



DESIGN PORTFOLIO

ISSUE: 2025
/INTERIOR
DESIGN

Lead Designer
/KATHLEEN
MAGON

an interior design
studio which
understands your
home has a unique
identity.

*Personalising
Home
Identity*

The feeling of home...

That moment when you set down your bags, kick off your shoes and take a deep breath in. You are in your space! An environment that is moulded to suit you, your family, and your lifestyle. This is...

your home identity



Contents

Page 3	ABOUT
Page 7	SERVICES
Page 9	OUR PROCESS
Page 11	CASE STUDIES
Page 13	Scandinavian Kitchen
Page 17	Biophillic Living Space
Page 23	Transitional Laundry
Page 29	Maximalist Bedroom
Page 33	Boho Bathroom
Page 37	Serene Master Suite
Page 41	Functional Kitchen
Page 47	Garage Conversion
Page 53	SUSTAINABILITY
Page 55	TESTIMONIALS
Back Cover	CONTACT



About

Servicing the Queenstown Lakes and Central Otago Districts, HOMEid is an interior design studio that understands your home has a unique identity. This is an intimate and personal space that is a reflection of you. HOMEid is here to you personalise your home identity.

In addition to individual functionality needs and preferences of design styles, your interior should also be in tune with the original structure of the building and its environmental surrounds. All of these influences combine to create a distinctive interior. When done successfully, a refuge is created with the power to comfort, energise, calm and nurture!

Kathleen Magon - Founder

My love affair with interiors first emerged in my early teens. My journey has included everything from upcycling furniture, DIY projects, styling friends' homes for sale, rejuvenating office spaces, project managing client renovations, and updating and selling my own homes.

Throughout these projects, I realised that these property owners valued my experience and practical knowledge for how to pull a room together. So, the concept for HOMEid was born.

HOMEid was created with the premise that over time our needs, lifestyle and preferences shape our homes. Each has a unique identity that is reflective of who we are. Our homes are so much more than the buildings we inhabit; they have the power to invoke emotion and support our wellbeing. My goal is to help you craft your spaces to meet your needs and enrich your daily living.

Personalising Home Identity

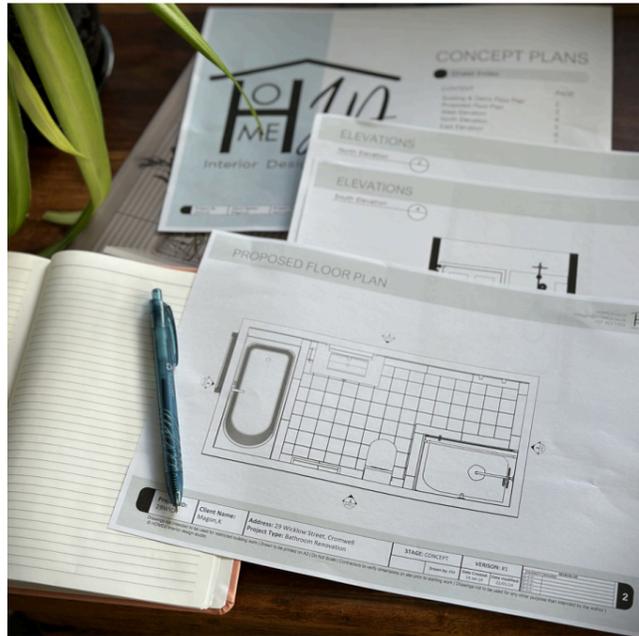
“Styles come and go. Good design is a language, not a style.”

Massimo Vignelli

Italian multi-disciplinary designer



Services



Floorplans & Spatial Planning

Understanding what is required to create a functional flow within the home can be one of the more challenging aspects of planning your renovation. Getting expert help can help streamline the process.



Product Selections & Material Finishes

The right materials, finishes and product selections can help elevate a space to a carefully curated room with just the right look and feel.



Colour Consultation

Uncertain as to what colours work well together to get the perfect feeling/mood from your space? A colour consultation can help you cement your plans.



Kitchen & Bathroom Design

Kitchen and bathrooms are the hardest working zones of your home. These are complex spaces where functionality is critical. Enlist the help of any expert ensure the best results.

Other services

- Window Treatments
- Short Consult
- Lighting Design
- Virtual Design Tours

Bespoke Services

Got a special project? If you need a unique range of services speak to us about your needs. We can create a bespoke package, tailor made for the requirements of your project.



Working process

Below is an overview of our typical process of how we take your initial thoughts and carry them through the initial design stages to construction and delivery of a completed space.

1

INITIAL CONSULTATION

It all starts with listening. We want to understand what your main objective is for these changes. We also want to understand your motivations, along with your vision and lifestyle. This forms the basis of the initial design brief.

2

CONCEPT DEVELOPMENT

Next, we translate your ideas into a cohesive design direction. You'll see mood boards, colour palettes, and preliminary furniture layout or concept drawings that capture the look and feel we're creating together.

3

DESIGN DEVELOPMENT

Once the concept is approved, we refine every detail - from finishes and furniture selections to lighting and custom joinery. This stage brings the vision to life with technical precision.

4

CONTRACT DOCUMENTATION

We prepare all the documents required for accurate pricing and implementation. We'll also source and order approved items to ensure everything arrives as planned.

5

PROJECT MANAGEMENT

This is where your space transforms. We work closely with builders, installers, and suppliers to ensure everything aligns with the design intent. The final stage includes installation and finishing touches for a perfectly styled space. We work in partnership with Refresh Renovations.

