

# DESERT design

WINTER 2019

> THE OFFICIAL PUBLICATION OF THE ARIZONA NORTH CHAPTER OF ASID <



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WINTER 2019

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**COVER:**  
 Photographer: Austin DuBois  
 Reflecting Walls Photography & Media  
[www.reflectingwalls.com](http://www.reflectingwalls.com)



PHOTO: AUSTIN DUBOIS

## What do these ASID Designers have in common?



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Harrison Herbeck



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*What do these designer say about ProSource?  
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## FROM THE PRESIDENT



Hello Interior Designers and Industry Partners!

**W**ELCOME TO A WONDERFUL NEW YEAR!

This is the year we will meet and exceed expectations as we grow our businesses and make a strong impact in our community! Our chapter will continue to grow because of our strong engagement with our membership and relevant, timely content at our meetings. Our Board of Directors are reaching out to individual members and making sure everyone feels supported in a warm and welcoming environment. As promised, we have increased our CEU offerings and will continue to encourage Industry Partners to give our designers interesting and cutting-edge information.

Our fall was filled with exciting, well-attended chapter events that were beautifully supported by our Industry Partners. To cap off the year, a fun and heartfelt holiday party was held at the Children's Museum of Phoenix, where members had an enjoyable time. Our chapter membership generously provided funds for Christmas gifts to the children currently living at Autumn House Battered Women's Shelter.

Last November, we had a special opportunity to volunteer at *Phoenix Home & Garden's* Home Tour. Our chapter volunteers enriched the experience of guests who attended five spectacular homes through their knowledge and appreciation of great interior design. In return, the publication generously donated \$5000 to our chapter student scholarship fund! Please watch for future *Phoenix Home & Garden* tours and be sure to volunteer through our ongoing partnership!

Please be aware of two big events coming up: **Design Excellence Awards Entry** is open January 21st and ends April 7th, with a training meeting on January 22. Our special guest speaker and Designer of Distinction 2018, Lynne Beyer, Allied ASID, address the many benefits of being a Design Excellence winner. You can't win if you don't enter! **Interior Designer for Hire** will be open to the public February 1st-April 30th. Take advantage of new sales training and ongoing support opportunities offered this year. Many designers have grown their business through this public outreach program and you can, too!

Looking forward to a great year ahead!

All my best,

**AMY STRANG, Allied ASID  
PRESIDENT**



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Chapter Administrator  
**DEB RITCHIE,**  
info@azn.asid.org

**CALENDAR**  
Winter 2019

**FEBRUARY**

**Sat, Feb 2nd**  
ASID Interior Design Student  
Charette Competition  
9:00am-4:30pm  
Scottsdale Community College

**Sat, Feb 2nd**  
How to Grow Your Business &  
Obtain Paying Clients  
9:30-11:30am  
California Closets

**Thu, Feb 21st**  
February Collaborative Chapter  
Meeting  
5:30-8:00pm  
Copenhagen of Phoenix

**APRIL**

**Sat, Apr 6th**  
Student Career Day and  
Graduation Event  
9:00am-5:00pm  
Atmosphere WorkLab

**Thu, Apr 18th**  
April Chapter Meeting  
5:30-8:00pm  
To be announced



**MARCH**

**Fri, Mar 8th**  
Industry Partner Donuts &  
Dialogue  
7:45-9:00am  
McKenzie Architectural Kitchens

**Thu, Mar 21st**  
1.CEU - March Chapter Meeting  
To be announced

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designer  
is an  
emerging  
synthesis  
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**Submission information  
for next  
Desert Design issue**

Submit Date: **April 26, 2019**

Submit to:  
**communications@azn.asid.org**

Topic: **SECRETS OF SUCCESS**

**Don't  
Miss This  
Date!**

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## CHAPTER NEWS

continued from p. 4

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- Nikka M. Bochniak, Allied ASID
- Isabel A. Candelaria, Allied ASID
- Shana Noel Keefer, Allied ASID
- Kalysha Rae Manzo, Associate ASID
- James Postler, Associate ASID

### NEW STUDENT

#### Members

- Malinda R. Lawdahl, Student ASID
- Evgenia V. Lishneva, Student ASID
- Janet Pennewell, Student ASID
- Katy Schultz, Student ASID
- Ashley Smith, Student ASID
- Fayrooz Sweis, Student ASID

### ADVANCEMENT

- Shalona D. Heathcock, Allied ASID

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Please register as an IDFH Team Member by calling (602-569-8916) or emailing ([administrator@azn.asid.org](mailto:administrator@azn.asid.org)) Deb Ritchie. Register for your How to Grow Your Business & Obtain Paying Clients session at [azn.asid.org/events](http://azn.asid.org/events).



