

There’s a unique warmth here that we enjoy incorporating into our projects. There are limitless ways to introduce nature’s richness into a home. Warm woods, thoughtful color choices, cozy textiles, and engaging art all contribute to creating spaces that envelop and comfort.

Jackson Platt Interiors, 40 Jordan St., Brevard, platt.us, katie@plathome.us.