6

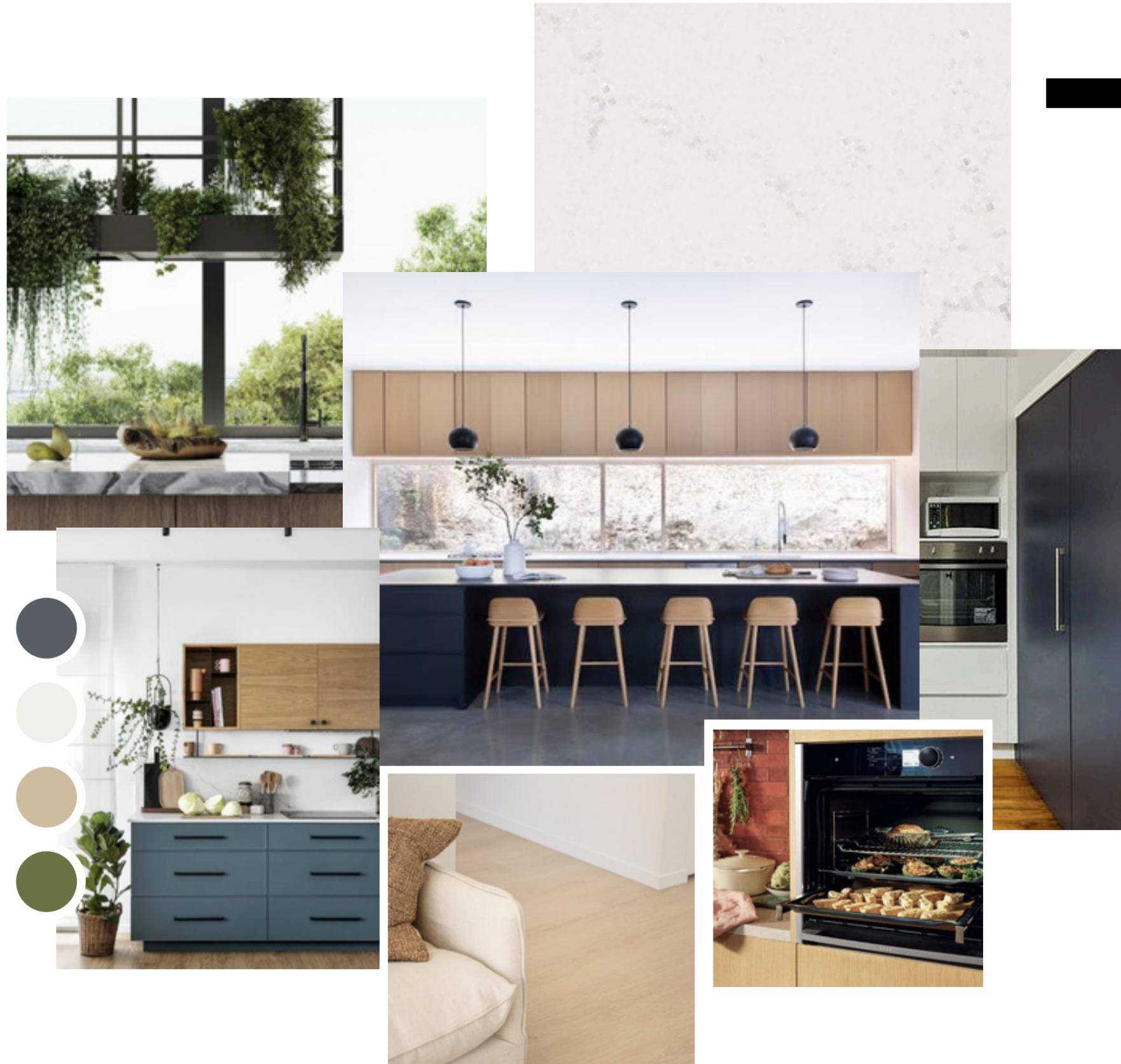
COMPLETION & AFTERCARE

After project handover, we remain available for support - ensuring everything functions beautifully, and you are completely happy with the result.



Case Studies

We have compiled a selection of various projects. Each project had a unique brief or problem to solve. From kitchens and bathrooms through to master bedroom retreats and garage conversions, each project was tackled with the same care and attention to detail. Ensuring that any issues were addressed with a focus on the end result of having a space that is both functional and beautiful.



Case Study

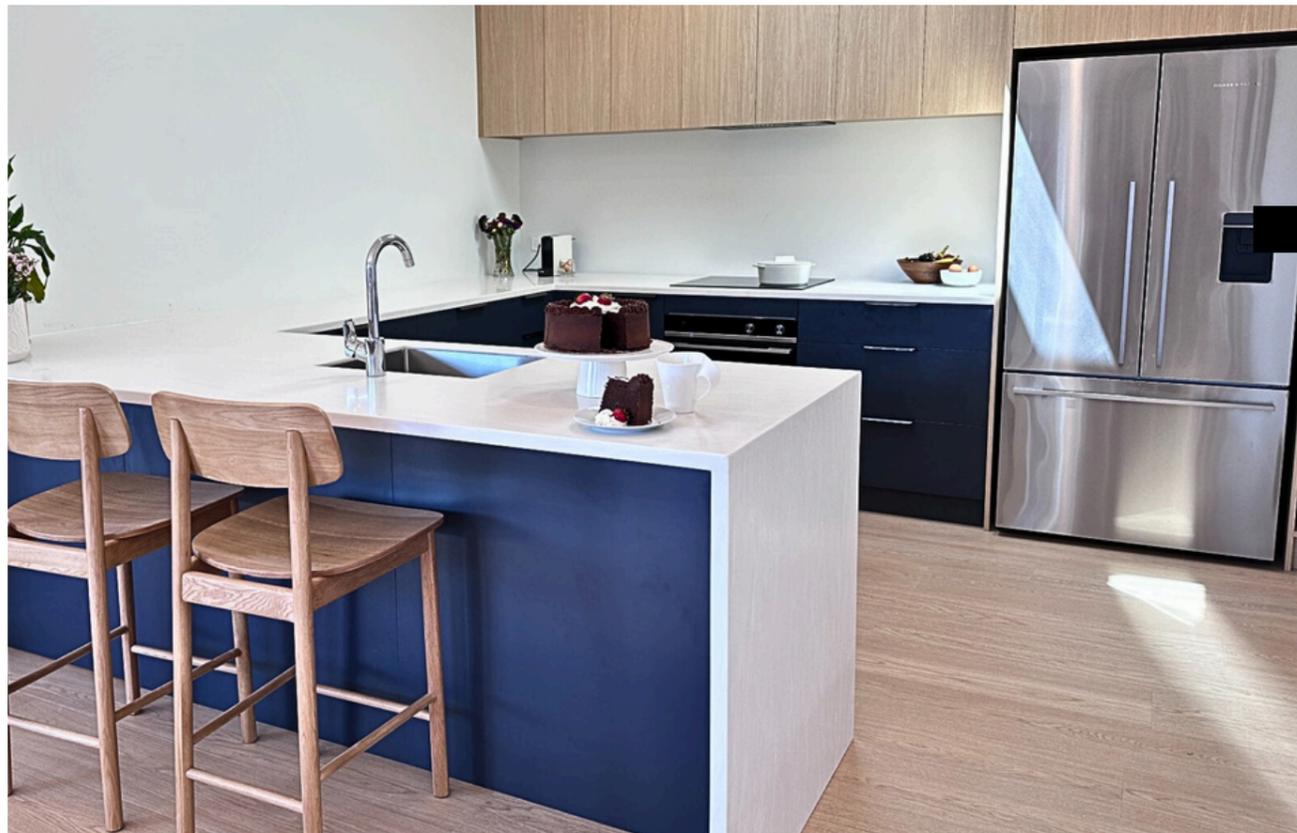
Scandinavian Kitchen

Project Brief

This new home build kitchen already had a set footprint. Due to its location it naturally lent itself to a U-shaped design. Our instructions were to bring in some high-contrast features and plant life. The owner's preferred style is Scandinavian.

Scandinavian style known for its simplicity and functionality is all about combining minimalism and clean lines with a cosy and bright aesthetic.

This mood board demonstrates the intent behind the design. A combination of blonde timber flooring and upper cabinets pairs with darker base cabinetry. A white benchtop with just a subtle pattern provides textural movement to an otherwise fresh and crisp surface. To bring the space to life, a hanging garden will be introduced as a means of bringing a contrast in colour and to offset the linear design.



Complete Concept

The final design blends simplicity and functionality while providing interest and contrast through colour and textural changes. Resulting in a warm and inviting space to use.

Case Study

Biophilic Living Space

Project Brief

Our brief for this generously proportioned living room space was very broad. We were advised to follow current trends in regards to furniture, fixings and colour. We gave this brief a biophilic design slant. Creating a greater connection to nature is the main philosophy behind biophilic design. This connection is proven to provide positive impacts for inhabitants.

Biophilic Design relies upon three main strategies. The first is direct connection to nature. This has been achieved through integrating plant life with purpose-built structures, such as the suspended ceiling framing, that creates a structure for plant life to grow along, creating an internal grotto. The second is indirect connection with nature. Here, we introduced natural materials such as the timber panelled ceiling. We also used materials that mimic the appearance and texture of natural materials. Such as the fireplace surround, this is fabricated to look and feel like rammed earth. The third strategy is experience of space. See our floor plan for more details on this aspect.