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Featured tile: Modern Vineyard mosaic with Black Marquina and Carrara marble

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## Meetings

October

ColorMix

**O**CTOBER KICKED OFF ASID'S FISCAL year with our most popular event, ColorMix, presented by Laurie Clark of Sherwin-Williams and hosted by Saeed Aslam of Alyshaan Fine Rugs at the Scottsdale Design Center.

ColorMix forecasts the color trends for the upcoming year. 2019 includes six collections identified as Shapeshifter, Wanderer, Aficionado, Enthusiast, Naturalist, and Raconteur. Once again, these color palettes were enthusiastically received by over 300 attendees who enjoyed food, drink, and good company provided by our chapter's Industry Partner Sponsors.



Host Saeed Aslam of Alyshaan Fine Rugs

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## CHAPTER NEWS

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Laurie Clark of Sherwin Williams entertaining the crowd



Colormix draws a big crowd!



# ASID Holiday Party

**T**HE 2018 ARIZONA NORTH CHAPTER OF ASID Holiday Party, “A Magical Wonderland”, was held at the Children’s Museum of Phoenix in December. There was plenty of food and drink and festive cheer for all. A magician who spread the holiday magic entertained the guests!

The festivities included a best costume contest with Dede Radford of Dunn-Edwards winning first prize!

There were numerous generous raffles and a silent auction with donations provided by our Industry Partners and Sponsors. We raised \$1,775 for Autumn House, a domestic violence shelter for women. This money provided a Merry Christmas to nine children of various ages and their mothers.

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**CHAPTER NEWS**

*continued from p.9*





## ASID Media Sponsor Spotlight



**KAROL DEWULF NICKELL**  
Industry Partner  
Editor,  
*Phoenix Home & Garden*

## Where Designers Design

### **A** S A LONGTIME MAGAZINE EDITOR, I LOVE MANY PUBLICATIONS.

When perusing a newsstand, I often walk away with six or seven issues in my arms. One of my favorite titles is the special published by Stampington & Co. called *Where Women Create*. It's filled with fun, personal, visually imaginative spaces that beg me to discover them, devour their stories and admire every brilliance they present. As promised by the title of the magazine, the "wheres" are all created by the women whose pursuits are largely done within their own walls or confines. Except for that one point, however, there is little else that the various offices, ateliers, barns, kitchens, bedrooms, studies, lofts and other areas have in common. Which is just fantastic.

From those thought-provoking, mind-bending examples and from my own experience of designing offices for others and myself, I've collected some helpful wisdoms about creating spaces for creative people. Here are my Top 6:

- 1. If you love what you do...** Likewise, if your work spot makes you happy to be in it, you'll enjoy doing what you do there, too.
- 2. Change it up.** Most of the best creative areas aren't static. They invite rearranging, addition, substitution and reinterpretation. Some really remarkable examples go as far as to be surprising. The artist's studio with a working bathtub in it comes to mind.



- 3. Make it personal.** Whatever gets you excited, tickles your fancy, is your trademark, inspires you, is a treasured gift from your 80-year-old aunt—or just feels right—should be part of the place you call your office.
- 4. Don't wait.** Make your spot a priority. As designers, you have lots of options, which can make it harder to commit to completing your own office. When I put an idea or concept for my creative space at home or at our publishing offices in motion, the satisfaction is immediate.
- 5. Be your own client.** The same process you use to create fabulous homes or offices for clients, apply to yourself. Solve space-use problems, customize finishes, make room for an indulgent feature such as a coffee bar or a luxury sound system or special lighting. Whatever the customer (you) wants.
- 6. Have fun.** It's where tasks and hard work are done every day, so it's inevitably where you spend a large part of your life. So, it makes sense that your work space is also a playful and joyful environment.

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HOME & GARDEN TOUR  
Saturday  
April 6, 2019





# Brian Cox

**Allied ASID  
Cox James Architects**

*What makes your workspace special?*

Housed in an adobe home built in 1883, it is one of the most historic buildings in Arizona. This became the home of Hiram Bradford Farmer, the first president of Territorial Normal School in Tempe, which later became ASU. The first students at Tempe Normal School roomed here per Mrs. Farmer.

