

# PROJECT NURSERY™

Digital Media Kit



Founded in the spring of 2008 by moms, business partners and design enthusiasts Melisa Fluhr and Pamela Ginocchio, Project Nursery is a leading online resource and community dedicated to empowering parents to take charge of their own design and decorating projects.

Updated daily, ProjectNursery.com offers visitors inspirational photo galleries submitted by parents and designers, hip finds for the family home, do-it-yourself projects, clever party ideas, expert design tips, and weekly giveaways. Project Nursery attracts approximately 800k page views monthly, mostly from parents who want to hone their creative vision or source practical advice for how to execute their big ideas. As Fluhr notes, "Project Nursery parents welcome the opportunity to use a little elbow grease to give their kids the best."

## Blog

The cornerstone of ProjectNursery.com is the daily blog, where Fluhr, Ginocchio and their roster of contributors impart their invaluable experiences and expertise. "As real moms, we went straight to the source by asking talented design experts, like Annette Tatum or Gerri and Naomi of Little Crown Interiors, to contribute for us," says Fluhr. "We have also grown with contributors such as Kim from TomKat studio, who has the most insane Facebook following I've ever seen for a self-made mom business. Our website is all about the community and camaraderie of parents online, and we love the extended family that Project Nursery has developed through our contributors' networks." Ginocchio praises the breadth of knowledge these experts provide. "Our contributors all bring fresh ideas and a lot of creativity. Each one shares their unique take on topics like textiles, design, party planning and furniture."

## Tips & Trends

The key to modern design isn't eschewing traditional elements; it's incorporating what's current into your own style and sensibilities. The "Tips & Trends" section of the blog gives parents first-hand access to the cutting-edge knowledge and know-how of leaders in kid-friendly design, including the skinny on hush-hush sales, what's trending in the world of kids' decor, how to host a fabulous party and the best way to milk big design style out of a not-so-big design budget.

## DIY

Whether a first-timer or a self-proclaimed crafter, any parent can benefit from the user-friendly instruction offered in the “DIY” section for projects big and small. From assembling mobiles, to mastering decoupage, to creating kids’ party invitations, to baking and decorating cakes, this section proves that the right information and encouragement can turn parents into creative geniuses.

## Fabulous Finds

“Fabulous Finds” is a section entirely dedicated to the coolest, quirkiest and most innovative finds out there. From the best baby blankets, rockers, and funky wall art to modern toddler furniture and beyond, this section plugs readers into the newest and brightest products around.

## Inspiration & Boards

Some parents are big on tackling projects but short on ideas, and the “Inspiration & Boards” section is where Project Nursery helps them get their design juices flowing. Readers can find their muse for everything from creating a multi-tasking playroom to hosting a super chic baby shower, with concrete examples of color schemes, design motifs, invitations, menus and more.

## Gallery

The Project Nursery community comes to life in the Gallery, where parents upload the results of their own design projects, sharing the inspiration, style, and merchandise that led to the finished product. Members can comment and vote on each other’s spaces (“Real Rooms”) and party-scapes (“Real Parties”), learning from the real-life experiences of parents like themselves.

“I am really proud of the quality and content we provide within our daily blog; however, I think our gallery is something so unique and special because our members make it grow everyday. We get to see what our readers are doing with the advice we give them, and that makes us feel good about the time and effort we put into the site,” says Fluhr.





"My favorite part of Project Nursery is our 'Real Parties' Gallery," says Ginocchio. "I love seeing how parents are celebrating with their children. I appreciate all the hard work that goes into planning a birthday party or baby shower, and the pictures in the gallery are a place to showcase these great ideas."

## Editors' Picks

There's no lack of fantastic products that are recommended on Project Nursery, but this section is reserved specifically for items that Fluhr and Ginocchio personally own and have in their homes. They adore these tried and true items so much that they have made them available through their shop at OpenSky, an innovative online shopping platform that allows expert bloggers and other trusted sources to create their own "store" stocked with the stuff they love best.

