

MADE FROM MEMORY

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A GROWING FAMILY
RETURNS TO ITS MEMPHIS
ROOTS IN A HOUSE
DECORATED WITH HIP YET
JOYFUL REMEMBRANCES
OF TIMES PAST



Beautiful memories live on—especially when they become the threads that weave through a home. That’s what happened in this freshly built traditional house in East Memphis, Tennessee, where interiors explode in floral chintzes, undulating wallpapers, and jewel hues. Each element speaks to current-day design as it also nudges awake fond recollections of the homeowner’s past, her beloved growing-up days of the 1970s.

The sentimental decorating approach occurred to Los Angeles-based interior designer and New Trad alum Parrish Chilcoat during her first visit to the Memphis site in January 2020. On the same trip, Chilcoat also visited her client’s childhood home. “I saw all the chintzes in her parents’ house, and then I looked into her pink-and-mint-green, Marie Antoinette-

Dining room Wrapped in a Japanese garden scene wallpaper, the dining room’s rich palette inspired many of the home’s color choices. Designer Parrish Chilcoat chose the bright white oval-back chairs and cascading chandelier to balance the large rectangular dining table. **Great-room** To match the scale of 20-foot-tall ceilings, Chilcoat anchored the room with columns of dusty peach curtains that frame verdant views.

Entry The deep plum entry hall wallpaper features a radiating golden plume pattern that echoes the adjoining dining room’s golden paper. **Previous pages** Touches of white bring California lightness to the home. A plaster of Paris console grounds the guest bedroom vestibule area, where the homeowner’s favorite childhood color, pink, gains nuance on sunrise-hue wallpaper with embroidered cranes.





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—designer Parrish Chilcoat

Laundry room Even doing the wash is glamorous in a space where bright green subway tile glimmers against earthy gray cabinetry. **Kitchen** Deep teal honeycomb tile blends with the range hood and cabinetry. **Staircase** The peach hues seen in the great-room repeat in the stairway area, where a clever gate can be deployed to keep kids off the stairs. **Powder room** “The homeowner loves animal prints,” Chilcoat says, “especially cheetah.” So she papered this jewel-box space in cheetah-print paper.





inspired bedroom—left exactly the same as when she was a little girl. I went, ‘Oh my God! No wonder you are so insistent on your pinks and greens! You’re re-creating your childhood home, but for the 21st century!’” Chilcoat says with a laugh.

Her clients—she’s a Memphis native and movie producer; he’s a Laguna Beach, California, native, former pro surfer, and sports podcast network creator—are also Chilcoat’s friends and have trusted her with their past three houses. The busy parents split time between L.A. and Memphis with their 3-year-old daughter and 6-month-old twins.

For the new Memphis house, the goal was to design, with local architect Charles Shipp, a family-friendly home in the wife’s childhood East Memphis neighborhood near her parents and extended family and where their growing children could play with their cousins.

Chilcoat visited the building site to feel the volume and framing of the 7,500- square-foot house on a visceral level and to ensure an integrated approach with the architect and the builder, Reid Hedgepeth. The team sat down together to de-

Bunk room A room over the garage hosts visiting cousins with its four bunks and fun scheme of warm grays, blacks, and fern greens. **Portrait Designer Parrish Chilcoat.** **Girl’s room** Brown-and-peach chintz mingles with other patterns in the 3-year-old daughter’s room. **Girl’s bath** Whimsical wallpaper and patterned tile infuse the bath space with youthful energy. **Closet** Enveloped in a rich terra-cotta shade, the homeowner’s closet and mirrored dressing table are grounded by light wide-plank oak floors and accented with a chair covered in a leafy linen fabric by Carolina Irving.





cide on millwork, crown molding finishes, and the staircase design. “It was a fast and furious visit,” Chilcoat says, that allowed the project to move forward quickly.

Chilcoat returned to L.A. nicely equipped to turn around a full design presentation a month later. The wife said yes to everything, and the husband was, Chilcoat says, “really kind in trusting the process. But, he said, ‘It can’t all be pink, please.’”

That’s where emerald greens and other dark hues came in. “I threaded in deeper colors, including the brown in the great-room sofa and the black in the chintz, to add some masculinity,” Chilcoat says.

She also wove in the cheetah carpet in the great-room as a neutral. “I told him it will hide every sin of a child,” the designer says. “I said, ‘I promise you’ll barely notice it’s there.’”

All practicality stepped aside, though, for the home’s pièce de résistance, a golden Gracie wallpaper that wraps the dining room in chinoiserie pattern with hits of electric blue and jade green that set an elevated yet relaxed 1970s chic tone for the entire home.

Throughout the house, Chilcoat deftly evolved the wife’s beloved pinks into dustier, more nuanced versions, including

Primary bedroom Brown-and-pink chintz curtains take the limelight while teal grass-cloth wallcovering recedes into the background in a room where fun 1970s references set a lighthearted mood. The rattan chair was one of Chilcoat’s vintage finds. **Primary bath** A Roman shade continues the home’s theme of vibrant color and pattern.



the “dirty peach” curtains in the great-room. Her favorite greens deepened into bluish teals and darker greens in varying shades and interpreted in different textures.

For the kitchen, a teal-spiked Inchyra blue runs across cabinetry, the range hood, and backsplash tile. Rose gold gleams from hardware, and brass strapping adds a bit of bling to the hood. Chilcoat insisted on deep tones in the kitchen to balance the color on the other side of the great-room.

Similarly, in the primary bedroom, a blue-green grass cloth on walls melds with the same shade on the headboard for a tone-on-tone effect that highlights tropical peach-and-brown Bob Collins chintz draperies that Chilcoat had been saving for just the right client.

Accessorized with a naïve black-backed floral painting and a fun 1970s shell-shape rattan chair, the room encapsulates the one-of-a-kind joie de vivre aesthetic of the whole house and offers a whiff of carefree childhood days of the late ’70s—a truly personal paradise for the ages. ■

Designer: Parrish Chilcoat

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Screen porch Southern living is at its best during lazy evenings around the fireplace in the screen porch, a space that melds Memphis grace and California cool. Well-cushioned teak furniture offers plenty of places to cozy up for hours. **Exterior** Architect Charles Shipp shaped the new house, built in the East Memphis neighborhood where one of the homeowners grew up.