*What about your workspace inspires you?*

The building is unique historically, but also it is a rare two-story adobe structure. It was actually 135 years ahead of LEED requirements when it was built.

*What is the design style of your workspace?*

We are relegated by the existing plan of the house, so that is probably a drawback. The floor plan is symmetrical in layout with a Georgian Revival influence.

*What's your favorite thing about your workspace?*

It is more personal because it is a house and not a commercial office building.

*What are three things you can't live without in your workspace?*

Work surfaces times three!

*What are your top two tips on how to create a workable and inspiring workspace for fellow designers?*

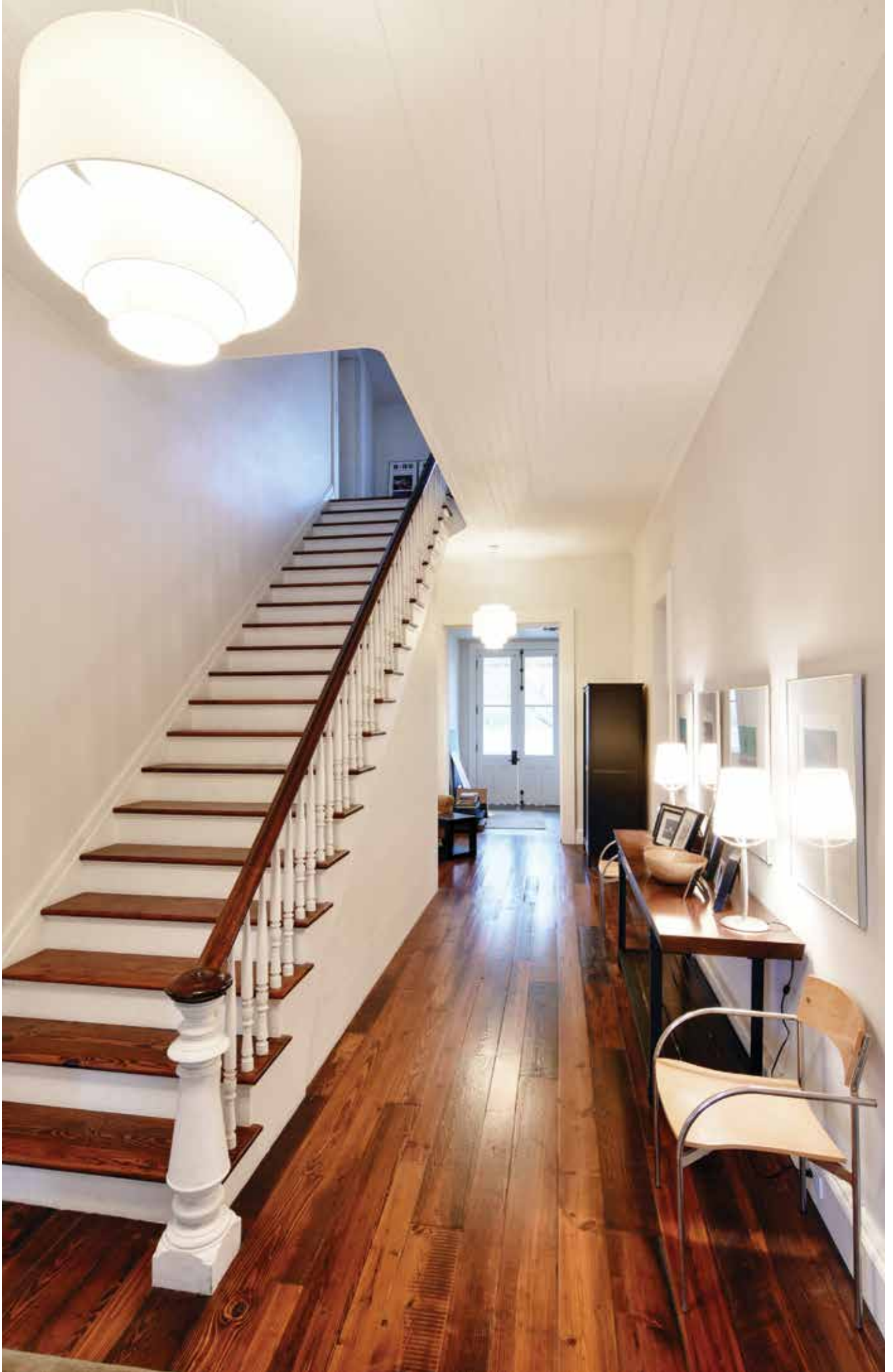
A balance of open and closed spaces with appropriate work surfaces for the different tasks.

