



The Concept

Re-Decorate Your Life, a half-hour design show, brings popular designer Ondine to people who are going through a big life transition and re-inventing their lives. Divorce, new career, city to country/country to city, new mom, new empty nester, first apartment without room-mates, moving in together, re-bounding from a big loss.

Life is shifting and so is the style of their living environment.

The Star – Ondine

Former set designer for Sex and the City and finalist on Bravo's Top Design, Ondine Karady has been named as one of the top 20 designers to watch. Her sassy personality and thoroughly original design sensibilities have landed her a spot as spokesperson for Ikea, for which she recently shot a series of makeover videos.

Ondine is ripe for her own show and **Re-Decorate Your Life** showcases her with an engaging hook that is perfect for today's design loving audience.

Ondine is that trusted girlfriend; she doesn't beat around the bush, she gets to the heart of her clients lives and dreams and makes bold suggestions to help them step into that next chapter – in style.

The Format

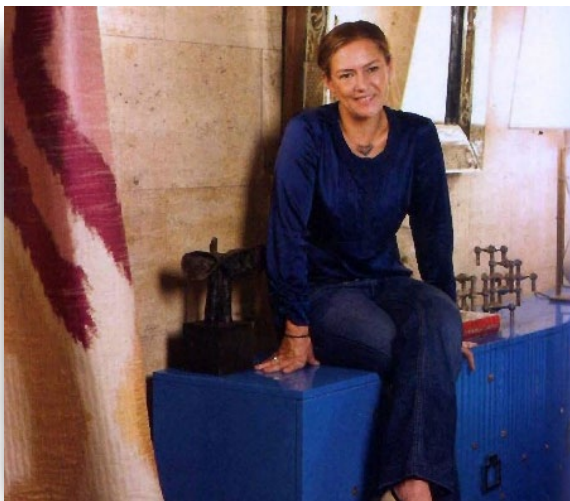
Sussing out the shift. Ondine meets her 'client' and gets to know what is going on with their life and what their big change encompasses. The clients and their stories provide an emotional thread to the show, as the re-decoration process becomes a personal journey to a new future. Based on the client's history and vision for the future, Ondine picks one room that most represents their new life and that becomes the focus of the episode.



Out with the old in with the new. Ondine goes through the space with her client and identifies which things represent the past and which represent the future. What is that one thing Ondine has to convince her to let go of? The bedspread she bought with her soon-to-be-former husband on that first trip together to India? It's gotta go. The ugly lounge chair he insisted on having in the living room? Out of there (but perhaps not before taking a chainsaw to it in the backyard). Letting go isn't always easy but Ondine is there to help – even if it means a little tough love.



Imagining the possibilities. Ok so the past is the past, now let's take a look at the future! Ondine brings in a mood board to help her client envision a re-decorated life. She explains how textures, colors, functionality and placement of design elements can be transformative. His 'den' is now her 'sanctuary', let's soften things with a more soothing palette and add some textured fabric choices.



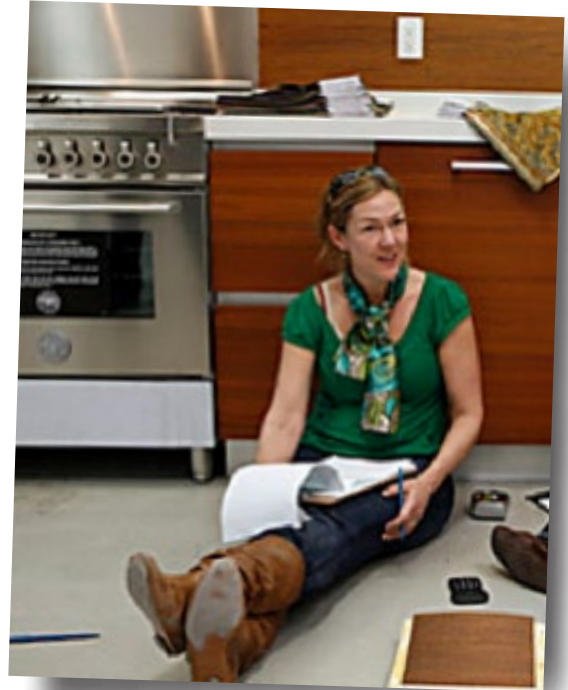
An Ondine original. As the crew arrives to begin working on the space, Ondine introduces a special custom-made design element for her client. Remember that sketch from your new art class? Well it inspired this custom wallpaper design. Or that chair we put in the dumpster? We're going to re-invent it. Or maybe we'll turn that trophy shelf into a chandelier.

A special excursion. With the crew busy doing their thing, Ondine takes her client along to experience the transformative process of creating the Ondine Original. Ever visit a custom wallpaper printer? Want to see the fabulous shop Ondine goes to for vintage upholstery fabric? How about seeing a glass blower in action – in Chinatown?

Checking in. It's time for Ondine to check in on her crew and see how things are progressing and make any adjustments. She takes our viewers through the design choices – I wanted to give my client more light to illuminate the possibilities of her new life – the sky's the limit – so I decided to put in a skylight.

The reveal. Ondine's client returns and experiences the emotions of literally stepping into the physical expression of the next chapter in her life. The newly designed space reflects all that she and Ondine have uncovered together as her vision for herself. Ondine unveils the Original design that she created just for her and takes her through all the elements and their significance. Our before and after shows how Ondine has captured the essence of her client and the possibilities for her new life.

We are Re-Decorated and Ready for anything.



Why *Re-Decorate Your Life*?

There are a lot of design shows but the few that truly shine do so because the designer shines.

And that doesn't just mean great design skills, it means a personality of someone you want to watch, want to listen to, want in your home.

Ondine is all of that and more. She's that honest, tell-it-like-it-is, best friend everyone wishes they had – especially when they are creating the environment in which they live.

Ondine already has a strong following from *Top Design* and her Ikea series. She offers a direct hit at the Sex and the City audience, capturing the upwardly mobile urbanites while serving up accessible aspiration to a broader audience. She's empathetic without being sappy; sassy without being a jerk. And her sense of style is touted in the who's who of the design world. Who wouldn't want Ondine helping them navigate through a big life change with a re-invented home design?

The life-change scenario of **Re-Decorate Your Life** comes with inherent drama and interest.

Changing your design is one thing, changing your life and your design makes for great stories that make great TV.

The journeys of Ondine's clients are challenges faced by all of us at one time or another. Whether the change is self-driven or a result of circumstances, everyone loves to see a re-birth unfold.

The Re-Decorate brand extends well beyond the show with opportunities for a big social media and web presence, design apps, merchandise, books and more.

