

# Interior Design Content Kit

Strategy-led content for calm, functional homes

A selection of Instagram-first content concepts and long-form storytelling examples



# Instagram Story Series: What's Your Home Spirit?

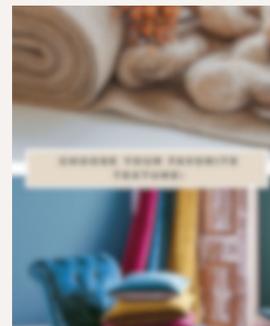


An interactive Instagram Story concept designed to help audiences emotionally connect with their space through guided self-reflection.

Instead of showcasing products, this series invites viewers to explore how their home feels and why.

## Purpose

- Increase story completion and saves
- Encourage audience participation through questions
- Position the brand as thoughtful and psychology-led
- Build emotional authority, not just visual appeal

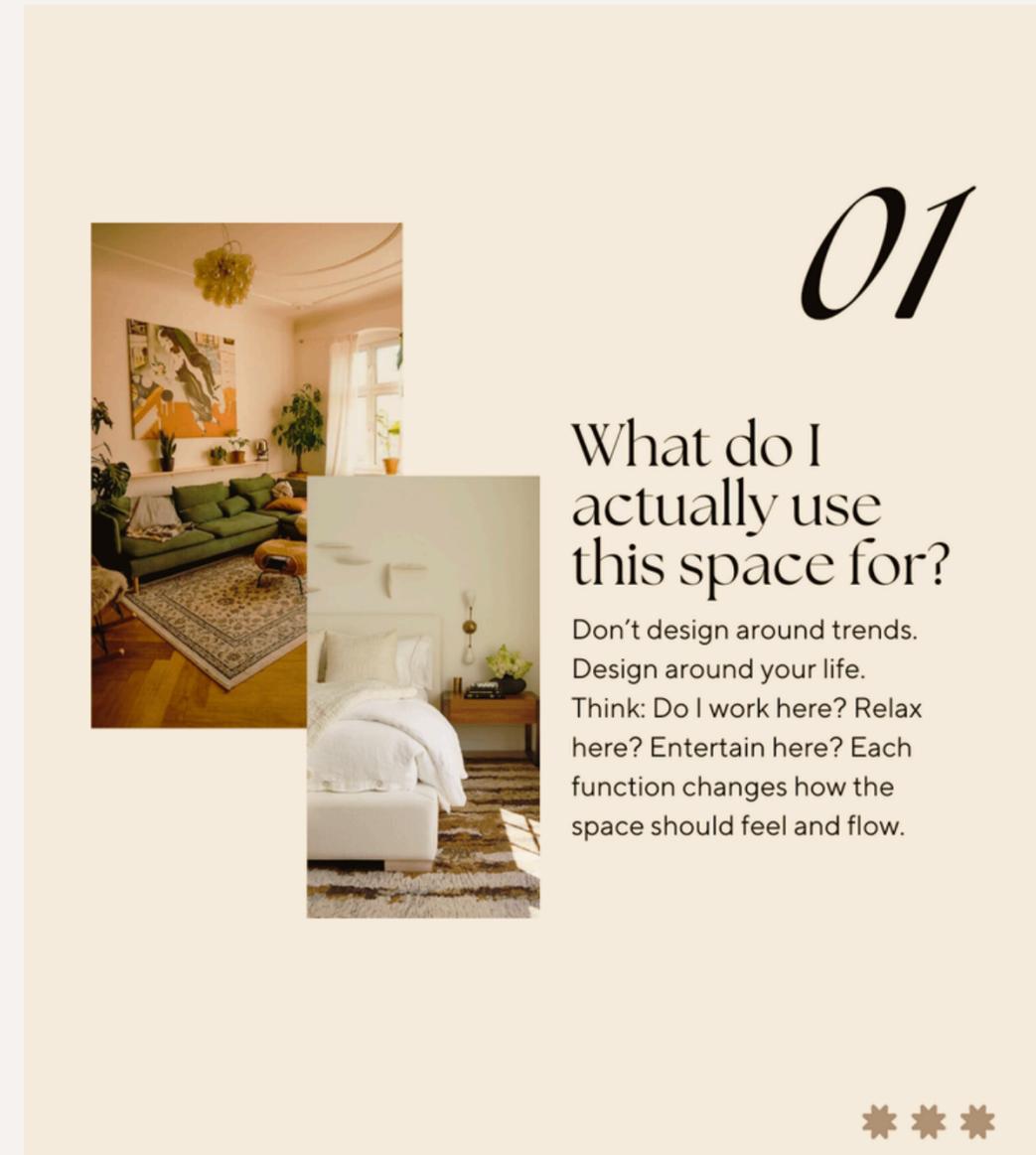


Additional slides intentionally blurred to protect full concept strategy.

# Educational Carousel: Design Psychology in Practice

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This carousel is designed to translate interior psychology into accessible, actionable insights. Each slide follows a structured narrative flow: Hook » Insight » Emotional Relevance » Practical Shift.



Additional slides are available upon request to protect the full concept strategy.

# Editorial-Style Caption

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## The Psychology of Atmosphere: Why Your Space Feels the Way It Feels

Have you ever entered a room and felt instantly calm, or strangely on edge? That feeling isn't random. It's rooted in science.

Environmental psychology tells us that design influences how we feel, behave, and even sleep. It's not just about looking good. It's about how a space communicates with your nervous system.

This week, I worked with a client who couldn't rest well in their bedroom, despite the space being beautifully styled. The issue wasn't the quality of the furniture. It was the *relationship between the elements*.

Lighting that was too sharp before bed

Shelves cluttered with visual noise

A layout that subtly disrupted movement

We made three intentional adjustments. Switched to layered warm lighting. Cleared the line of sight from the bed. Introduced balance through placement and softness.

By the third night, they were sleeping better.

This reflects the Mehrabian-Russell environmental model, which explains how physical spaces trigger emotional responses like relaxation or anxiety. Our surroundings shape our state of mind long before we consciously notice it.

Your space is more than décor. It's a silent partner in your wellbeing.

And the smartest homes?

They feel just right, long before you know why.

Long-form editorial content designed to deepen trust and elevate brand positioning beyond social media.

This piece explores how lighting, layout, and visual balance affect the nervous system, and how subtle adjustments can transform how a space feels.

Rather than focusing only on aesthetics, the content frames interior design as emotional architecture.

### Strategic Value

- Builds authority beyond Instagram
- Strengthens brand credibility
- Supports higher-value client positioning
- Demonstrates depth of thinking