Rich earthy tones

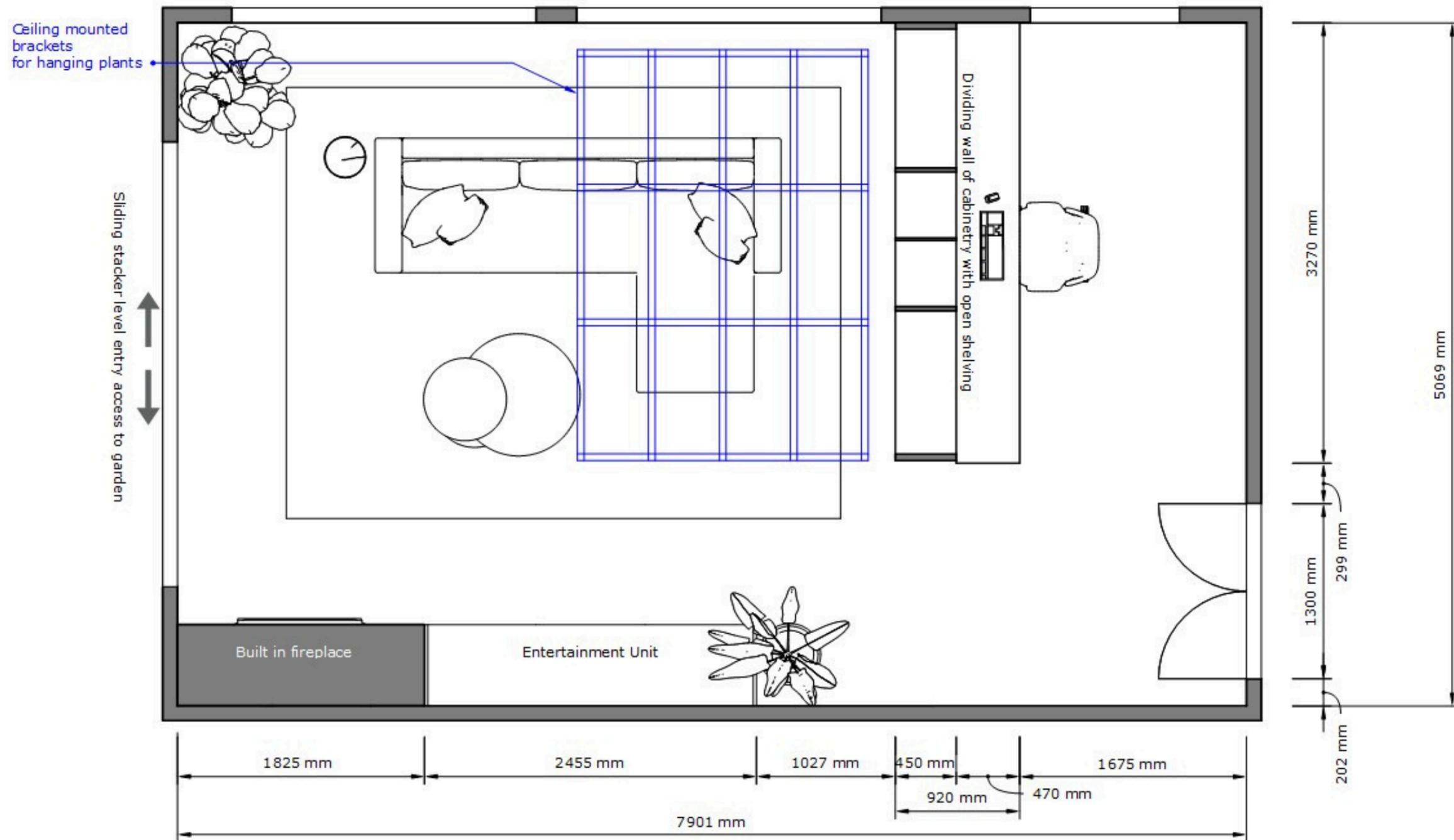


Living timber ceiling



Dividing shelving for study





The Floor Plan

Through the segmentation of this space we have created two distinct zones. Though they can be used independently of each other there is still an inherent connection between the two. This feeds into the concepts of prospect and refuge. Prospect provides us with long site lines which allow us to have a commanding view of our environments. Refuge creates aspects of safety and protection. The built in unit for the office zone provides this by creating both a barrier, and open site lines.



Complete Concept

A rich terracotta feature wall combined with natural materials and an abundance of plant life grounds the design in connection with the natural world.

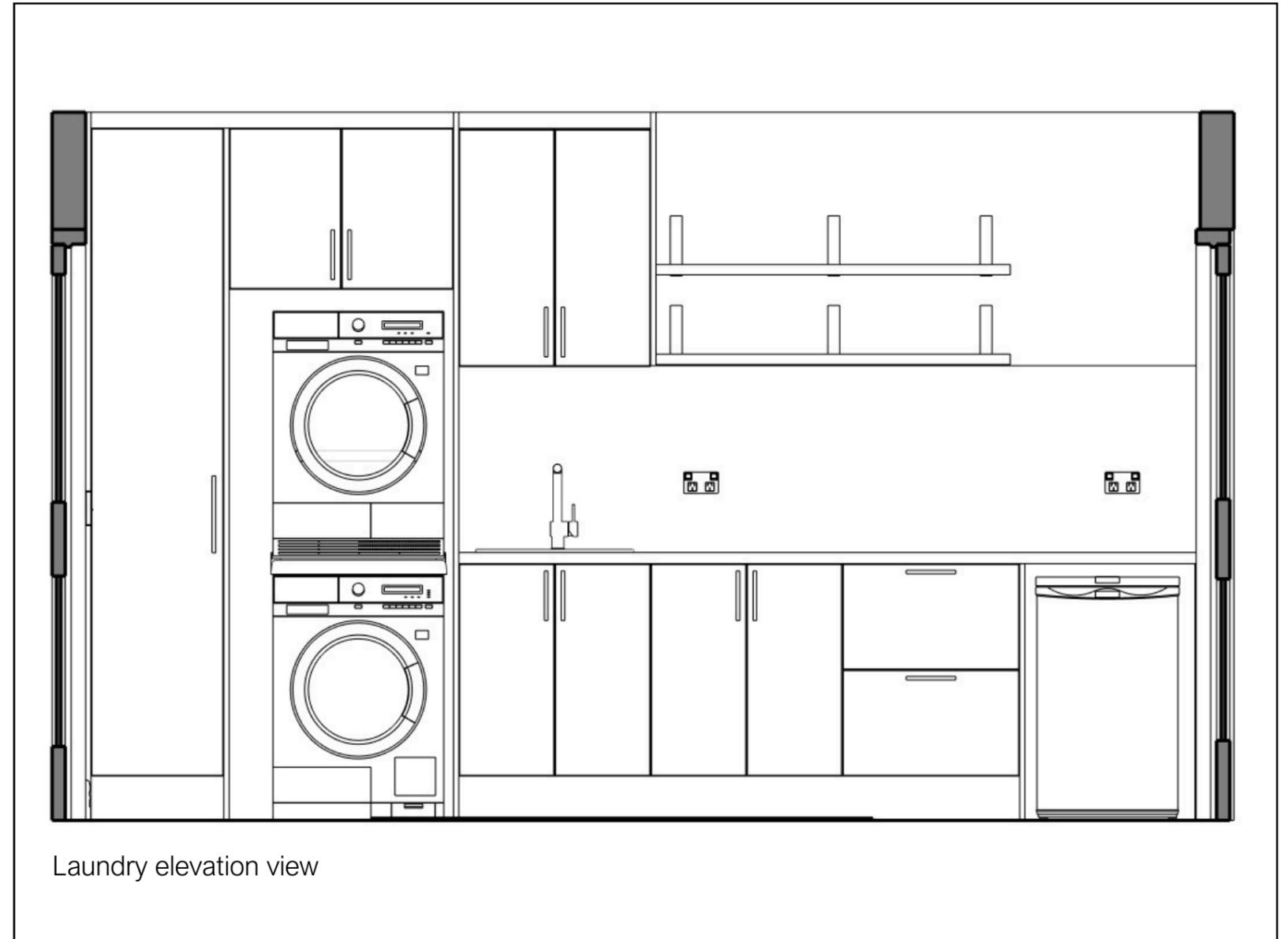
Rich warm timbers and deep hues, provide a contrast to the luscious green of the living features of this space. These purify the air quality and provide a calm, restorative space.

