

## **A Greener Way**

### **Chelle Design Group**

What if your kind of home could be good for human kind? “It can, it should, and it’s beautiful,” says Michelle Pelech, founder and principal of Chelle Design Group. This Libertyville, Illinois-based interior design firm specializes in green design for the home and office, a strategy of selecting materials and making alternative choices that are good for the earth.

“We create beautiful interiors that function — interiors that support our clients’ work and lifestyles and help them live well, while also managing their environmental footprint,” says Pelech.

Chelle Design, which has been in business for more than 15 years, began exploring and executing green design several years ago, when green was still a color, rather than a goal. Over the years, their experience and progressive approach to integrating green design has led to the development of an extensive network of green design resources, including material suppliers and trades people.

Now that “green” is synonymous with environmental responsibility, clients of Chelle Design Group are requesting eco-friendly options, such as cork flooring and low or zero volatile organic compound (VOC) paints. By promoting green alternatives to new and existing clients, Chelle Design has recently expanded both its staff and floor space.

#### **Many shades of green**

For Chelle Design Group, helping clients find a greener way can be big, as in designing a new home or a complete renovation. These life-size projects involve the use of natural and non-toxic building materials that are certified, safe, environmentally friendly and sustainable. But a greener way can also entail smaller projects, with progressive steps toward a healthier planet and interior living space. For example, the firm recently furnished the living room of a long-time client with salvaged vintage chairs and a couch, reupholstered in organic cotton and salvaged antique fabrics.

2.11.08

With an intrinsic love of nature and reverence for health, Pelech says her process for making green design magic for all types of clients is as natural as the goal. “People often ask how we create distinctly different designs for each of our clients. We start by meeting and getting to know you. We ask questions about your lifestyle, your personal likes and dislikes, and the way you respond to various colors. We align this with our green design expertise and resources to transform your home into an expression of who you are and how you want to live,” she says, “Because a *truly* beautiful home is one that integrates aesthetics with respect for human health and the environment.”

Chelle Design Group is a member of the Green Oaks, Mundelein, Libertyville and Vernon Hills (GMLV) Chamber of Commerce, as well as the U.S. Green Building Council (USGBC).

To learn more, visit Chelle Design Group online at [www.chelledesign.com](http://www.chelledesign.com); visit their new showroom studio, near downtown Libertyville at 1013 West Park Avenue; or call (847) 816.6300.



Green design is often transparent. Case in point, this Chelle Design "Eco-Friendly" kitchen features Energy Star® appliances, lava cork floors, a renewable resource; cabinets from Bertch, an environmentally certified cabinet company; GREENGUARD Indoor Air Quality Certified Cambria countertops; and 0-VOC (zero volatile organic compound) paint.