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LANDSCAPE ARCHITECTURE ARCHITECTURAL LAND DESIGN, NAPLES, FL
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On the pool deck, a custom two-sided sofa by NavyBlack Studio anchors the space and orients conversation toward both the pool and the outdoor kitchen. Counter stools from Design Within Reach, made from reclaimed industrial materials, add a playful, sustainable element that invites casual gatherings.



ABOVE: Freshly renovated, the façade of this Naples home in Seagate reflects the homeowners' refined, contemporary point of view. Thoughtful choices in landscaping, materials, and textures, with durable finishes to accommodate Florida's humidity and ever-shifting weather, echo the beach environment just steps away.

Calm Canvas

AT SEAGATE IN NAPLES, A VACATION HOME MAKES A CASE FOR RESTRAINT WITH SERENE DESIGN THAT PUTS THE FOCUS ON FINE CRAFTSMANSHIP AND MATERIALS

QUIET MORNINGS FOR TWO and lively evenings with many as wine flows and pans of paella sizzle—so goes life for Chicagoans Julie and Doug Laux when they're in residence at their Naples retreat. Located in Seagate, where banyan trees line the streets and the houses back up to canals with access to the Gulf, their Florida home sits just steps from the beach and a world away from the Midwest's bitter winters.

"This home was technically a renovation, but the demolition took it down to the perimeter walls," says builder and homeowner Julie Laux, founder and creative director of J. Jordan Homes South in Naples. "I designed the home with the Chicago architectural firm Moment Design because they grasped our desire for a contemporary aesthetic with a functional layout."

Fellow Chicagoans Lauren Warnock of NavyBlack Studio and Laura O'Brien, a cabinetry and millwork specialist at O'Brien Harris, were also tapped to be part of the project. "I have a longstanding relationship with both of these firms and knew they would bring their best work forward," says Julie.



ABOVE: A covered outdoor space equipped with a television has become a favorite family hangout for entertaining and game days. Custom two-sided sectionals and marble drink tables accommodate larger crowds, and the hanging chair offers a lulling place to relax and unwind.

“Lauren oversaw the design and fabrication of all the custom furnishings, and Laura absolutely nailed the perfect sandy-neutral color for the millwork.”

The 3,220-square-foot home’s interior layout flows like the tide—blending indoors and out with 512 square feet of covered alfresco spaces merging into the open air.

“To reiterate Julie’s approach, this home’s design was all about collaboration,” says Warnock, NavyBlack Studio’s principal designer. “From the start, the goal was to keep things calm, balanced, and light—letting serenity guide every decision without overthinking it. Based on her request for an all-white home, we intentionally edited the palette down to soft, tonal neutrals so the textures, materials, and forms could really shine.”

Instead of bold contrasts, the design team focused on subtle texture shifts—pale woods, honed stone, plastered surfaces, and layered textiles—that added warmth and depth without stealing the spotlight. Natural light was a major part of the



In the living room, a sculptural Fios pendant sets the tone above a built-in plaster ledge. A double-sided custom sofa upholstered in a durable Architex fabric features integrated side tables for effortless lounging. Tie-dyed pillows from Banana Republic Home bring in texture and movement, while a pair of Eichholtz lounge chairs frame a custom-designed coffee table by Modern Industry.



A dining table topped with pink onyx from Terra Stone Design sits on an asymmetrical Lucite base with a round blackened steel pedestal. Four Hands dining chairs and oversized Iris pendants by A-N-D enhance the aesthetic, while a custom desk tucked under the staircase continues the home's space-savvy approach.

story as well, with the architectural team treating it as a key design element—shaping how each space flowed and influencing everything from finishes to furniture placement. As a result, the rooms move effortlessly into one another, making the house feel connected and perfect for entertaining. Sculptural, custom-designed pieces—like the pink onyx dining table and the double-sided sofas—bring in softness through gentle curves. “The end result is chic without trying too hard, with a sense of ease that feels completely intentional,” says Warnock. “That absolutely summarizes the Laux family.”

Thoughtfully conceptualized, the kitchen's design was also a collaborative effort, this time with O'Brien, who perfected a custom neutral-stained wood finish for the space that subtly enhances the home's ethereal atmosphere. “It was meant to feel as un-kitchen-like as possible,” she says. “We kept elements sleek and minimal while housing key appliances within a curved pantry.” NavyBlack selected durable stools designed to withstand wet swimsuits, Ann Sacks tile inspired by the movement of ocean waves for the buffet, and a multi-orb lighting fixture that immediately catches the eye.