Case Study

Transitional Laundry

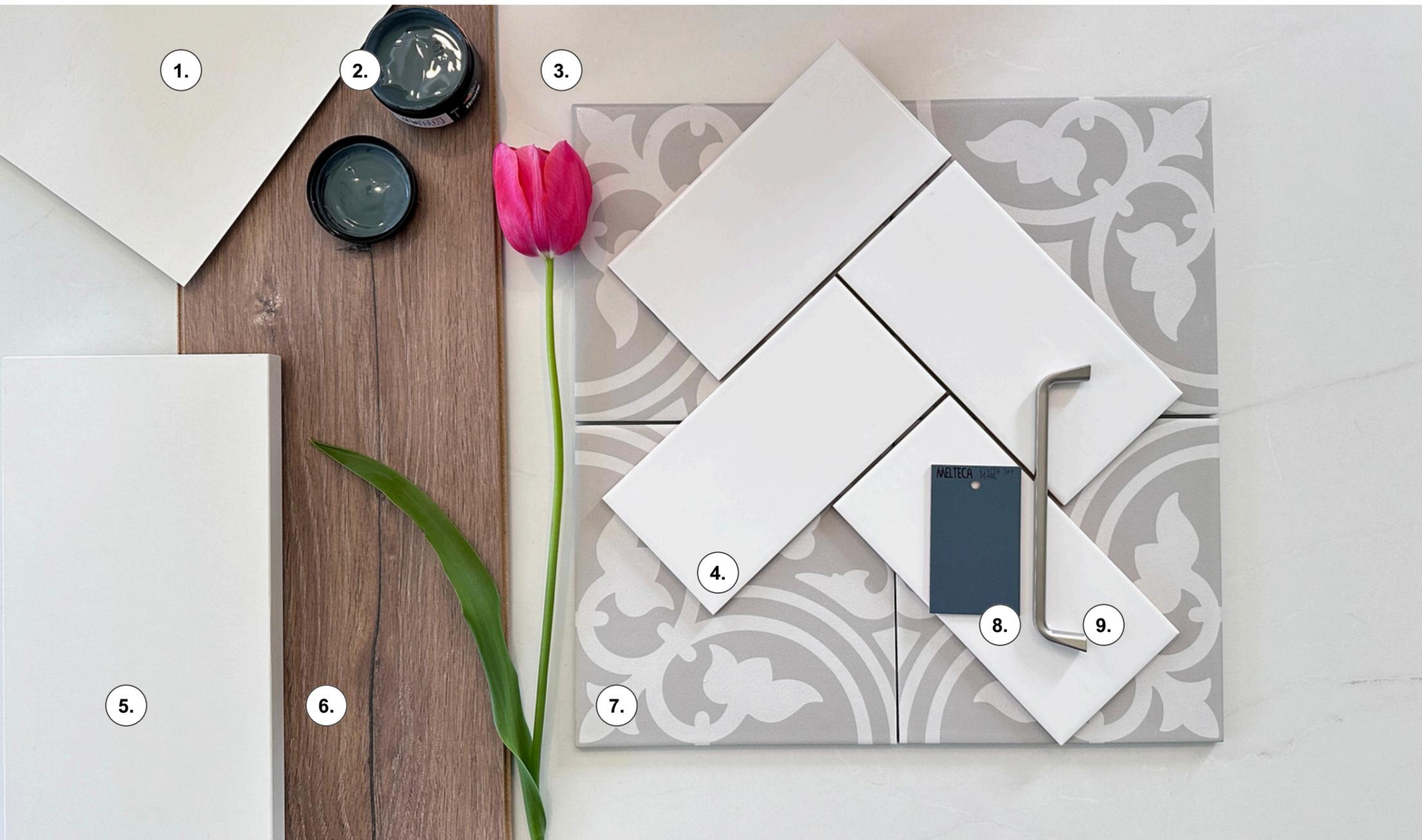
Project Brief

The garage laundry is visible from the main home entry-way. Our brief was to create a dedicated laundry space that feels like part of the existing home as opposed to part of the garage. The directive was to make it light, warm and inviting, as well as sympathetic to its heritage location by introducing traditional style touches.



A transitional design blends traditional and contemporary aesthetics, creating a balanced and timeless look that combines classic elegance with modern simplicity. So this was the perfect design choice for this project.

A dedicated laundry was created by adding a dividing wall into the garage. The entire back wall is utilized for storage with stacked washer-dryer.



Colours & Materials

1. Paint Colour - Villa White
2. Accent Paint Colour - Colour matched to base cabinetry
3. Benchtop - HPL India White
4. Tiles (Splashback) - City White Matt 100x200
5. Cabinetry - Tall & Upper Cabinet - Warm White
6. Flooring - Laminate Euro Deluxe Ipanema Oak
7. Tiles (Floor washing cavity - Artisan Gris Sette
8. Cabinetry - Base cabinet Winter Sky
9. Handles - Batllo Pull Satin Nickel finish

A soft heritage influence is achieved through a curated selection of materials. Warm white with a touch of yellow is the dominant wall colour. The main flooring is a rich organic-looking wood grain timber laminate. This is paired with heritage pattern tiles that sit in the washing machine cavity.