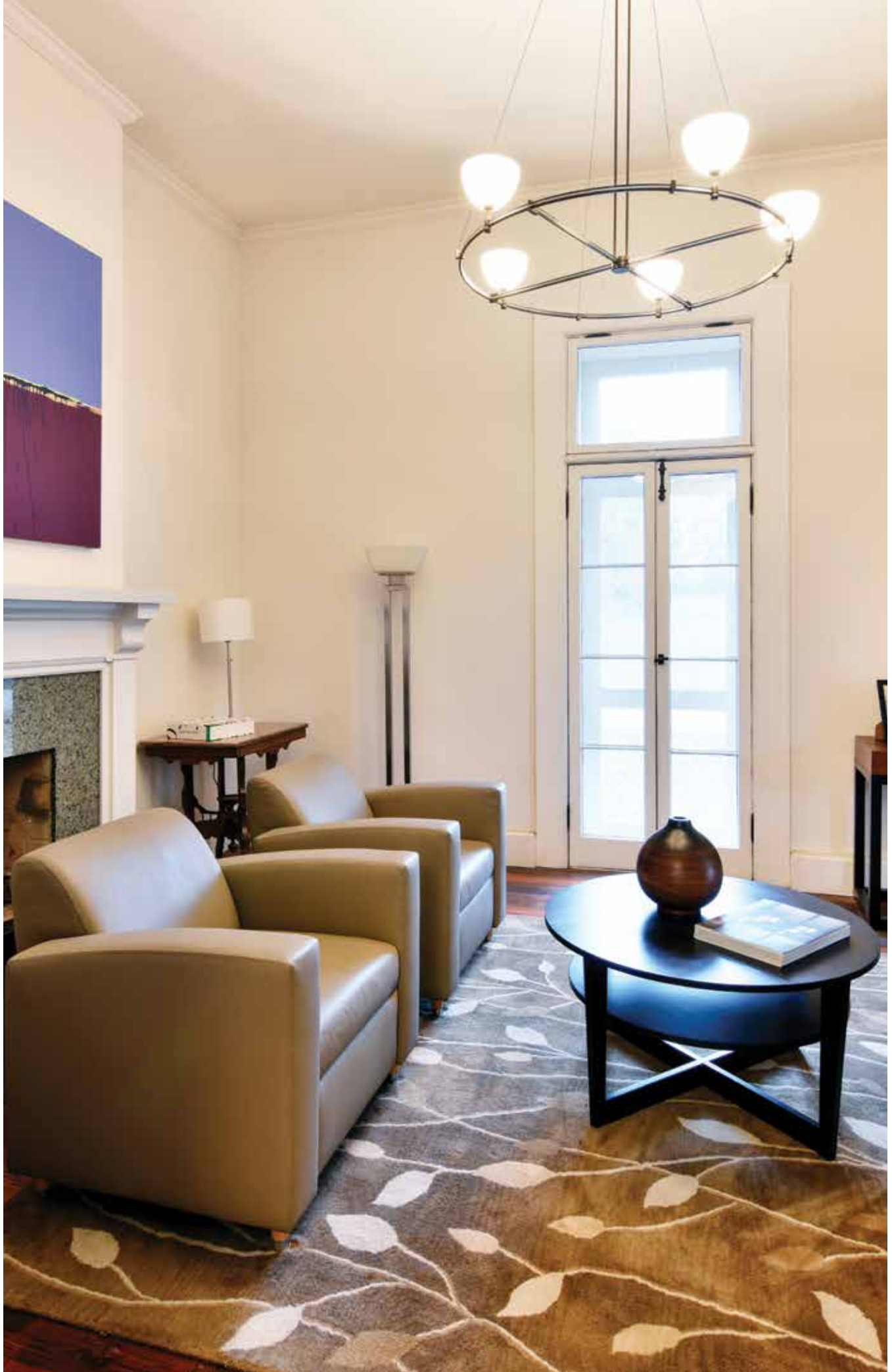
*What did you originally envision?*

Because the old house plan sort of dictates what we can do, the thought was to have teams associated with the compartmentalization. It works, but it is not how we have had previous offices.

