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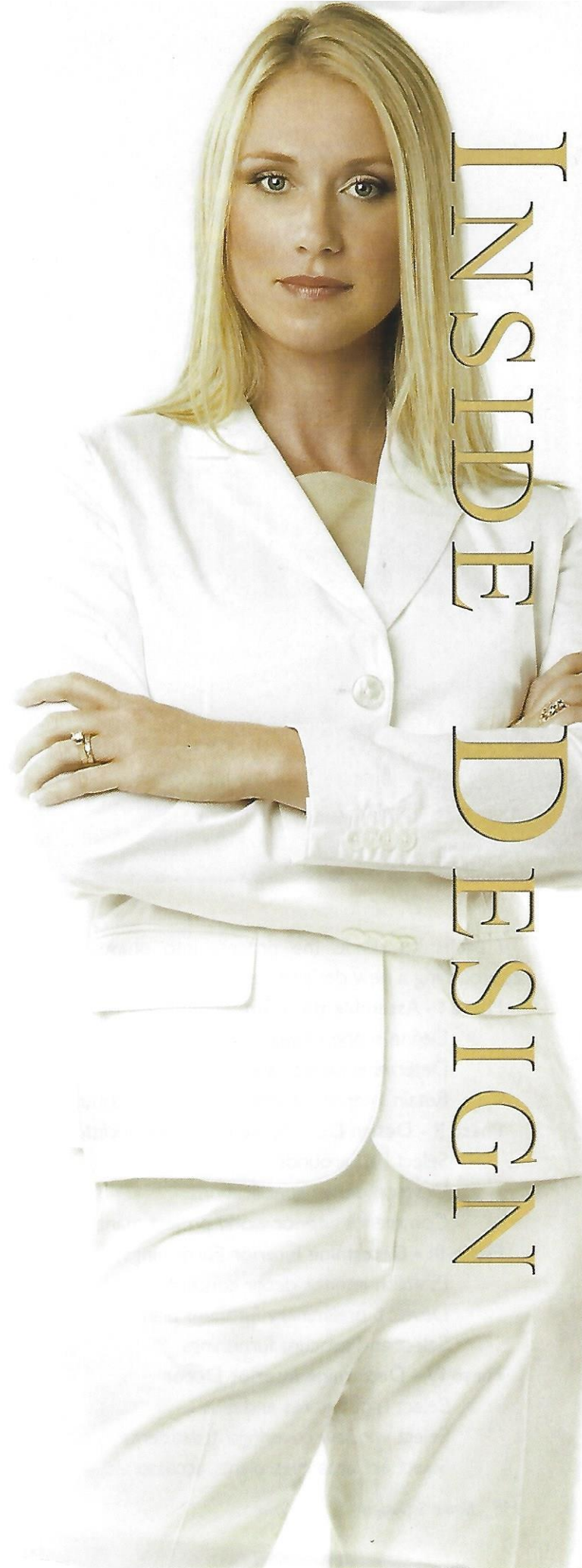
The Design Process

by *Kira Krümm*

Interior design has become a valuable industry to homeowners and builders in Southwest Florida, where development is thriving. Some people are building homes or buying new condos for their primary residence, others are purchasing properties to use as vacation homes. But all desire a custom interior design for their new dream home - it's just that most people don't know where to start. They have neither the time or connections to implement an interior design project. This is just one of the many reasons why interior designers are in high demand.

The purpose of this series of articles, Inside Design, is to guide you through the inner workings of the interior design process. I will share with you my two decade's of experience and expert perspective on high-end construction, renovation and the interior design process, sharing inside information and showcasing the talent and dedication required to create these beautiful interiors. By taking you inside the world of interior design, I hope that you gain a new understanding of the design trade, and that my insight can help make your design process an enjoyable experience.

To begin, organization is critical when conducting and directing multifaceted interior design projects. It is vital to have a clear understanding of the process you will need to follow, in order to get the results you desire. Your interior designer should establish this process with you in the beginning stages. This outline will give you a useful guide to follow so that you always know where exactly your project stands. Remember however, to allow flexibility as the project develops, the outline may be modified. Keep in mind that each outline is customized by the projects needs and parameters. Some projects require more design/build construction, others have a minimal amount of contracted work. ▶



I prefer to divide the process into phases when approaching a new design project:

Phase I - Assemble the Team

- Define scope of work
- Determine budget and timeline
- Retain interior designer and general contractor

Phase II - Design Development and Specifications

- Select backgrounds
- Develop design specifications
- Commence interior work/ project management

Phase III - Determine Interior Furnishings

- Establish interior decor concept
- Develop preliminary furniture plan
- Select and procure furnishings

Phase IV - Determine Interior Decor

- Select light fixtures and fans
- Select window coverings/ treatments
- Select art, area rugs, plants, accessories

Phase V - Begin Installation

- Commence paint, faux finishing, wall coverings
- Install custom cabinetry and built-ins
- Install interior furnishings and embellishments

One of the many valuable things I have learned is that the process is as important as the final product. It is critical to achieve a well-designed environment, and to manage the process while staying within the project's parameters. Sometimes this means adhering to a budget, sometimes it means making a deadline, and often it means both. It takes skill and expertise to manage and direct this complex process and achieve successful results. The most important thing to remember is that you should always start with objectives and follow a plan.

The next series of articles will take you through this process and give you insider information on achieving



the perfect environment for you and your family to enjoy. As I have always said, my clients can afford to go anywhere in the world, but when they choose to stay home, I know I have succeeded. ♦

OPPOSITE - Every process is customized based on the scope of work for a project. The new construction of a single family home is complex and requires time and planning. It is critical to involve your interior designer in the early stages once you have a site location and general concept for your new home.

ABOVE - This condominium was transformed from the "vanilla box" (pictured below) to this beautiful environment. Notice the millwork detailing, finishes and décor that come together to create this stunning interior. The renovation process takes not only creative talent, but the planning and orchestration of a qualified professional team.

BELOW - When a new condo is purchased oftentimes there are still concrete floors and bare drywall without millwork or interior finishes. A licensed interior designer can take you through the design process, from the blueprint to the last, to a beautifully completed interior.

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*Until next month, keep your creativity outside the box and
Inside Design.*

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