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Contact: Ben Laurro, Pure Publicity
(615) 595-8466 or Ben@purepublicity.com

BEAUTY BY DESIGN

Refreshing Spaces Inspired by What Matters Most

Cancer survivor awakens her creative passion to become an award-winning Interior Designer. New book offers design ideas to create a home sanctuary.



Dallas, TX: The desire for change often indicates an awakening or replenishment and emerges from a time of unrest, transition or loss. Often we find the desire for creative change in our home, the place we create memories and entertain others, through a refreshment of colors, design, and atmosphere.

As a young girl, **GINGER CURTIS** and her six siblings grew up in a home filled with abuse and neglect. Ginger learned to cope by creating a sense of love and comfort in her family's run-down home. She also discovered a sense of protection and communion through her faith and attending church. She never realized how these coping skills would guide her through a major health crisis as an adult.

Soon after her baby daughter had completed treatment for leukemia, and after Ginger gave birth to her son, she was diagnosed with the most aggressive form of breast cancer. As she prepared for the fight of her life, Ginger understood this as a sign that God was inviting her to begin a new path of healing through beauty. So Ginger and her husband, Eric, decided to buy and redecorate a new home.

Despite the grueling and exhaustive cancer treatments, Ginger immersed herself into decorating and interior design. Each challenge and completed task gave Ginger a therapeutic sense of fulfillment and accomplishment that ultimately led her to fulfill her dream to start her design firm. She is now the founder of the award-winning Urbanology Designs in Dallas, TX.

In ***Beauty by Design: Refreshing Spaces Inspired by What Matters Most*** (Harvest House Publishers), Ginger uses her personal experiences to inspire readers with this truth: *You are worthy of beauty. Dream of it. Plan for it.* She invites readers to awaken their style and creativity through achievable design suggestions, vibrant DIY photos, and remodeling within their budget.

Beauty by Design also features information on décor and design options, the nine interior design styles, deciding what to keep or purge, common decorating obstacles and solutions, and the responsibilities of hired professionals. The book is divided into four parts that includes:

- 1) **Dream of Beauty:** Set priorities and understand your goals. Discover what you love.
- 2) **Prepare for Beauty:** Create white space and order. Welcome challenges as opportunities. Trust the promise of a plan.
- 3) **Immerse in Beauty:** Lay the groundwork (wood and alternative flooring). Let in the light (windows and lighting). Inspire the mood (paints and color).
- 4) **Gathering Beauty:** Enjoy the hunt (furniture and shopping). Create balance and interest (mix, texture, and layer). Design beautiful moments (personalize and stylize).

~more~

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Ginger also reminds us that the process of purging and redesigning parallels change and growth in our lives. “Regardless of what life might throw at us, this journey is about noticing the beauty emerging in your challenges and trials, your detours and dreams,” says Ginger. “The interior designs of our lives – the way God made us – will impact the interior design of our homes. I hope you will see your home as a sanctuary and create a life and environment you love, and that serves others.”

In *Beauty by Design*, readers will understand the freedom in creating personal beauty by design in their homes. They can experience breathtaking visual moments to let in color and light, select meaningful treasures, and allow the smallest details to shine.

Product Details: Harvest House Publishers
Release Date: July 13, 2021
Hardcover: 224 pages

SRP: \$29.99
ISBN: 978-0-7369-8224-5

About the Author:



Ginger Curtis is the founder of Urbanology Designs in the Dallas/Ft. Worth area of Texas since 2015. Her hard work has been recognized and awarded:

- Winner of the First Place Designer of the Year Award for 2016, 2017, 2018, 2019 and 2020 from the Interior Design Society
- Finalist for HGTV’s 2018 and 2018 “Faces of Design” awards
- Yearly winner of the Best Customer Service Award since 2015 and Best Design since 2016 from Houzz.com, the world’s biggest website and online community for home design

Ginger and her team’s creative design work has been featured in more than 50 print and online publications.

In addition to interior design, Ginger brings her passion to her many charitable efforts, including non-profits working to help victims of global sex trafficking and abuse and several cancer research and awareness organizations.

Ginger was first married when she was 21 years old but that ended due to her husband’s temper and unfaithfulness. As a single mom of two little girls, she decided to adopt her nephew after her sister tragically passed away. Ginger found courage and protection from an abusive home through her faith and attending church as a young girl. She learned to lean into God’s strength to regain lost confidence in her beauty and her worth. While serving on a church disaster relief mission, she met her future husband.

“God works for the good of those who love Him, who have been called according to His purpose.” God had taken my life – broken, hurting, and not working and totally repurposed it. God is the author of creativity and beauty, order and harmony. Regardless of what you have been through or the condition of your surroundings right now, there is an “after.”

Her web site is www.beautybydesignbook.com

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Notable Quotes from *Beauty by Design*:

It's time for us to reconnect and enjoy moments on the porch and shoot the breeze or a spur-of-the-moment invitation for dessert or game night. Reclaiming the influence of our homes, on the lives around us, the communities we live in....we can treat our four walls like they are giving shelter to love, hope, faith and charity. (pg. 35)

Exploring which feelings you want to evoke in your home helps you identify your priorities and your personal style. When you embrace authenticity, inspiration follows. These questions help you identify your mission statement: "What inspires you?" "What do you value?" "What makes you feel good?" "What do you want others to feel as they enter your home?" "What is the core purpose of your home?" (pg. 40)

Before you start a design project, it is good to recognize your style. What do you like enough to invite into your home for an extended stay? You feel at home in surroundings that reflect your heart. Each of us has a unique style because each of us has a unique story. (pg. 48)

Intentionally creating white space is a way to focus on what matters and to form welcoming spaces. Begin by decluttering and organizing your rooms this allows you to make design choices that nurture and delight. (pg. 64)

Nurture your dream and the vision. Create a plan. And trust the next step. A plan based on your hearts purpose and fulfilled with patience helps you notice solutions and ideas. It empowers you to respond to surprises with hope rather than defeat. The promise of any plan is that any detours and mistakes become our teachers in patience, wisdom, experience, and faith. (pg. 94)

An established mood in your home creates a longer-term emotional response than a first-impression feeling. It can evoke a deep calm or whisk you away to a high-energy state. Every object and color choice you bring into a room will either add to your space or take away from it. (pg. 140)

One challenge that becomes a blessing when redesigning your home is accepting the fact that you don't have the space or the budget to get everything you want, that not everything you like is what you want in your home. Limits motivate and guide you to choose the right pieces, the best pieces. (pg. 159)

Personal and sentimental value matters. If a piece has a significant meaning because of who gave it to you or where you purchased it, make a space for it. Just be sure to do the hard work of evaluating what you have and make sure you don't get stuck with too many objects. When you choose to keep only the elements that are most important to you, you will enjoy and value them because they won't be competing with a ton of less meaningful pieces. (pg. 162)

The most beautiful visual moments in your home will be created with contrast, just as some of the most beautiful parts of your life will be shaped by change and emotionally layered experiences. Look at one room or one season of your life closely, and you'll see the truth in this. There is nothing matchy-matchy about real life, and there shouldn't be anything matchy-matchy about real beauty. (pg. 174)