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*Did you purchase this building as a home to restore or did you restore it purposefully as a business/studio?*

Both.

*Have you restored historic structures before?*

Yes. Growing up in New England, I spent a summer during college working for a contractor who restored old homes built before the Revolution. Try finishing drywall on an 8/12 pitch ceiling between hand-hewn beams!

*Do you use your studio as a marketing tool?*

Not really, but people are always fascinated by the uniqueness of the house. The house speaks for itself.

*How does it support your business?*

It gives credence that, as architects, we respect an architectural part of history.

*Is there anything you would do differently?*

I would build a new office next to the historic house and use the house as a formal meeting facility as well as my residence.

*What is your favorite part of the space?*

The hall entry staircase.

*How long have you been practicing interior design and what prompted you to get involved in the industry?*

I have been practicing architecture and interior design for a little more than 40 years. During my last year of school, studying to be an architect, I realized that nothing was being taught relative to the interior spaces of buildings. It made no sense. Warren Platner once said, "After all, the interior is why the building is there." This is a huge problem. Many design schools have a major separation of architecture and interiors programs that has created

this dichotomy. Coincidentally, one of my first jobs was working for a firm that specialized in interior architecture and the rest, as they say, is history.

*How have you incorporated your personality into your workspace?*

I have always been independent, and this house has a very specific and unique personality, so I guess there is a mutual personality going on. I like things that are different. And this place is one-of-a-kind.

*What is it about your working atmosphere that keeps you calm and creative?*

I think that all human beings need personal space, quietness and time to organize and collect their thoughts. This house gives that to us. Externally too.

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# Paige Lewis

**Allied ASID  
Paige Lewis Designs**

*What makes your workspace special?*

I think what makes my workspace special is its cozy feeling. Since it's a part of my home it reflects my personal style. I really enjoy working in here and can wear my jammies all day if I want to!!

*What about your workspace inspires you?*

My most favorite room in my home is my office. It's located in a second story loft area that overlooks my living room. I just love my view of the mountain behind us, and the golf course through the slider in front. There's lots of light. It's a comfortable beautiful space.

*What is the design style of your workspace?*

I like to say my style is "Southern Transitional." Being from the south originally, I definitely have a traditional slant but I like to mix in unexpected things. I found these great metal bins at Junk in the Trunk—they're from an old Chicago warehouse. My bookcase was designed around accommodating these bins as interesting storage for my office supplies.

*What's your favorite thing about your workspace?*

I love my desk! It's a Restoration Hardware industrial-looking

dining table. It's big enough to be a partner's desk so my assistant can work opposite me--makes communication really easy!

*What is the thing you can't live without in your workspace?*

I love my bookcase! It's right behind me so everything is easily accessible--including the printer which is hidden behind doors. I just hate seeing the necessary technology that makes the business end of things work and I can't stand seeing cords and wires! All my design books and catalogs are in view when I need them.



*What are your top two tips on how to create a workable and inspiring workspace for fellow designers?*

Function and aesthetic are the most important characteristics of any space I design. It has to reflect the occupant's personal style and it must serve its purpose--to facilitate their business. You have to be comfortable and want to be there!

*Do clients come to your house?*

I do have clients come to the

office. The sitting area makes it easy to chat and review samples and presentation boards in a relaxed homey environment.

*How effective a sales tool is your home?*

(Laughing) Yes, a lot of times when I have clients over they want to take a tour. I have sold a lot of Moore & Merkwowitz tile and Pindler fabric to clients who share my design style!

*Is it difficult to stop working at the end of the day since you're already home?*

That's absolutely true! I always think I can get one more thing done before I'm done. Fortunately, my husband doesn't mind getting dinner started!

*What were your priorities when designing your office space?*

I wanted a large work-surface so the large dining table is great. I

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also needed plenty of storage so I could keep things tidy. I'm a Virgo so I'm a little bit of a perfectionistic and definitely have a dash of OCD! Everything has a place.

*What would you have done differently?*

Originally, the bookcase was to be an L-shape. It was going to go above and below the window. I decided at the last minute not to do that because I was worried it would look too heavy. I probably should have done it because I always need more storage!