## Real Moms

Fluhr and Ginocchio first met in college. After graduating, they both landed in New York City and shared a (tiny!) West Village apartment, where their design partnership first bloomed.

Two elaborate weddings, five intensive home renovations and a couple pregnancies later, Fluhr and Ginocchio found themselves trading emails about nursery design, decorating ideas and paint colors. Prompted by HGTV's "Rate My Space" gallery, Fluhr posted photos of her son's new "crib" on the web. Just days later, after receiving an overwhelming 26K hits, 266 comments, and sparking numerous decorating debates, an idea was born: Project Nursery!



While not professionally trained in design, these two moms are nevertheless as passionate about the process as any interior designer. They draw inspiration from a variety of unexpected sources - a unique hand craft, an odd piece of furniture begging to be repurposed, a vintage textile unearthed at a flea market – and have the innate ability to combine these unusual (and budget friendly!) elements into a kid-friendly space that commands attention. They understand the value of sharing ideas and are inspired daily by the members of Project Nursery's enthusiastic online community.



Melisa Fluhr graduated from UCLA in 1998 with a BA in History. She worked in the hospitality industry for ten years, most recently as the Director of Sales for a luxury hotel in Manhattan. Fluhr's passion for design began as a small job in her first NYC loft and, after three subsequent gut renovations, became a full-time job.

As a mom faced with the design of her own child's nursery, Fluhr found her true calling. "What's fun about kids' design," explains Fluhr, "is that you can change the overall look and feel of a room dramatically with just a few minor tweaks. Kids' design can go so wrong so quickly, so part of the fun of Project Nursery is working with parents to show them how they can translate a child's favorite theme or character into a room that doesn't look like it came straight from Disney! It's amazing how a great looking, well-designed room brings people so much joy." Fluhr lives in Los Angeles with her husband Josh and her sons Austin and Chase.

Fluhr values the balance that Ginocchio brings to their partnership. "I am totally type A and I obsess over the smallest of details. Pam is actually okay with that - thank goodness! She brings me back down to earth when I go off on tangents and helps me focus on the task at hand. As college friends and long time roommates living in the smallest of NYC spaces, we know each other very well. I figure if she could put up with me as a roommate sharing shoes, makeup and a bathroom, we can do anything together!"

Pamela Ginocchio graduated from UCLA in 1996 with a degree in Political Science. Prior to founding Project Nursery, she was a Marketing Associate for Sirius Satellite Radio. Ginocchio's love of design has been life-long, but it spiraled into full-blown obsession in recent years. "After going through a gut renovation on our New York City apartment, planning a wedding and then getting pregnant all in a one-and-a-half year period, my design and event planning efforts went into overdrive," explains Ginocchio. "I got the design bug, and now I enjoy my *Elle Décor* more than any fashion or celebrity mag." Ginocchio lives in San Francisco with her husband Paul and their three children, Gigi, Gray and Sloane.



Ginocchio notes that she and Fluhr are so compatible in business because of the different strengths that they each bring to the table. "Working with a dear friend like Melisa is such a blessing. We have shared some amazing times together from college to single life in the Big Apple, and launching a business together has been so exciting and rewarding. We really do complement each other. I have always had my finger on the pulse when it comes to trends, and I am also a fabulous bargain hunter! Melisa is amazingly organized and not only has a great eye for design but can also talk shop when it comes to the tech stuff, which is a huge asset as the site continues to grow."

## The Future

The Project Nursery empire has just begun!

In addition to the website, Fluhr and Ginocchio are lending their experience to a special partnership with Crown Craft Infant Products, Inc.'s NoJo brand of nursery bedding products. Project Nursery will be featured on-package, and Fluhr and Ginocchio have helped to develop a co-branded room design brochure, plus will be hosting interactive webinars and in-store appearances at Babies"R"Us locations to impart their design savvy and inspiration to parents across the country.

Fluhr and Ginocchio are also working on their first DIY design book, tentatively entitled [The Modern Parents' Guide to Nursery Design](#).