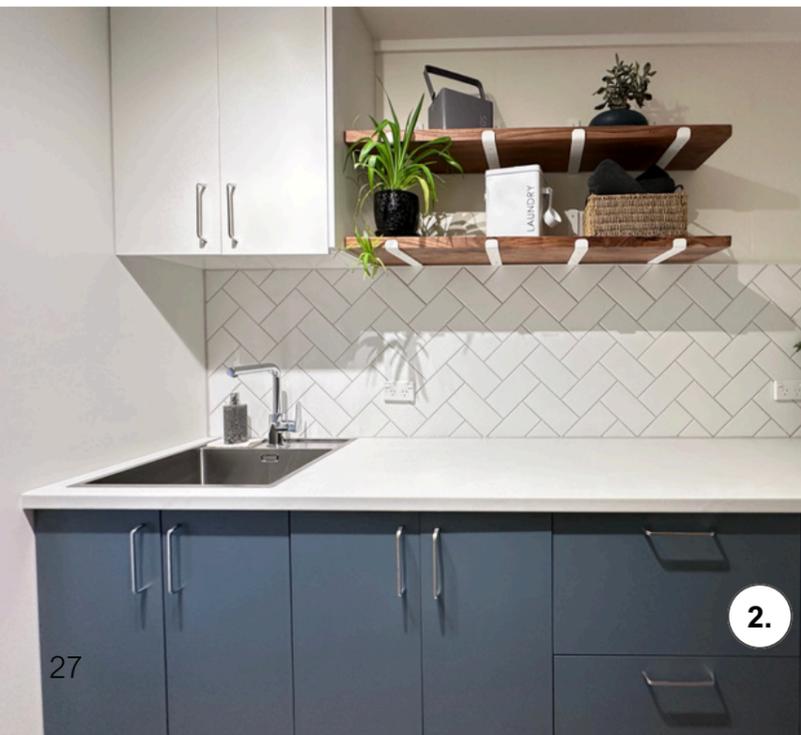
Muted heritage blue base cabinets ground the space. Whereas as the warm white tall and upper cabinets keep the space light and bright. The benchtop with its subtle marble veining combines with the herringbone tile splashback. Lastly a delicate brushed nickel handle with rounded corners adds softness and completes the look.



Complete Concept

The end result is a functional, modern laundry that gives a nod to traditional charm, with warm timber notes and heritage colour and pattern.

1.



2.



3.

1. Lots of bench space for folding laundry plus ample storage.
2. Deep laundry tub moves to the right to create space for tall storage at the far end of laundry. Base units are a combination of doors and drawers.
3. Timber open shelving provides a warming element as well as keeps the area feeling light and spacious.



Case Study

Maximalist Bedroom

Project Brief

The brief for this project was to keep it Kiwi! A bold maximalist style with an underlying theme of New Zealand flora and fauna to unify the concept.

Maximalist style relies on the use of colour, pattern, texture and statement pieces. However, it can be challenging to balance all of the elements to avoid it running from curated to cluttered. The mood board shows the intent of using mixed patterns of New Zealand inspired design paired with some unique statement pieces such as the dressing and bedside tables and the striking round rug.





**Complete
Concept**

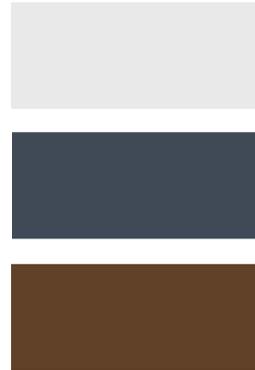
This bedroom has been layered with pattern and colour creating a riotous clash of contrasts. The large tui printed wallpaper centred behind the bed creates the primary focal point. Deliberate areas of quiet (devoid of pattern) have been introduced to give the eye a moment of rest in otherwise vibrant and bold space.



ECLECTIC
 MIX OF PATTERN
 FRESH
 BRIGHT

Case Study

Boho Bathroom



Project Brief

These homeowners wanted to update their compact bathroom. The existing configuration consisted of a shower over bath that needed to be two separate fixtures. The two homeowners had different style preferences. One liked the freshness of a clean minimalist look whereas the other preferred the eclectic feel of bohemian style.

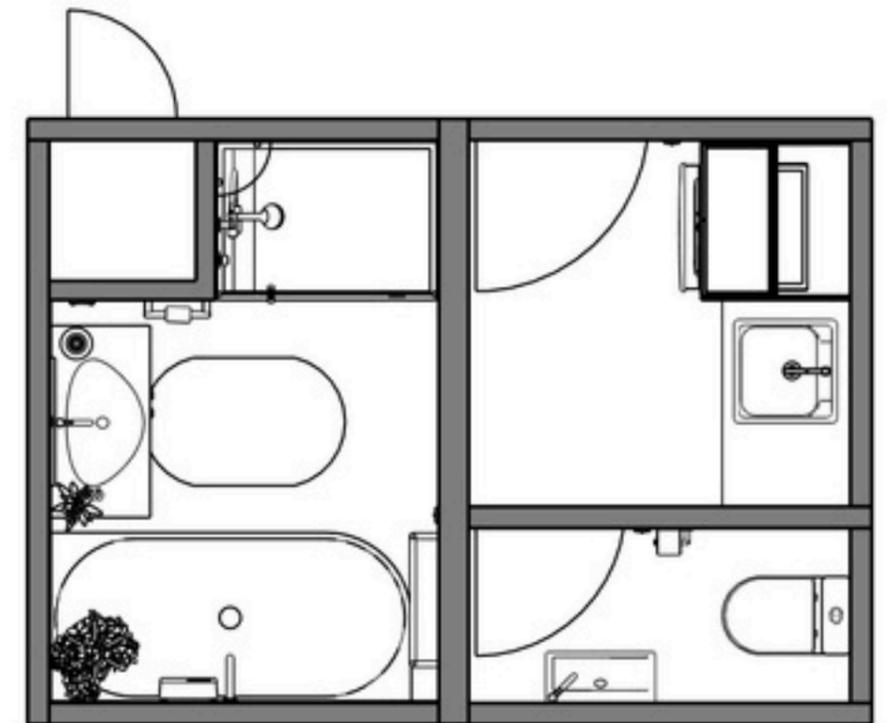
Bohemian style is characterised by an eclectic mix of patterns, textures, and colors. It often incorporates ethnic or vintage-inspired elements. mid century modern vanity with traditional subway tiles. Patterns clash between the blue floor and tribal rug. Nature plays a part in Boho style so plants are included to inject a living element to the space.





Complete Concept

The completed concept is fresh and crisp. It can be considered as pared back boho, and there is plenty of quiet space for the eye to rest. This allows the vanity and flooring combination to become the main focal points of the space.



Case Study

Serene Master Suite

Project Brief

Warm, welcoming and calming was the brief for this space. Located on the second story, this master bedroom retreat needed to be a sanctuary for its occupants. The preferred design style for these homeowners was Japandi.