*How have you incorporated your personality into your workspace?*

I love my upholstery and window treatment fabrics. They're feminine but not too "girly." I love to mix different patterns and textures. And I love the pop of emerald green in the pillows and ottoman!

*What is it about your working atmosphere that keeps you calm and creative?*

I think that because everything is organized and was designed with a "what goes where?" mentality in advance of the

bookcase design and furniture selections, it has made working in my office so easy and efficient.

*Describe your space in any five random words.*

Personal, cozy, comfortable, organized, and me!

*If you could change one thing about your studio, what would it be?*

More storage! I love design books! I guess I hoard them--other designers inspire me so much. Love looking at how others express their creativity.



*If you had carte blanche for your design studio, what one item would you add to your space?*

I would love to have enough space to have a showroom full of all my favorite things displayed in a way that is easy to see and feel. Wouldn't that be great!?

*What one skill makes you the most qualified to be an interior designer?*

You know, I've been doing this for a while. Went to design school and all that but I think my sense of humor makes me a better designer! I

love working with clients who really want to enjoy the process of creating their home. It should be fun not an agonizing stressful chore. I hope that I bring laughter and joy to the process as well as the result!

*To date, what professional achievement are you most proud of?*

I think going to design school in my late 40s! I started my design business years ago after my friends started asking me to help them with their homes then their friends started asking--it kind of snowballed! When my husband got transferred to southern California several years ago, I decided to go to school since I didn't know anyone over there. Getting a formal education and becoming a member of ASID has opened many doors for me. Best thing I ever did!

*Can you tell me about a time when you overcame a challenge? What has been your biggest challenge to date?*

I had a client this year who was very difficult. He did not understand that design is about incorporating your design style with the things you love. The problem was he loved

EVERYTHING! Combining the barn door that looked like a cow was on the other side of it with his traditional cherry office furniture kept me up at night!

*How would you describe your own working style?*

I tend to want to get everything done on my list as soon as I add it to my list! I'm very task-oriented. It's a gift and a curse!

*What three words would you use to describe your ideal work environment?*

Organized (shocking), efficient, and comfortable.

*What one professional skill would you like to improve and what's your plan for doing so?*

I would love to be more proficient with all the design software--CAD, etc. I loved it in school, but I think that I don't do it enough to stay sharp and fast. Fortunately, my assistant, Faye, is great at it!!!!

*continued on p.27*

PHOTOGRAPHY: **AUSTIN DUBOIS,**  
REFLECTING WALLS PHOTOGRAPHY & MEDIA



# Chris Jovanelly

**Allied ASID**  
**Chris Jovanelly Interior Design**

*What makes your workspace special?*

I'm on the 15th floor of a mid-century office building on Central Avenue. Floor-to-ceiling glass windows span the width of the office and offer a great view of the city and the mountains. It's nice to take a short break and look out the window. I work late, and I love to watch a beautiful Arizona sunset.

*What about your workspace inspires you?*

I don't get my inspiration from

my workspace. My inspiration comes from my intuition, among other things. Really, I could work from anywhere. My workspace does, however, create a mood that is conducive to work, and it's a nice space to meet with clients and vendors. My office is beautiful and creates a mood. When I signed the lease five years ago, I was able to build and improve the space exactly as I wanted. I was thoughtful in how I arranged the floorplan, and what I wanted out of this office that I didn't have in my last office. I have several

different areas where I can work depending on my mood. I don't like sitting at my desk all day. We have a "living room" in the office where I can work on my laptop, sketch, or have meetings with clients and vendors instead of sitting at my desk or a conference table.

*What is the design style of your workspace?*

The design style is very much Chris. Pretty much everything is black. Really, it's a pure, unadulterated palette of blacks and





whites with graphic wallcovering, and bold modern artwork. Black leather, black velvet, glass walls, and functional, yet dramatic lighting.

*What's your favorite thing about your workspace?*

My workspace is a reflection of my personality and personal style. My philosophy is that one's personal or work space should reflect one's personal style.

*What are three things you can't live without in your workspace?*

Music. I'm an audiophile, and I don't prefer silence.

My "cabinet of curiosities" which is a bunch of amazing trinkets gifted from friends and family over the years, and they all make me smile.

Modern Art.

*What are your top two tips on how to create a workable and inspiring workspace for fellow designers?*

I believe designers should create a workspace that represents and works for them. I don't believe there's a mold for this. Some designers, like myself need to be away from the house, and like a large sample library. Others like to go to showrooms. Design and decorate your workspace for you and your company culture. We all choose to work a little differently.

