

MEET THE DESIGNER

HANNAH CROWELL



GROWING UP, Nashville-based designer Hannah Crowell had a lot of creative influences in her life. Hailing from one of country music's most iconic families (she's the daughter of Roseanne Cash and the granddaughter of the man in black himself), she found encouragement to follow her dreams from a young age. After studying art history and theater in San Francisco, she moved down the coast to study at the San Diego Design Institute. Hannah eventually made her way back to Music City where she launched her firm, Crowell & Co. Her distinct portfolio is built on the foundation that form and function can exist side by side. She's got an aesthetic where "the clean lines of modernity intersect with the rough-hewn edges of that hundred-year-old, one-of-a-kind piece." We're excited to bring you a conversation with Hannah, chatting about her early inspirations, her design must-haves, and even a few Nashville recommendations.

INTERVIEW BY KELLI LAMB

PORTRAIT PHOTOGRAPHY BY GRANNIS PHOTOGRAPHY



IMAGE:
REAGAN TAYLOR

Hi Hannah! We're curious – when did you first discover your love of design? Any early memories?

Both my mother and grandmother were perpetual redecorators and I think I followed suit. Having daughters of my own and looking back, my obsession with Laura Ashley fabrics and wallpapers was not typical for an 11 year old child, and was a preview of things to come.

Your first career was in visual art. What inspired you to make the transition to interior design?

I was living in Southern California so naturally I was seeing a hippie life coach/self-help guru. She asked me to write a detailed description of what I wanted for my life. It's taken a while and not always been easy, but I am living the life that I wrote down that day, almost to the letter.

In a few words, how would you describe your style?

Bohemian modern meets down-to-earth Southern. That sounds insane. I know!



IMAGE: BRAD & JEN BUTCHER



No such thing when it comes to design, we say! Though you're a native Nashvillian, you've lived in both San Francisco and San Diego. Do you think your time in California affected your design aesthetic?

For sure. Growing up we spent a ton of time in Los Angeles, and living there for 12 years as an adult really helped me to become a more free-spirited Southern woman. I think that comes through in my work.

You're now back in Nashville — what do you love most about the city?

I truly love this city. You are constantly surrounded by lush rolling hills, music, kind people, and sweet tea. Not too bad.

Any must-visit spots for those traveling to Nashville for the first time?

No matter your taste in music, the Country Music Hall of Fame is fascinating and so well-curated. Cheekwood Botanical Gardens is the most beautiful spot in the city for sure. And if you do nothing else, go to Hattie B's Hot Chicken and walk across the street for an ice-cream from Bobby's Dairy Dip. Best. Meal. Ever.

We've got it on our bucket list! So back to design — what do you think every room should have?

Something sentimental. Be it a rock you brought back from the beach, a painting your child did, your Grandma's vase... I think surrounding yourself with meaningful pieces gives a room its character.

Where do you go to get inspired?

Travel is my biggest luxury and experiencing different countries is endlessly inspiring. That said, music is perhaps my biggest inspiration. I am the most creative when I am alone in my studio listening to an album that I love over and over again. And that's a lot cheaper than a flight to Paris!

"Coming home to a space that is comfortable, beautiful and an extension of me and my family gives me a sense of serenity."



IMAGES: CAROLINE ALLISON





IMAGE: BRAD & JEN BUTCHER

What is the accomplishment you're most proud of?

My children.

Any exciting projects in the pipeline?

I have several large projects that are going to be amazing, but what I am most excited about is a tiny 600 sq. ft. beach bungalow that we are working on right now. It's probably my favorite project to date.

Finally, why is design important to you?

We live in a big, crazy world, and for me, at the end of the day, coming home to a space that is comfortable, beautiful, and an extension of me and my family gives me a sense of serenity.