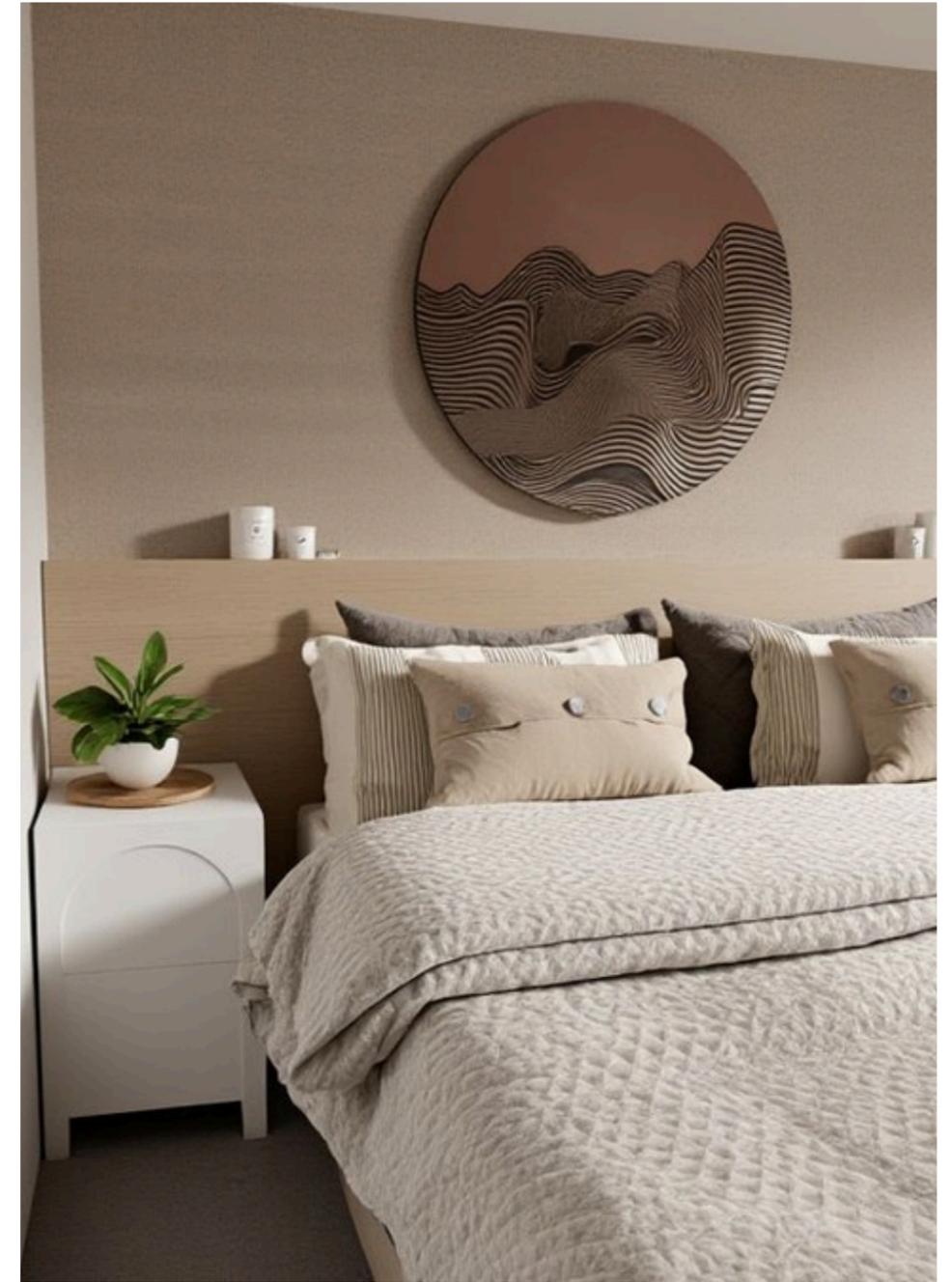
Japandi is a blend of Japanese and Scandinavian design. It emphasises clean lines, a muted color palette, natural materials, and a clutter-free aesthetic to create a calm and functional space. This design features a monochromatic neutral colour palette. Layers of texture are used in varying shades of brown and beige. Timber and wallpaper features bring added interest into the space as well as the use of different shapes. Curves and arches introduce a softness that offsets the more masculine feel of the deeper browns.





Complete Concept

The layered application of different textures and tones within this space work together with arches and curves to provide a gentle area of repose.