*Tell me about your first workspace.*

Actually, let me tell you about my first TWO workspaces, because they were somewhat similar, both being in a residential setting. When

I started my business, I worked out of my home, and the distractions and space and function-related limitations made me know I needed to find a space outside of my house soon. In my second workspace I worked out of the first floor of a friend's third-floor condo in downtown Phoenix. He lived on the top floors, and after a bottle of wine one night we decided I should create a workspace on the ground floor. I had an office, a powder room, a sample library, and a courtyard full of hummingbirds. I bought some amazing artwork from downtown artists to fill the space, and I was happy there. I was 27, and it was the best \$500 a month I've ever spent. I grew my business in that space, and I loved going to work

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there. As much as I liked the space, it was built to be residential, and not an office, which presented limitations on layout and storage, among other obstacles that didn't quite make it the most ideal space. As my business continued to grow, I hired an assistant that sat across the same desk from me; then came an intern, and then the space became smaller and smaller, and less and less ideal.

*What did you learn from that space that you incorporated here?*

The experience of working from my home, and then in another residential space, made me realize

I wanted a full-service lease in an office building. That scenario would allow me to improve the space as I needed, host larger meetings, and generally be more efficient overall.

*How have you incorporated your personality into your workspace?*

The whole space is a reflection on me. It's bold, graphic, and it's dressed in black.

*What is it about your working atmosphere that keeps you "calm and creative"?*

My space is about being stimulated. It's not calm, and neither is my view on design. I like high contrast, energy, and the wow factor.

*Describe your space in any 5 random words.*

Bold, Graphic, Stimulating, Me, and Organized.



*If you could change one thing about your studio, what would it be?*

The flooring.

*If you had carte blanche for your design studio, what one item would you add to your space?*

A closet.

*What one skill makes you the most qualified to be an interior designer?*

Aside from the fundamental skills learned in school, and the lessons I've learned since, I'm thoughtful about every element and detail

in my projects. I take risks. I push myself to do what hasn't been done, or to do it better, and I don't settle. I don't question my intuition and consider it my biggest source of inspiration.

*To date, what professional achievement are you most proud of?*

It's been really nice to receive awards and recognition from my peers in the profession.

*How would you describe your own working style?*

Organized, structured, and efficient.

*What three words would you use to describe your ideal work environment?*

Stimulating, positive, and organized.

*What one professional skill would you like to improve and what's your plan for doing so?*

Creating a clearly defined job description for myself, delegating more, and leaving the minutia out of my day-to-day activities. I'm

on a path to filling my plate with tasks that are my strengths and make me happy.

*What excites you most about your profession?*

I love that this profession is what each of us wants to make it, and every day can be different. One hour I can be thinking big picture for a project, and then I can switch to sketching a coffee table for a living room or designing a custom rug for a bedroom.

*If you started your career over again, what would you do differently?*

I would have worked harder in the beginning, and I wouldn't have waited so long to take the NCIDQ.

*Describe the best job you ever worked on.*

I feel fortunate that I've been able to work with great clients, on many exciting and successful projects. It's impossible for me to say which one was the "best," but I guess I have the most nostalgia for the first total remodel I did, which was nine years

*continued on p.27*



*If you could change one thing about your studio, what would it be?*

Because it is an adobe house on the historic register, I can't change much, so I am not going to try.

*If you had carte blanche for your design studio, what one item would you add to your space?*

If I could, I would add a totally multi-purpose space with multimedia capability that could be everything from a theater to a unique presentation space. Maybe even a grand piano.

*What one skill makes you the most qualified to be an interior designer?*

Being an architect who understands interiors and is committed to building being designed from the "inside out." Design should be totally comprehensive and, more often than not, it is disjointed because architects do not understand interiors. When they design buildings, many times there seemingly is a total disregard of how

their structural systems, mullion spacings, core-to-glass dimensions, ductwork locations, and column spacings, not to mention the shape of floor plates, adversely affect the efficient space design. The interior becomes the stepchild. They design buildings to "look good from the street."

