
Fwd: SKG Architecture - End of Year Newsletter

From Sandra Ward <sandra@sandrajward.com>
Date Wed 12/17/2025 2:20 PM
To RJW.CP@outlook.com <RJW.CP@outlook.com>

Can you post this on the website?

Sandra Ward

----- Original Message -----

From: Samantha Garrett <samantha@skg-arch.com>
To: undisclosed-recipients@missing-domain, missing-domain
Date: 12/17/2025 2:03 PM EST
Subject: SKG Architecture - End of Year Newsletter

SKG ARCHITECTURE | End of Year Newsletter

samantha@skg-arch.com

INCREDIBLE FIRST SEASON



Studio Drop:

From Launch to Looking Ahead Thank you!

Hi friends,

As the year comes to a close, I wanted to pause and say ***thank you.***

On September 8th, I officially launched SKG Architecture, and this first season has been filled with encouragement, conversations, ideas, travel, and trust. Whether you reached out with projects, shared my name, followed along, or simply sent a kind note... your support has meant more than I can say.

This year was about laying a foundation. About listening closely, being intentional, and starting something rooted in care and curiosity. I'm deeply grateful to everyone who helped make that possible.



Part 1:

A Few Highlights

Meaningful moments both in and beyond the studio



PR.

This year, I sent out a series of PR boxes as a tangible first conversation. Each one was thoughtfully curated to reflect how I approach design at SKG Architecture. Paired with a handwritten letter customized for every contractor, consultant, and potential client, they became a personal way to communicate my values, care for detail, and intention before a project ever begins.



ARB.

Being selected to serve on the City of Pensacola Architectural Review Board was an unexpected and meaningful moment of encouragement early in SKG Architecture's first season. I have been a part of three meetings so far this year!



First Projects and Process.

Beginning my first projects while establishing a thoughtful, repeatable design process reinforced the importance of clarity, intention, and listening closely from day one. Because of your support, I have 6 new projects ranging from residential new builds, interior design, and renovation for both commercial and residential!



Travel.

Travel continues to inform how I see spaces, cities, and the way people live. The places I learned from this year:

- **Charleston, SC** - *Graceful Preservation*
- **Orlando, FL** - *Experiential Design*
- **Durham, NC** - *Design in Practice*

- **Fayetteville, AR** - *Community First Design*
- **Turkey** - *Pride in Place*
- **Edinburgh, Scotland** - *Preservation and Humanity*
- **Rio de Janeiro, Brazil** - *Nature Integrated*
- **Asheville, NC** - *Resilient Recovery*
- **New York City** - *Dense Living*
- **Atlanta, GA** - *Intentional Balance*
- **Pittsburgh, PA** - *Industrial Resilience*

What places should I learn from in 2026?



The Studio.

Recreating my home, the SKG Studio, as a 1/4"=1'-0" scaled gingerbread house became a playful reminder that details matter at every scale, and that the stories we build, whether in sugar or stone, are richer when craft leaves room for joy. There are even 15 hidden proportional gingerbread clients inside, celebrating! A reminder that thoughtful design can delight, surprise, and honor the people who inhabit a space.

Part 2:

Looking Ahead to the New Year

I'm excited to continue growing SKG Architecture with the same thoughtfulness that shaped its beginning. Next year will bring new collaborations, new projects, and a continued focus on designing spaces that feel grounded, intentional, and lived in... spaces that hold stories.

Thank you for being part of this beginning. I'm so looking forward to what's ahead.

Wishing you a joyful holiday season and a beautiful start to the new year!

Stay tuned for next season... more stories, more spaces, more thoughtful design.

Thank you,

Samantha Kay Garrett, AIA, NCARB, RID



If you've read this far, I appreciate you. To continue following along, you can follow on Instagram or Facebook, visit my website, or contact me below.

Conversations are where the best ideas begin!

Let's Chat Over Coffee

P.S. This is not an ongoing Newsletter

just an end of year **thank you!**

If you would like a quarterly Newsletter, please email me!

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