

DESIGN FOR SUCCESS

Why Hire an Interior Designer?



MARY ALWAYS NOTICES how warm and inviting her neighbor's home appears. Each time she walks into Lauren's house, her main response is "WOW!" Everything coordinates and makes that elegant, but comfortable, statement Mary has been trying to achieve for a while now. She wants to paint with color and make other design changes, but has no confidence in her selections.

On this particular visit, her thoughts swirl around the idea of turning her master bedroom into a serene and romantic oasis. She wants to feel like she's on vacation in a very luxurious hotel room enjoying its comforts and relaxation. Where to start and how to pull it together? Her favorite colors are blue and chocolate brown, but she isn't completely sure about a design style.

Mary asks Lauren how was she able to select colors, furniture, and accessories that seem to be married to each other. Lauren explained she consulted with and hired an interior designer after being dissatisfied with the trial-and-error "do-it-yourself" approach. Mary had never considered it because she didn't understand the value in taking this approach. Soon after Lauren referred Mary to her designer, her bedroom project was underway.

THE VALUE OF A PROFESSIONAL

IDS designers are trained professionals who understand elements and principles of design, space planning, and color coordination. They greatly reduce the chance of costly mistakes resulting in rework.

Education and experience have taught the professional designer skills in project management, budgeting, money-saving ideas, ways to help a client visualize and practical and safety considerations like correct lighting requirements. Designers help clients make good choices.

OUTSIDE RESOURCES

Designers have access to resources that run the gamut from furniture manufacturers, fabric vendors to general contractors and bonded electricians and carpenters. Consultation time gains information about a client's choices in color, furniture,

fabric, artwork, flooring, window treatment styles, lighting requirements, lifestyle, budget and design style.

Designers help clients who want access to a level of expertise to determine design style and/or how to merge diverse styles with couples. They help the client feel comfortable and take away frustrations.

CREATIVITY AND TIME

Some clients lack creativity or don't have the time to devote to long-term projects. Others need help to maximize the best use of available space, while others rely on design experts to work with contractors who provide quality workmanship. A trusted professional designer gives a client back time, money, and well functioning space.

So what were the results of Mary's bedroom makeover? The room looked better than any hotel room she had ever been in. Her designer was able to translate Mary's idea of comfort and elegance into a room that beckoned her entrance. On the horizon were many relaxing, peaceful and enjoyable moments. Mary found another reason to hire an interior design professional – to get that "WOW" she had been yearning for!!

Professional Interior Design Designations

Professional recognition through a combination of education and experience ensure that each IDS (Interior Design Society) designer meets the high standards established by the IDS. Each designation indicates increasing levels of knowledge, training and ability. Professional, Associate and Affiliate levels are shown as designations behind a designer's name. For example, Mary Roberts, IDS Professional.

IDS or IDS Associate & Affiliate levels

- Professional level, designer has passed the CQRID (9-hr exam)
- Associate level, designer has 4+ years of education and/or experience
- Affiliate level, designer has less than 4 years and/or is affiliated with interior designer, i.e. drapery workroom, furniture manufacturer
- Student level

Members adhere to a code of ethics that require members be of good character, seek high standards, maintain business and professional integrity and display imagination and creative ability.