

Nature's Bounty
right Walls of windows invite the
surrounding landscapes in at an Idaho
retreat. below right A collaboration
between Holland & Sherry and William
Peace, the Western Skies collection
shines on a bench and pillows.

In Conversation With

WILLIAM PEACE

The accomplished founder and principal of
PEACE DESIGN shares career insights

Produced by THE EDITORS

ATLANTA HOMES & LIFESTYLES: You've been a creative your entire life—from painting, to construction, to both commercial and residential design, and more. How have these varied experiences helped you evolve throughout your career?

WILLIAM PEACE: I have been thankful for every experience I have had through the years, whether I realized it at the time or not. It has helped me think through details of how people live and create very intentional features in their home, as well as how to provide guidance to the craftspeople and artisans creating the feature. Everyone has a hand in the creation of a high-quality home, and the more respectful the collaboration the better. You can feel the subtle difference in a home or commercial space.

AH&L: You've worked on many different types of projects, including the Georgia Pacific Building and even your own home, which was a service station back in the day. What is one project that stands out to you in your career?

WP: That is a hard one to answer, as all the places I've been involved in creating are special to me in one way or another. I'd have to say there are two. The first was the ranch on the Ruby River in Montana, which was my first project in the American West, and the experience had a profound and lasting impression on my life. The second would be Rancho Sabino Grande in Texas where the client really pushed us to create a home that felt collected over time, and provided the trust in us featuring ancient stone, gunstock walnut, notable art, and many other rustic yet refined details. Having the client have faith in the design recommendations has propelled other similar approaches ever since. Our ongoing and future work is better for it.

AH&L: Speaking of the American West, you have a natural pull to the region, having stated that Montana has changed your life. How has this part of the world influenced your work?

WP: The natural elements of the American West provide the inspiration to honor it with authenticity and a level of honesty in materials. Studying how light will filter a room drives you to certain color palettes and textures. I have also had the pleasure of forging some of the finest friendships with architects, builders, and artisans, and although it can all be demanding, it doesn't feel like work.

AH&L: Your debut book *Peace in the West* released last fall as well as



Western Style above Rustic luxury is at its finest in a Montana home by Peace Design.
right Designer William Peace.

a product line with Holland & Sherry, both informed by the American West. What has this region taught you about materials, restraint, and designing for the landscape?

WP: I continue to be inspired by the West. Our book and the Western Skies collection celebrate the palette, textures, and strength of this extraordinary landscape. Most importantly, the materials need to be honest to stand up to the weather and lifestyle. It's not just how they look, but how they will age over time.

AH&L: While much of your work is outside of Atlanta, you built a career and raised a family here. How did Atlanta and the team you've built set your firm up for success and longevity?

WP: The Atlanta design community is unique in that we have such a strong base of ADAC, ICAA, and ASID that continually bring regional talent together to share ideas and to learn from one another. For our Peace Design team, I have been extraordinarily blessed to have great talent grow with us five, 10, some 20 years. I am very proud of the design leaders they have become. They will carry us successfully into the future for many years to come, as we continue to design unique properties throughout the country.

AH&L: After decades in the design industry, what is a lesson you've learned that you carry with you to this day?

WP: If you can't find what you want, design it and create it yourself. Too often it may be easier to settle, but there are amazing artisans and makers that really know their craft. Take the time to engage them, and your work and spaces will benefit from it.

AH&L: What advice would you give young designers on carving their own path in the industry?

WP: Be curious to learn quality design and take the time to invest in yourself. Travel brings so much inspiration through nature, architecture, and culture. peacedesign.com

This is the ninth installment of AH&L's Legends of Design. To learn more about the class of 2026, visit atlantahomesmag.com/futures-legends.



A DAY IN THE LIFE

Morning to night with William Peace

In Atlanta

7 A.M. Wake and meditate, visualizing my day.

8 A.M. Have a cup of Fortnum & Mason Royal Blend tea and do emails.

9–11:30 A.M. Work from home, corresponding with design collaborators and doing project research and inspiration.

11:30 A.M.–1 P.M. Lunch meeting at a favorite restaurant, usually Murphy's or Anis.

2–5:30 P.M. Meet with the Peace Design team on a variety of projects.

5:30–7:30 P.M. Enjoy a little leisure time and dinner.

8 P.M. Research and planning for upcoming events and travel.

9:30 P.M. Binge watch the latest favorite show.

11:30 P.M. Read.

12 A.M. Finally sleep

In Montana

Sub for site visits departing at 7 a.m. to reach the job site by 9 a.m. for meetings. Going to art galleries, stone yards, inspecting reclaimed lumber, and checking in on the latest iron-forged custom lighting. Dinner at 7:30 p.m.