"I believe that in a world of temporary trends, beauty is an act of rebellion."

Giselle Koy Design

GISELLE KOY, PRINCIPAL

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WITH AN EYE FOR AESTHETICS, business chops, great people skills and the ability to be ever-evolving, designers tend to possess a uniquely varied set of skills and traits. For those like Giselle Koy, this extends to a specialized knowledge about niches their clients appreciate. "We create spaces that have golden proportions, as well as jaw-dropping opulence," Koy shares. "I focus on utilizing biophilic principles and classical proportions to support vitality and long-term health. Beauty creates coherence in the body and in spaces." Of course, this design ethos comes together with the personal journey of the client on each project. "My greatest success is always the moment a client steps into a finished space and goes silent," Koy shares. "That 'silent frequency' tells me I've succeeded in translating their soul into an architectural reality. It's not about the awards; it's about knowing I've designed a sanctuary that will hold their family's legacy for the next 50 years." Offering interior architecture, design and consulting, Koy and her team aim to craft homes that "act as high-frequency containers for a life well-lived." Recently, they expanded their services to better achieve this, creating tiers that range from the high-impact Problem Solver session to the intensive Signature VIP Days.



On a Personal Note

What led you to this profession?
I've always felt a deep, spiritual duty to create beauty. My journey began with a fascination for beautiful things and how a space can anchor the human nervous system. Think about Egyptian temples or Italian palazzos and the feeling you get when you take them in. I realized that the gasp of awe we release in response to a perfectly proportioned room isn't accidental; it's alchemy. I wanted to master that alchemy to help people stop "just living" in their homes and start thriving in them.

Describe your dream project.
A modern ranch estate that incorporates a high-tech wellness lab and a private gallery for statement art. I want to blend modern style with romantic opulence—think Italian limestone walls meeting cutting-edge biophilic glass, all anchored by a 17th-century antique fireplace. My father was a rancher and petroleum engineer in Corpus Christi, so I'm deeply passionate about the modern ranch aesthetic. Redefining Texas luxury by merging rugged, local grit with high-fashion, European-level finishing is a niche I love.

What's on your desk?
A rotating collection of raw limestone samples, Italian silk velvet swatches, Maria Santa Novella potpourri and my favorite cowboy hat.

Share one thing your clients would be surprised to know about you.
I'm obsessed with the raw, chaotic math behind acoustics. I can spend hours studying how sound waves bounce off different stone textures to ensure a room "sounds" as peaceful as it looks.

What is the next move for your firm?
I'm particularly focused on deepening my partnerships with the great Italian and European design houses, specifically Roche Bobois in Austin. Their commitment to old-world craftsmanship and high-fashion modernity perfectly aligns with my aesthetic.

LEFT Psychedelic "drippy" wallpaper bring a unique energy to this therapy room at the Minicircle Gene Therapy headquarters in Austin. **OPPOSITE** Giselle Koy poses in the Roche Bobois showroom. **PHOTOGRAPHY** *Left by* BRYAN COLE; *Opposite by* CARYN NOEL

IN PARTNERSHIP



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LEFT An orange sectional sofa and modern art come together to create the perfectly energized yet grounding feel in Minicircle Gene Therapy's Austin headquarters. **OPPOSITE** Giselle Koy poses in the Roche Bobois showroom. **PHOTOGRAPHY** *Left by* BRYAN COLE; *Opposite by* CARYN NOEL



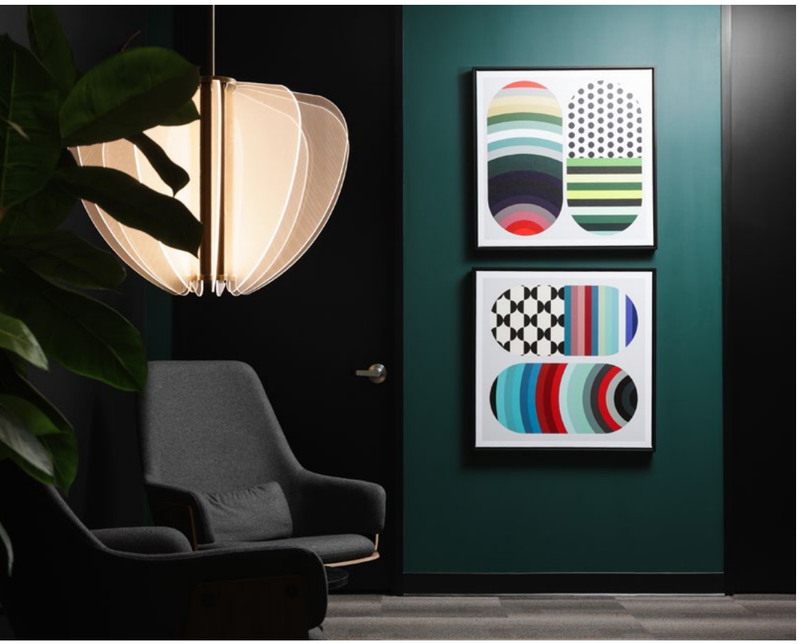
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LEFT Carefully chosen art sets the perfect tone in the Minicircle Gene Therapy headquarters. **OPPOSITE** Giselle Koy poses in the Roche Bobois showroom. **PHOTOGRAPHY** *Left by* BRYAN COLE; *Opposite by* CARYN NOEL

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