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**LOREN REID SEAMAN AND ASSOCIATES**  
As Featured in Luxe Interiors + Design Chicago

## LOREN REID SEAMAN AND ASSOCIATES

Loren Reid Seaman possesses a sixth sense. "I'm intuitive," he says. "I have a good eye, an innate talent, that extra something special." A true natural in his field, Seaman has the inherent ability to interpret clients' unspoken objectives, beyond their obvious implications. "Many times clients struggle to figure out what they want; it's therefore my job to observe, interpret, listen, ask the right questions and translate their goals and feelings into something they will love," says Seaman, who, not surprisingly, boasts a far-reaching clientele and a widespread, second-to-none reputation, far beyond his local market. "My idea of a good design is one that will allow a client to live happily and peacefully in their environment; one that's conducive and respectful of their lifestyle." To ensure clients the utmost satisfaction, Seaman makes it a point to accommodate his clients' every wish. "I can take clients with me on my shopping trips; bring fabrics to their home or work; overnight them a sample—whatever it takes to make them happy. I understand how busy my clients are. There's nothing I wouldn't do to help simplify the process and make it more enjoyable." Working in both the residential and commercial realms, with a 3,300-square-foot showroom and exceptional team of well-qualified designers, Seaman has both the experience and know-how to turn clients' dreams into one-of-a-kind realities. "I strive for communicative relationships with my clients; it helps make for a more rewarding experience."



**Loren Reid Seaman**  
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"I'm designing for you,  
for your lifestyle,  
for a lifetime."



Photography by Rich Siotas



Photography by Larry Demoski

**FEATURES** The main goals for this space were multipurpose, multifunction, warmth, comfort and durability. To make the family feel "at home," a table that opens up to 120 inches was implemented to accommodate guests and extended members of the family.

**FEATURES** Seaman updated this living room, giving the couple two chaise lounges, one for each homeowner, so they could relax and escape the tasks of daily life in their new living space. Artistic touches can be seen in the fireplace, which makes the room seem more intimate.



Q+A

**What are the key influences in your work today?**

I am influenced by what surrounds me on a daily basis. I am very active in the design organizations (such as IFDA), charities and networking. Many of my influences stem from how people live and work, as well.

**Why did you become an interior designer?**

Being an interior designer is a dream come true, and it's an honor for me to be able to take my creative talents and apply them to what I really love. I do consider it a gift to be able to do what I do every day.

**How do you define a successful project?**

A successful project, first and foremost, is determined by the client's satisfaction. Meeting all of my clients' needs and going beyond them, by reading into their goals, is the key to a successful project.

**FEATURES** The main function of this room was as a gallery/den, and it therefore features original artwork and pottery. Neutral tones, as evidenced in the draperies, allow the blue hues to really pop. The contrast makes for a very sophisticated palette of colors.



Photography by Rich Sistas



Photography by Larry Diermoh

**FEATURES** The goal with this space was to create a warm, tranquil, yet fully functional environment. Original artwork on the main wall and a decorative three-panel screen enlivens the dining room, making it more welcoming and conducive to lovely dining and entertaining.

**FEATURES** For these clients and their wishes, Seaman incorporated custom woodwork with column details, creating an elegant appeal. A sitting area was also added to inspire informal business conversation, complemented by a desk and pull-up chairs.