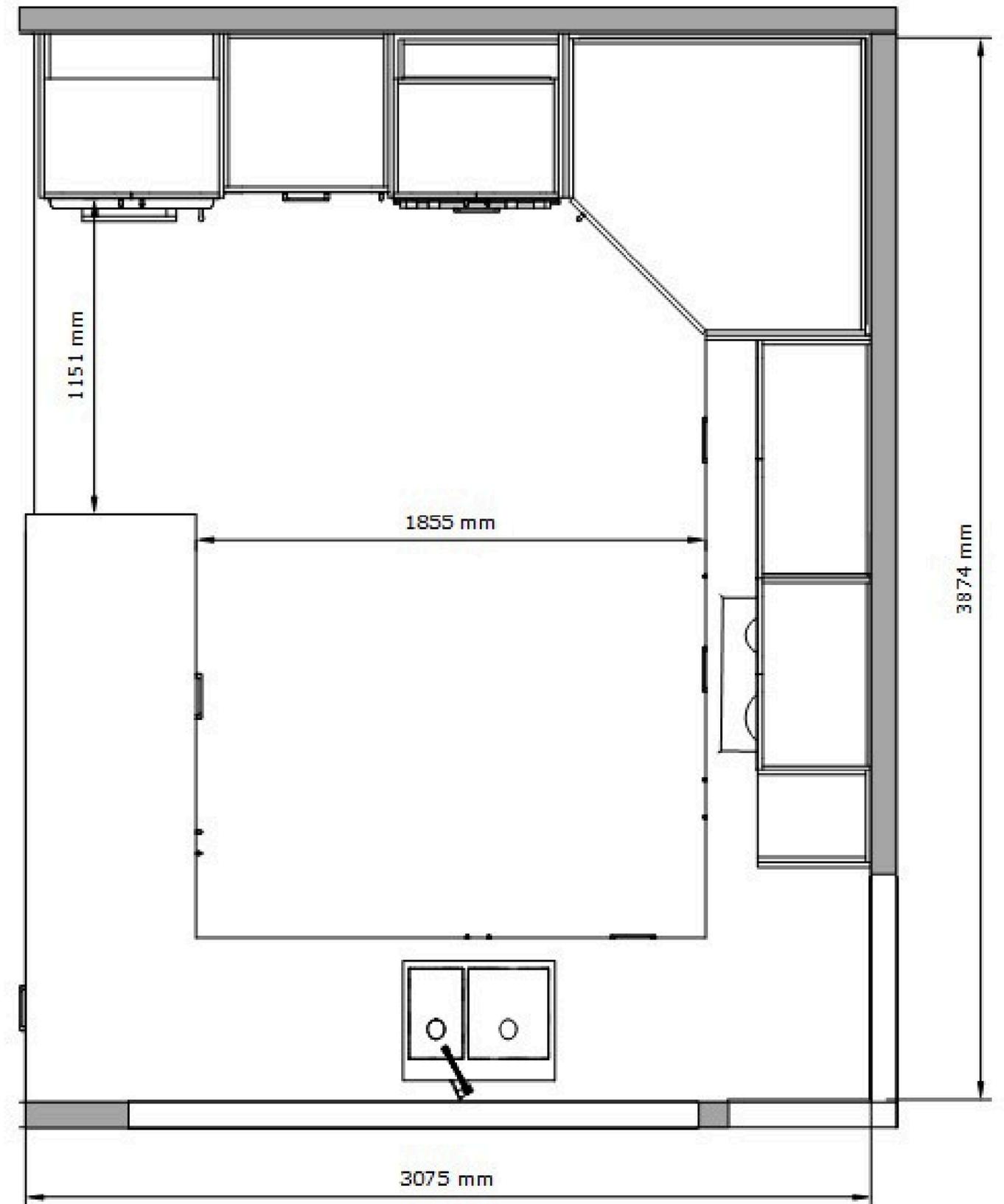
Case Study

Functional Kitchen



Project Brief

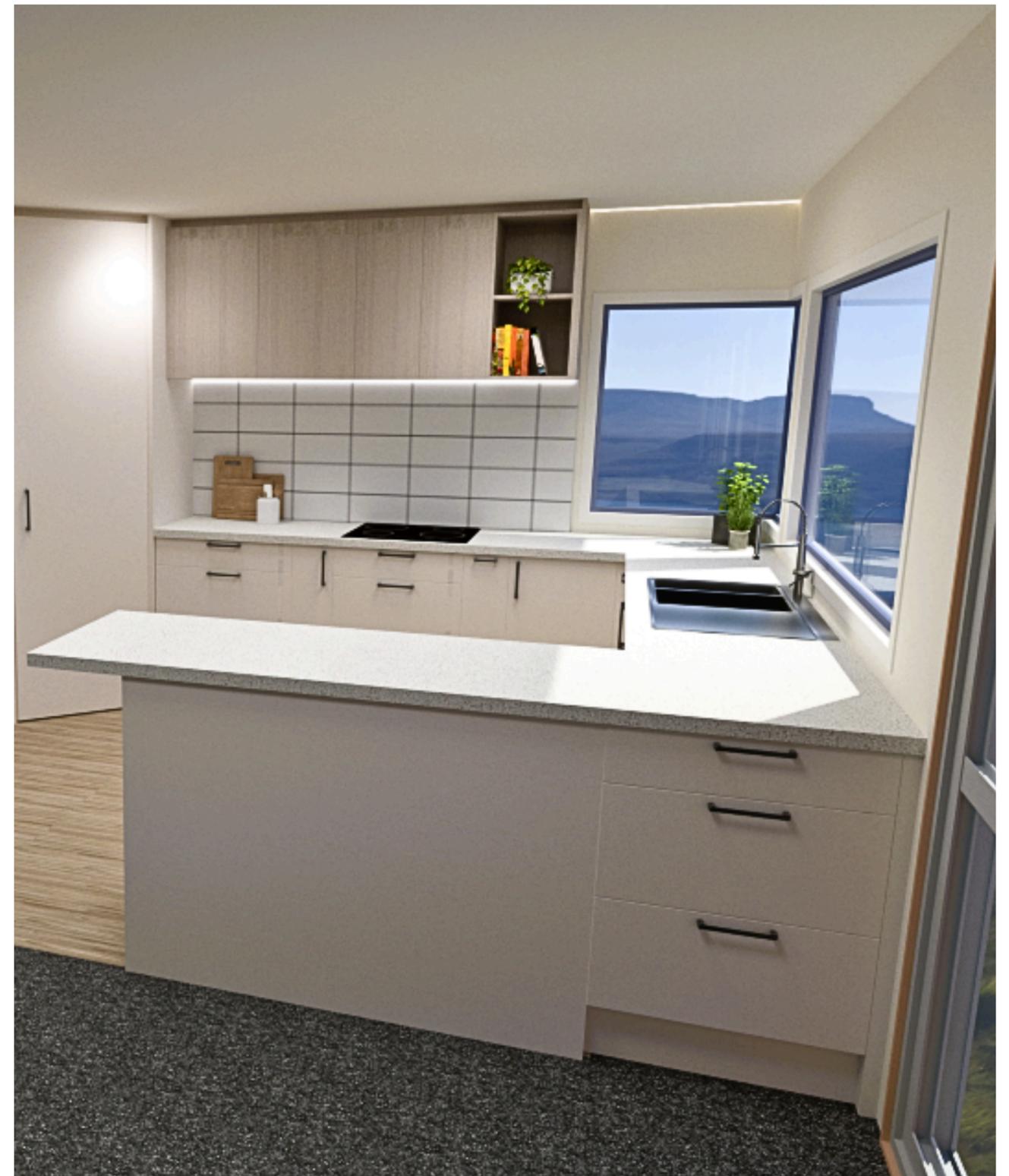
This 90's style kitchen was confused and congested. The cabinetry had a variety of different heights and its layout was impractical for use, particularly for cooking and cleaning tasks. Of the existing kitchen the homeowners wanted to retain a large corner pantry, and liked the neutral colour palette.





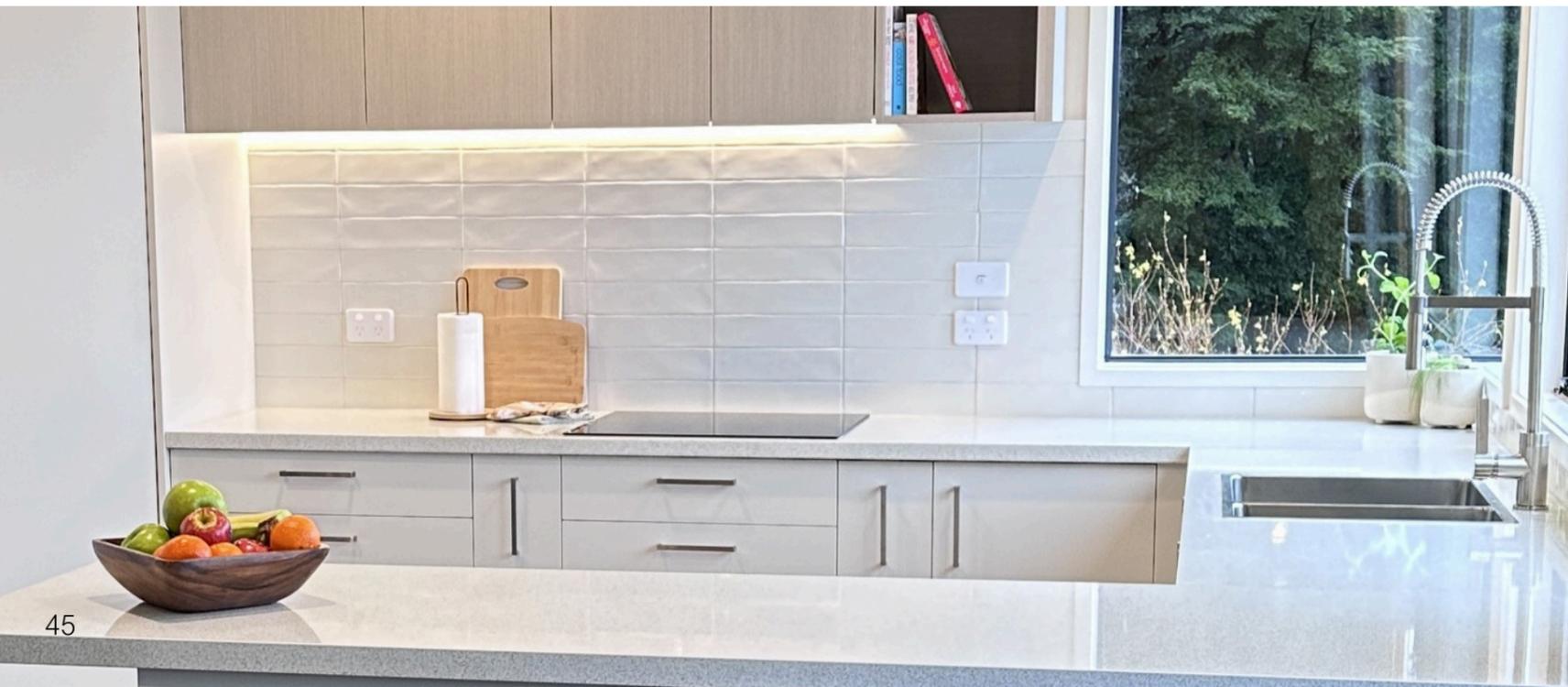
Colours & Materials

- | | |
|--|--|
| 1. Flooring: Robert Malcolm LVT - Paparoa | 6. Mardeco satin finish handle (base units only) |
| 2. Benchtop - Amorini HPL Quartz Stone gloss | 7. Base and tall cabinets - Melteca Baikal |
| 3. Methven Gaston pull down sink mixer | 8. Upper cabinets - Melteca Ash Woodline |
| 4. Chrome finish | |
| 5. Touch alabaster gloss tile splashback | |



Complete Concept

A reconfigured kitchen provides a logical workflow with added functionality with smart pullout joinery solutions. Material selections are warm and neutral these allow the eye to be drawn to the lake views beyond.





