

Los Angeles Design Star *Tracy Murdock*



By Lori Dennis

Part one of our cover story series begins with trendsetting Tracy Murdock, Allied Member ASID. She's spent decades perfecting the art of fine design for LA's celebrity and business elite. This award winning professional has been recognized by Architectural Digest, California Homes and Dream Home Awards. She does it all flawlessly and brings back glamour to the title of interior designer.



LD: What are your favorite design books, magazines, and blogs?

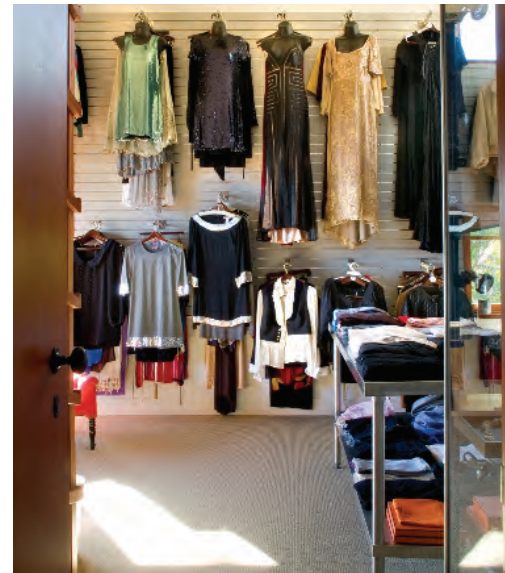
TM: I love 1st dibs and now they have vintage jewelry and clothing. That website has started a huge trend in online research and information. I also love Houzz and Decorati by Shane Reilly.

LD: What are your favorite rooms to design?

TM: Small rooms like powder rooms because they're intimate spaces. They make an impact. You can be so dramatic in them.

LD: You have one of the best residential closets I've ever seen. How did you come up with the concept?

TM: I owned a boutique with my daughter and used the items from the store. I took two rooms and made a master suite. I always wanted to have boutique. Now I have one where I dress every day.



LD: What marketing methods are you using?

TM: PR firms are a waste of time and money. I use mostly internet and editorial and the bloggers are a great marketing tool. They're reaching a lot of people and helping to brand our names. I've established relationships over the last five years with photographers, editors, writers, architects and real estate agents. They all generate business.

LD: How do you set yourself apart from other designers?

TM: I'm fast, quick with decisions and seeing the entire picture of how the architecture, garden and interiors work together. I've been lucky to become friendly with my clients. I've been fortunate to work with great people.

LD: What places have inspired you?

TM: The flower market downtown and the Malibu farmer's market. I love flowers, I saw Delilahs that blew me away. There was every color in the





rainbow, it was stunning. I don't have to travel to a place, to be inspired; I can get inspired right at home with a great book. Although traveling is great. My favorite hotels are the Blakes Hotel in London by Anouska Hempel. She spent money. I mean tiger wood in a bathroom. Really that's insane because it's not a personal home, it's a hotel. And she did this all for other people to enjoy. I especially love my experience because my daughter and I arrived on Christmas Eve when no one was there. They gave a tour and upgraded us to a \$1500 suite for \$500. It's a must see.

LD: I love Anouska Hempel! Tell me about a disaster you've experienced in your design career and what you learned.

TM: *Memoires of a Geisha* transported me right to Japan. I was inspired after reading that book and put a Japanese soaking tub into a client's home. The client calls me on Thanksgiving and tells me there's water pouring into his kitchen from the bathroom. The bathtub seal was defective as the adhesive the plumbers used compromised the integrity. Thankfully we kept the owner's manual which proved the responsibility was with the manufacturer. They (the manufacturer) eventually paid but it cost a fortune with insurance companies and lawyers. Lesson learned-keep your manuals and installation instructions.



LD: Why do you feel it's important to belong to ASID? How has it helped you?

TM: It's helped with my website being listed top in the search engine.

LD: Is there anything more ASID could be doing to help its members?

TM: A more user friendly website. I like to see more about continuing education, green design programs, architecture, art history, classes on codes. And I'd like to see these classes looking more like a UCLA course. It would also be great to have mini courses of certifications on Feng Shui.

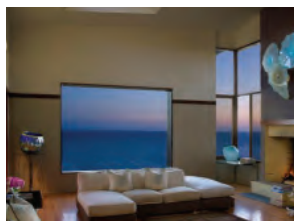
LD: What advice do you have for students or new designers entering the business?

TM: Do whatever you can to work, even work for free, to get your portfolio. It will get you thinking and help you get out of the box. The only way to do that is to be forced to actually create. I still learn from every project I do. AND TAKE GOOD PICS.



Tracy's Top Ten

1. Jean Patou 1000, My signature perfume, I have worn it for over 20 years.
2. My Macbook
3. The Los Angeles Flower Market at 5AM.
4. Architects Richard Meier & John Lautner
5. Malibu sunsets
6. Fireflies on a summer evening in the Italian countryside



7. Google
8. YSL (Need I say more?)
9. Turning onto Grand Avenue downtown into full view of Frank Gehry's masterpiece; The Walt Disney Concert Hall, it takes my breath away every time.

10. Riding a collected canter on my dressage horse

