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INTERIOR DESIGN

PHASE I PROGRAMMING

- Discuss and Define Scope of Work
- Determine the Budget and Timeline
- Retain Designer and General Contractor
- Establish Interior Décor Concept
- Inventory Existing Furniture to Incorporate
- Prepare Preliminary Furniture Plan

PHASE II DESIGN DEVELOPMENT

- Specify Flooring Materials
- Design Cabinetry and Custom Furniture
- Design Millwork, Wall and Ceiling Details
- Select Plumbing Fixtures and Appliances
- Select Doors and Hardware
- Develop Lighting and Electrical Plan

PHASE III INTERIOR FURNISHINGS

- Develop Interior Décor Concept
- Preliminary Furniture and Fabrics Selections
- Finalize Furniture, Finishes and Fabric
- Revised Furniture Plan

PHASE IV INTERIOR FINISHES

- Establish Wall and Ceiling Finishes
- Specify Paint Colors, Custom Finishes, Wall coverings
- Finalize Millwork and Cabinetry Finishes

PHASE V INTERIOR DECOR

- Specify Light Fixtures and Ceiling Fans
- Specify Window Coverings
- Design Window Treatments and Bedding Ensembles
- Artwork and Mirrors
- Area Rugs, Plants, Accessories, Lamps

PHASE VI INSTALLATION OF FURNISHING AND INTERIOR DECOR

- Receive, and Install all Interior Items

THE INTERIOR DESIGN PROCESS

Kira Krümm Interior Design

INTRODUCTION

Interior design has become a valuable industry to homeowners and builders in Southwest Florida. People are building homes or buying new condos for their primary residence, others are purchasing properties to use as vacation homes. Most desire a custom interior design for their new dream home but many people don't know where to start. They have neither the time nor 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 seminar is to guide you through the inner workings of the interior design process. We will share with you our vast 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, we hope that you gain a new understanding of the design trade, and that this insight can help your next renovation or redecorating project.

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 you are in the process and what is next. Remember however, to allow flexibility as the project develops as the outline may be modified according to the project demands. Keep in mind that each outline is customized by the project's needs and parameters. Some projects require more design- build construction; others have a minimal amount of contracted work.

One of the many valuable things we 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.

Selecting Your Interior Designer:

When you are considering renovating or beautifying your property, selecting an interior designer is the most important decision you will make. Interior designers are not only hired for their creative expertise, but they provide valuable services such as coordinating, directing and overseeing interior projects. Their talent and knowledge can yield professional results and their experience of the process can mean the difference between delight and disaster.

How to interview Interior Designers:

The ability to communicate well is extremely important to a successful relationship between you and your interior designer. When interviewing your designer take note of the way they introduce themselves and let them explain how they operate. Their ability to communicate is critical. During the building process, your interior designer will be your biggest advocate to the builders and trades people. Your designer should also ask you

many questions in order to determine your needs and desires. When you are conveying your insight, be clear and concise and observe their ability to listen and comprehend you.

Look for certain character traits:

Designers are respected not only for their talent, but also their management skills. It is crucial that your designer is not only a good collaborator and strong leader, but also that she/ he is opinionated, well informed and respected in the building industry. Many collective decisions have to be made throughout the process and having these good interpersonal skills will help your designer move the project along to a successful conclusion. Your interior designer will be your team leader throughout this process and together, through mutual respect and hard work, your team will be successful in creating your dream environment.

Check the designer's credentials to make sure they suit your needs:

If you are only making cosmetic changes to a space, you can work with either an interior designer or a decorator. But if your project includes design, renovation or construction, you will need a general contractor and licensed interior designer. What sets a decorator and designer apart is simply, experience, education and professional qualifications. In Florida, licensed interior designers are referred to as Registered and use the acronym RID. An interior designer must start with a two-to-four year degree in interior design in order to satisfy the educational requirements for the qualifying exam. The program should be accredited by the Council for Interior Design Accreditation (formerly FIDER). One must have a combination of six years of experience and education before applying to take the exam. Once a designer has been qualified and accepted by the National Council of Interior Design Qualification (NCIDQ), they may sit for two-day exam. A passing grade means they can apply to the Florida Board of Architecture and Interior Design for a license. The entire process can take more than a year. License holders must complete 20 hours of Continuing Education credits every two years to renew the hard-earned license, but the designer has then earned the right to join industry professional organizations and proudly list the acronyms behind his or her name. So, when you see the letters ASID, IIDA and/or NCIDQ following a designer's name, you'll know you have chosen a licensed interior design professional, one who has the education, expertise and vision to complete your project successfully.

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After you have successfully hired your interior designer and general contractor, it is time for the team to get started. You will have a major advantage because you are working with professionals who understand the process and have the knowledge, skills and sources to implement your project. Your team will work closely through the design development phase. Selections of materials must be made, and designs must be perfected before the project can begin.

Preliminary furniture plan:

The first step is to inventory any existing furnishings that will be incorporated and create a preliminary furniture plan. Your designer will work with you to establish your needs and desires and develop a plan appropriate for your lifestyle. Space planning is a critical step in the design process because it determines the size, scale, quantity of furnishings, and how the home will function. There may be areas where there are options for furniture placement. Designers utilize a computer program referred to as *CAD computers aided design* which enables us to illustrate and communicate space planning concepts accurately and true to scale. Once the designer and client have agreed upon a furniture plan, the designer is able to create an inventory and size requirements for the furnishings needed.