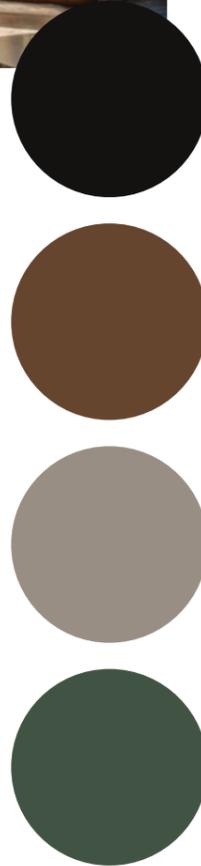
Case Study

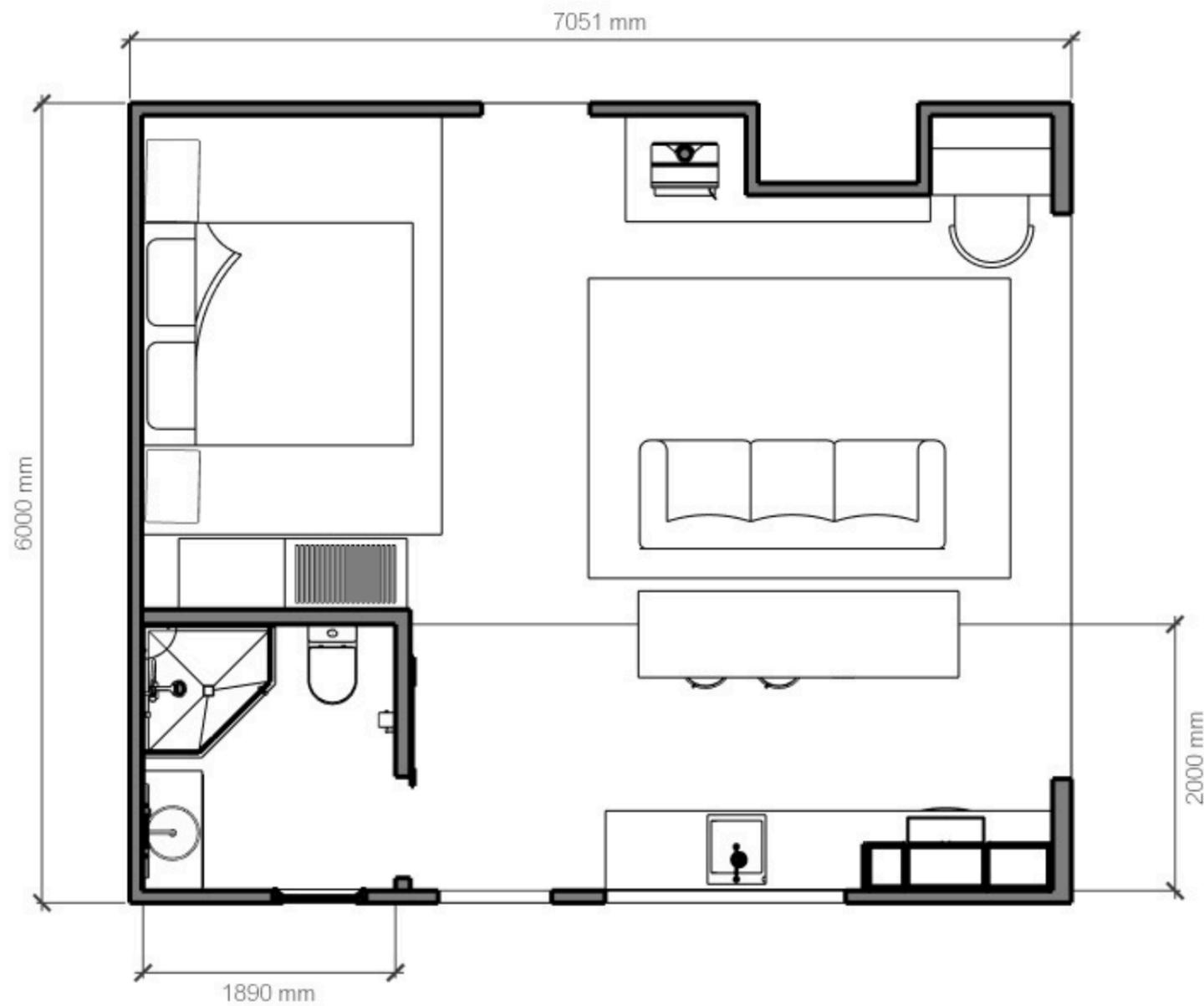
Garage Conversion

Project Brief

This double garage in Wānaka was ear-marked for development. The intention was to provide short-term visitor accommodation. Creating an additional income stream for the property was the top priority. Our brief was to make it moody and dramatic while still capturing an alpine feel in keeping with the property's location. The owners were comfortable being bold in order to capture interest among the variety of accommodation options available.

Stone work, timber, deep rich colours and a fireplace all combine to create a cozy alpine retreat. Packed with character, the space is designed to be inviting and functional for any guest stay.





The Floor Plan

This garage conversion made as little alteration to the original foot print as possible. The space has been divided into different zones of bathing, sleeping, cooking, eating and relaxing. It is a fully self-contained unit ideal for short stays.





Complete Concept

This feature packed guest house takes the eye on an enticing journey around each zone. The sleeping zone surrounded by darker shades and moody wallpaper creates a cocoon effect separating this space. Rugs are also used to ground the different zones. The use of natural and rustic materials such as warm timbers and stone walls add depth and character as well as provide visual connection to the natural local environment.

■ Sustainability Statement

We believe that great design should enhance both the way we live and the world we live in. Our approach to interiors balances beauty, functionality, and environmental responsibility - creating spaces that are timeless, enduring, and kind to the planet.

We are committed to making thoughtful, sustainable choices at every stage of the design process. This means:

- Designing for longevity - prioritising quality, durability, and timeless aesthetics over short-lived trends.
- Sourcing responsibly - choosing materials, finishes, and furnishings from ethical suppliers who share our environmental values.
- Reducing waste - reusing and repurposing existing items where possible, and planning carefully to minimise excess and disposal.
- Supporting local makers and suppliers - to reduce transport impact and strengthen our community's creative economy.
- Selecting healthier materials - using low-VOC paints, natural fibres, and sustainable timbers that promote indoor air quality and wellbeing.

Sustainability is not a single action, but an ongoing practice. We continue to learn, adapt, and seek better ways to design spaces that respect both people and the environment - today and for the future.





“ Kathleen communicated very well. She listened and then guided us to improved kitchen functionality and accessibility! ”

Alan & Lorraine

“ Kathleen helped me bring my ideas to life. By understanding my brief, she was able to make my new home interior more cohesive, stylish and functional. ”

James



Interior Design Studio

HOMEid.co.nz

kmagon@HOMEid.co.nz

027 403 1553

© HOMEid 2024

*Personalising Home
Identity*

