

# WHY DO I NEED AN INTERIOR DESIGNER?



*A qualified interior designer is technically trained in space planning, drafting, lighting, colour, materials and a myriad of other aspects of design.*

*We are experts in shape, proportion, texture and colour, giving us the know-how to guide clients safely and smoothly through what can be challenging during their building, renovating or furnishing/decorating project.*

*By Di Henshall*

YES, BUT I'M PRETTY GOOD AT THAT MYSELF AND I KNOW MY TASTE BETTER THAN ANYONE ELSE.

Many people, most people, know their own style. Thanks to popular television lifestyle shows and apps like Pinterest, most people can access ideas and products that suit their style.



## SO, WHERE DOES AN INTERIOR DESIGNER FIT IN?

Clients look to us for advice that is going to save them time, errors in selections, trials of indecision and project management. We also source, procure and install all furnishings, saving an enormous logistical challenge for our clients.

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# BUT DON'T INTERIOR DESIGNERS COME WITH A HEFTY PRICE TAG?

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We source materials and products from all over the world which can save a lot of time and money, often finding and procuring design products that cannot be found easily, even through search engines, without the contacts and connections that we have built up over a long period of time.

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To do this effectively, we must understand our clients, their lifestyle, their aspirations and their desires to fully realise the potential of the property and how they wish to enjoy it. We want this to be an adventure of discovery for clients, pushing them gently out of their comfort zone, introducing them to design concepts that they may never have considered, taking them a step further than they would have dared by themselves.

## SO, WHAT CAN I EXPECT THE JOURNEY TO BE LIKE?

It is exciting and energising, with the results being long-reaching and totally uplifting.

We know building regulations, we understand practicality, we delight in testing and broadening our design parameters. We design unique pieces of furniture and built-in cabinetry to maximise impact and functionality. The before-and-after shots of projects in our library speak for themselves, some often being totally unrecognisable.



## DO YOU ONLY DO HOUSES?

Buildings, be they houses, apartments, offices, restaurants, factories or hotels are all essentially boxes that can be pared back to their skeletal framework to be reimagined and reincarnated into a new and wonderful space. We design and furnish all the above.



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## I DON'T KNOW IF ANYONE WILL UNDERSTAND ME AND MY HOME AS WELL AS ME.

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We do all the hard work, often pouring over minute details in technical data to arrive at the right design solution, drafting and re-drafting to get the exact right scale and proportion with fine details in every aspect of the cabinetry designs, all whilst being conscious of our clients' lifestyle, routine and wishes. Sourcing the right products and pairing with the right accessories and other furnishings is an artform that takes a lot of skill.



### WILL YOU ALWAYS STICK TO MY BUDGET?

Sticking within a budget is also an educated, carefully considered aspect of our work. We will endeavour to be realistic with budget estimates and project delivery, with fixed price contracts to ensure that any variations are kept to an absolute minimum, if any.

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# I HAVE INTERNATIONAL INSPIRATIONS, IS THIS SOMETHING YOU CAN HELP WITH?

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To keep abreast of architectural styles, design influences, cultural and historic contribution and gathering knowledge simply by observation, I spend a great deal of time travelling to many parts of the world, learning more of contemporary architects' creations in addition to renowned earlier artisans', designers' and architects' work. This is an invaluable part of my work as a designer, I owe it to my clients to be aware and knowledgeable of many aspects of design and architecture and I have participated in architectural and design tours all over the world.