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Selecting your flooring and backgrounds:

The surfaces in an interior are commonly referred to as backgrounds. These backgrounds include important items such as flooring, cabinetry, and millwork. The types of materials selected will be determined by the design direction for your interior. Your designer will work with you to develop your concept and present appropriate options.

Determining your flooring is one of the first selections you will need to make. The flooring will have a major impact on the livability, comfort and look of your interior. Natural stone, porcelain tile and wood flooring are all installed differently. Therefore, it is important to determine, early in the process, the type of flooring you will be using in order to make the necessary preparations to the job site. Your Interior Designer and industry professionals can introduce you to all of the latest materials available including sustainable products that are better for the environment.

Developing design specifications:

In most cases your project will call for custom cabinetry and millwork. This may include, cabinetry, custom furnishings such as built-in units, and additional details such as mouldings and paneling for walls and ceilings. These items are typically custom-designed specifically for your project.

Your cabinetry company will work closely with your interior designer to produce the design drawings and develop finish samples for your approval before production can begin. This process takes vision, creativity and time.

Lighting and Electrical:

Lighting and electrical planning play an essential role in the design process. Your interior designer will work with your electrical contractor to develop and customize both your lighting and electrical plan. These plans are based on your lifestyle and lighting needs. They are designed around your floor plan and furniture layout that have already been established earlier in the process. The types of fixtures and how they are controlled must be determined before wiring begins. It is during this part of the design phase when

critical decisions are made that will effect how your space is illuminated.

Spaces must be properly lit for safety, wayfaring, tasking and esthetics. This can be achieved by many different methods of illumination. General lighting is usually achieved by recessed down lights integrated in ceilings or by decorative fixtures such as chandeliers or pendants. Ambient and accent lighting can be achieved with indirect lighting such as rope lighting used in ceiling trays or decorative wall sconces. Task lighting is obtained by use of direct light from decorative lamps, fixtures such as pendants, or strong integrated lighting close to the activity area.

The type of fixture is determined by the lighting requirements and esthetics of each space and should be selected in the early stage so that the proper housing can be installed during construction.

Your designer will follow the lighting plan and make selections through catalogs or a lighting showroom. This takes the experience of your interior designer and the knowledge of lighting professionals who are most familiar with the products they represent.

Implementing interior work / project management:

Once selections have been made and designs are approved; it is time to commence the contracted work. Your interior designer will see the process through to ensure the work accurately follows the design and your expectations. Your general contractor will direct the process and ensure quality and completion. This requires knowledge of the design-build process, proper coordination and the right people to complete the project successfully. A professional contractor will follow the project closely to ensure value and on-time completion. It takes skill and expertise to successfully manage and direct the interior design and renovation process. Start with objectives and follow a plan. With the right team of professionals, you will have the interior you desire.

PHASE III INTERIOR FURNISHINGS

- Develop Interior Décor Concept
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Developing interior decor concept:

At this stage in the interior design process, your background materials have been selected and your project is underway. Your interior designer and general contractor are working together to implement the details and plans for the design of your interior. Your interior is already in development and your designer has a clear vision for the artistic direction. The interior style has likely been influenced by the architecture of the home and by your personal taste. Now it is time to develop the décor and determine your furnishings. Your designer will guide you through this process by making recommendations that meet your needs and requirements, sharing valuable sources, offering creative direction and professional advice on products and materials.

Selecting and procuring furnishings:

When determining the furnishing for your home, there are many requirements that affect the selection process. Quality, style, size, scale, finish, budget, and time are all factors. Not only does your designer need to find furnishings that will function and look beautiful in your home, they also must be available in the allotted time and work within your budget.

In order to obtain unique products that will be appropriate for your interior, your designer will likely want to custom order your furnishings. Custom furniture is made to order. This means after the model is selected you are able to specify your own finish and fabric for the furniture. This obviously takes time and in most cases there is a deadline. In order to stay on schedule, it is important to follow the process your professional has outlined. Custom furniture and fixtures have a six to twelve week lead time so if there is a deadline it is important to make selections as soon as possible. Designers source furnishings through catalogs and work directly with manufacturers and distributors in order to obtain customized furnishings. This process is very different from selecting furniture from a retail store. Design Centers such as The Miromar Design Center provide these quality products and services to the trade. Your preliminary furniture plan will be revised during this process to reflect the size and specifications from your new furnishing selections. Once you have approved your furniture selections, it is up to your designer to facilitate the process so that you can relax and enjoy the results!

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Specifying light fixtures and fans:

The type of fixture is determined by the lighting requirements and esthetics of each space and should be selected early stages so that the proper housing can be installed during construction. Your designer will follow the lighting plan and make selections through catalogs or a lighting showroom. This takes the experience of your interior designer and the knowledge of lighting professionals who are most familiar with the products they represent. Another great source for light fixture, fans and lamps are retail stores where you can see the size scale and finish of the fixtures.

Specifying window coverings:

Designing window treatments and bedding ensembles:

Selecting artwork and mirrors:

Accessorizing: *Area Rugs, Plants, Accessories, Lamps*

PHASE VI INSTALLATION OF FURNISHING AND INTERIOR DECOR

- Receive, and Install all Interior Items