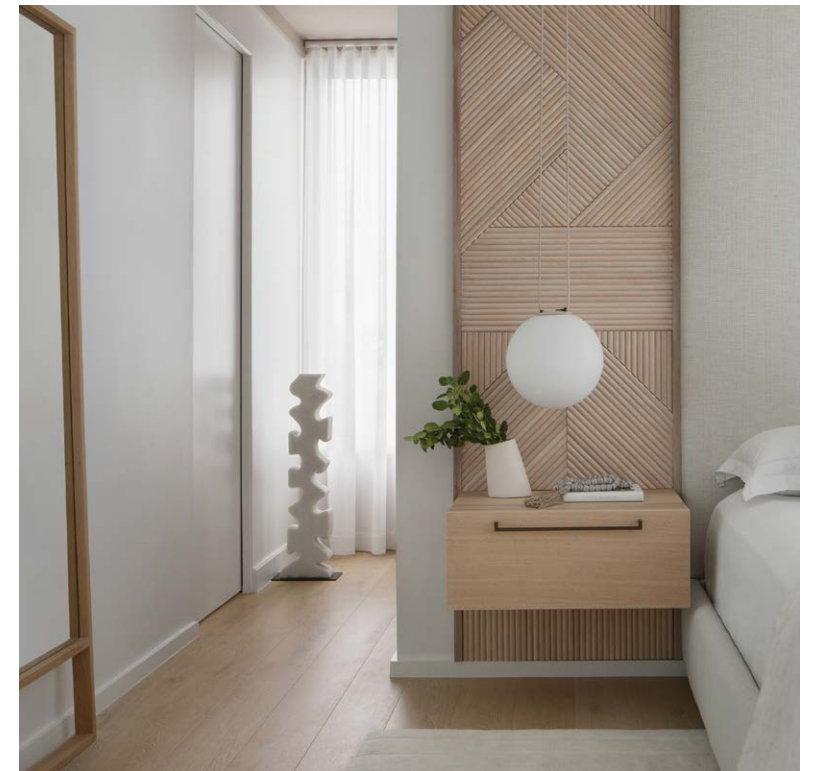
BELOW: Though compact, the powder room maximizes efficiency with a curved vanity nook, streamlined details, and a wallcovering by Solid + Pattern.



The central kitchen features custom cabinetry and a quartzite waterfall island, all designed by O'Brien Harris. Sleek white counter stools from Design Within Reach coordinate with glass globe pendant lighting from Hennepin Made. A party-ready bar cabinet includes refrigerator drawers and wine storage.



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ABOVE: A Vibia pendant drops effortlessly over the nightstand, while a sculptural vase from Artemest creates a refined accent in the primary suite. An Arteriors sculpture is paired with a leaning floor mirror by Croft House to complete the space.



ABOVE: In the primary bedroom, custom furnishings designed by NavyBlack and fabricated by Modern Industry include a built-in headboard detailed with tiki-inspired wood paneling, nightstands, and a desk wall with integrated storage and paneling, creating a space that feels both tailored and warm.

RIGHT: Designed to feel like a modern-day fort, the bunk room features a queen bed, twin bunks, and multiple staircases. Beaded poodles found at Texas’ legendary RoundTop antiques show and a bold Schumacher wallcovering featuring floating hands set the tone for a joyful, color-forward moment.

RIGHT: The guest bedroom features an elevated sleeping area for kids, accessible via a few steps and tucked behind the main bed. A graffiti-style apple from Janus et Cie brings injects color into the room's neutral palette.

BELOW: To echo the laidback style of the bunk room, the guest bedroom features a natural rope wall hanging that adds warmth and dimension, while a single slab of suar wood serves as the base for a long, carved bench from Perigold.



At the canal level, the back of the house features a fire pit and custom concrete seating fabricated by Nvrnmt. A white balloon-animal-shaped Attackle Bench from Fatboy balances durability with personality, while outdoor pieces from CB2 and Four Hands round out the space.

The exquisite millwork delivered beautifully throughout, giving the house its quiet strength and architectural clarity, while custom pieces introduce sculptural moments that elevate the overall experience.

“When a home intentionally steps away from color and contrast, the success of the design depends entirely on materials and craftsmanship,” says Warnock. “In this case, the architecture led the foundation for a house built for entertaining, and against this refined backdrop, the art and collected accessories were able to shine, landing effortlessly in all the right places and bringing personality to every space. We couldn’t have asked for a better outcome.”

SOURCES

POOL AREA

Lounge and dining table – Nvrnmt Concrete Artisans, Naples, FL
 Chairs – Design Within Reach, dwr.com
 Lighting – Homeowners’ collection
 Pool – Designed and fabricated by Refined Builders & Construction, Naples, FL

LIVING ROOM

Sofa – Carlos Cisneros, cisneroscustomfurniture.com
 Love seats – Eichholtz, Miami, FL
 Cocktail table – Modern Industry Design, modernindustrydesign.com

DINING ROOM

Table base – Modern Industry Design, modernindustrydesign.com
 Buffet/desk – O’Brien Harris, Naples, FL
 Chair – Four Hands, fourhands.com
 Lighting – A-N-D Lighting, a-n-d.com
 Sconce – Sklo Studio, sklo.com

KITCHEN

Cabinetry and island – O’Brien Harris, Naples, FL
 Stools – Design Within Reach, dwr.com
 Pendant lighting – Hennepin Made, hennepinmade.com

POWDER ROOM

Cabinetry – O’Brien Harris, Naples, FL

Mirror – Homeowners’ collection

Pendant lighting – Allied Maker, alliedmaker.com
 Wallcovering – Solid + Pattern, solidandpattern.com

GUEST BEDROOM

Bed – CB2, cb2.com
 Wall design – Modern Industry Design, modernindustrydesign.com
 Lighting – Visual Comfort & Co., visualcomfort.com
 Area rug – The Citizenry, the-citizenry.com

BUNK ROOM

Bunk beds – Designed and fabricated by O’Brien Harris, Naples, FL

Lighting – A-N-D Lighting, a-n-d.com

PRIMARY BEDROOM

Bed, headboard, nightstands, desk, and millwork – Modern Industry Design, modernindustrydesign.com
 Pendants on nightstands and desk – Vibia, vibia.com

BACK EXTERIOR

Dock lounge seating – Nvrnmt Concrete Artisans, Naples, FL

THROUGHOUT

Architecture – Moment Design, Hinsdale, IL
 Developer – Refined Builders & Construction, Estero, FL
 Landscape architecture – Architectural Land Design, Naples, FL