SPECIAL ADVERTISING SECTION

WOMEN WHO MOVE UTAH



PHOTO BY ADAM FINKLE

Memorable spaces are not defined only by beautiful finishes, impressive details, or a carefully curated aesthetic. They are the spaces that feel personal, reflecting the people who live in them, supporting the way they move through a space, and telling a story that is uniquely their own.

Creating that feeling has been the foundation of Kristin Rocke's work for more than two decades.

As founder of K. Rocke Design, Rocke has built a firm recognized for thoughtful, original interiors that balance artistry with everyday functionality. Her philosophy is simple: the best design begins with understanding the client.

"The client drives everything," Rocke explains. "We present ideas of what we see for them, reflecting who they are and how they want to live. We're not simply trying to persuade our style into a design, but instead helping our clients discover what feels authentic to them."

That commitment to individuality has remained at the heart of K. Rocke Design as the company has grown. Rocke believes part of the firm's success comes from staying intentionally connected, both with clients and within her team.

"We're good at being small," Rocke says. "We have a close team with long-term employees who collaborate really well. Everyone wants to be a part of the creative journey, and that creates a lot of joy in the work we do. We want our clients to have fun. We want to have fun. When we're in that creative flow together, that's when the best work happens."

After 22 years in business, Rocke has learned that lasting success comes from staying curious, adaptable, and open to evolution. That same philosophy guides K. Rocke Design, where every space is thoughtfully created to be timeless, intentional, and deeply personal. Because for Rocke, great design is not just about what you see, but what you experience.

Kristin Rocke

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