

# Category of 1 Interiors

By Verona Lee

"If an interior design does indeed reflect the soul, then our desire is to guide others through the personal journey from classical to modern in the hope that they find the courage and inspiration they are looking for," says Bya Patzner, at her cozy and newly-opened furniture store, Category of 1 Interiors, on Shaanxi Road S.

All the American-style furniture on display is from leading American furniture company Ashley, which makes stylish furniture at practical prices and is the number one furniture brand in North America.

Most of the home accessories in the store are from American designer Howard Elliott and the rest are designed by Patzner herself.

For anyone who can't afford imported furniture, Category of 1 Interiors is the place where high quality doesn't mean high prices. For example, sofas are priced from 4,200 to 9,900 RMB.

Patzner came to Shanghai four years ago and worked as a marketing specialist for Ashley furniture operations in China.

"As an interior designer, I created my own contemporary American-style home in Shanghai and friends visiting me always asked me for help when decorating their homes," says the American-Brazilian.

She started doing business from home then, providing a full range of interior design solutions for various residential and business projects. Her interior design is based on American contemporary country style.

"Contemporary or modern country is sleek, chic and imaginative. It takes traditional American country style onto a new level, blending old with new, and mixing periods and patterns," Patzner says.

Contemporary country introduces trendy edges to classical country looks. It calls forth chrome and glass, metals and leather, to sometimes complement and often contrast, the rustic softness of country style.

Accessories form collections and knick-knacks remain revered but become pared down yet refined.

The idea for the Category of 1 Interiors store was inspired in classic American farmhouses where, upon entering, you are greeted with warmth and comfort — very much like the feeling of entering your grandparents' home.

The accessories evoke images of yesterday as most of the decorative accessories are made of clay and wrought iron, mixed with modern

materials such as colored pigments mixed with glaze, glass and faux leather.

"Category of 1 Interiors respects the decorating traditions of historical country as seen on the first floor of our store, but we move it into the future with the fervor of a new vision," Patzner says.

One can notice the different styles stepping onto the second and third floors where past and present blend with creativity.

The monochromatic theme of the second floor — restful, quiet, calming — is evident in the modern sable color furniture.

The third floor, with its brick arches, naturally-aged pine wood floors and paneling, appeals more to vivid personalities, with splashes of different colors in different settings, a vivid palette with an end result that is anything but static.

"Our customers can see in our store that it is possible to make any home with the features and comfort of the past, become even more interesting, by adding the eclectic flair of modern country," she says.

**Category of 1 Interiors**

**Address: 233 Shaanxi Road S.**

**地址: 陕西南路233号**

**Tel: 5466 0222**

**Opening hours: 10am-8pm**

**Email:**

**bpatzner@categoryofinteriors.com**