*To date, what professional achievement are you most proud of?*

Actually, there are three: 1) Doing small projects for clients who really didn't have much of a budget, but it was the most important thing in their life, 2) I taught a seminar at Harvard University on the subject of architects not understanding interior design, and 3) Designing the Rim Golf Clubhouse which was designed from standing on the dirt to sitting at a table and eating from the plates and silverware—a comprehensive project from A to Z.

*Can you tell me about a time when you overcame a challenge? What has been your biggest challenge to date?*

Working with a difficult client that didn't respect people and literally had some of my employees in tears. We completed the project on time, within budget, and it won an AIA Design Award too. He wanted to hire me again for another large project and said I was the best architect that he had ever worked with. I turned him down.

*How would you describe your own working style?*

I am dead serious with what I do, but am informal at the same time. I have a messy office because I am working. If it is perfectly organized with no clutter, then I have too much time on my hands which means I am not working hard enough.

*What three words would you use to describe your ideal work environment?*

Relaxed, functional, and fun.

*What one professional skill would you like to improve and what's your plan for doing so?*

I would like to spend more time with CAD, but it is easier said than done with my schedule. No plan here—just a thought.

*What excites you most about your profession?*

Different clients, different cities, and a wide variety of project types.

*If you started your career over again, what would you do differently?*

I would have opened offices in cities across the country as I had envisioned. We had offices in San Diego and Los Angeles, as well as here.

*Describe the best job you ever worked on.*

We have done some very nice projects for a number of fabulous clients, but, after thinking about this for a while, it was a job that I will always remember. A client came into the office one day and said that he was going out on his own to open a business and it was in an office/warehouse building. No one else wanted to help him as it was a tiny space and he didn't have much money to do any of this. We did the job and he was one of the most thankful clients that we have ever worked with and he got his feet under him and did well. A client such as this is important and in the scheme of things is intrinsically what we should be all about.

**BRIAN COX**  
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*What motivates you? What frustrates you?*

We all have good days and bad days in this business. Being creative is always a motivation and having a meeting to schedule another meeting is frustrating. Projects take more of my time with the extra layers of people getting involved, usually for the sole purpose of grabbing “another piece of the pie.”

*Tell me about the toughest negotiation you've ever been in.*

I would answer it this way: “They are all tough and they are all easy.” Most of the time it depends on what you are doing, who you are dealing with, and what your mindset is.

*How do you involve your staff when an important decision needs to be made?*

I talk to the staff regularly as they are a part of the process to successfully get a project completed within budget, on time, and qualitatively.

**PAIGE LEWIS** continued from p. 18



*What excites you most about your profession?*

I love looking at beautiful things! Things are always changing and evolving. I also love the camaraderie of my fellow designers. I enjoy talking about what everyone’s doing and how they solve their challenges—helps us all be better!

*If you started your career over again, what would you do differently?*

I would have started when I was in college the first time! I signed up for an interior design course as a sophomore. I was so intimidated the first day I dropped it and majored in marketing instead. I wish I had found the courage to stay in the class.

*Describe the best job you ever worked on.*

They’re all the best! I learn something new on each job. Still exciting and fun!

*What motivates you? What frustrates you?*

My biggest motivation is the desire to deliver the best possible outcome that incorporates my client’s personality and vision. The best compliment I ever received was when my client—who wasn’t particularly interested in the process or ever got excited about what I was showing her—said, “I wouldn’t change a thing!” The biggest frustration is when a client won’t try to step out of their comfort zone a little bit. Risk-taking is such a big part of design. I want everyone to experience the risk and the reward from taking that risk!

**CHRIS JOVANELLY**  
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ago. The client and I saw eye-to-eye on practically everything, there was a lot of enthusiasm and excitement on both sides, and the outcome was something we were both very proud of. It was a very sexy house, which actually was one of the only parameters I was given on that first meeting. I had been out of school for only a year, very novice, but I nailed it. That project appealed to a lot of men in particular, and before I knew it, I was flying to other states to “recreate” that house for new clients. Of course, I never totally recreated it, but it served as inspiration for several dramatic, sexy interiors for years after.

*What motivates you? What frustrates you?*

I’m motivated when I have a really great ideas and solutions for a project, and by enthusiasm from a client when they see my design for them. I get frustrated when someone challenges me for no reason. I challenge myself all day long, so unnecessary impediments to the design process waste everyone’s valuable time.

*Tell me about the toughest negotiation you've ever been in.*

The toughest negotiation I’ve ever been in was during a total remodel in Dallas. I had worked tirelessly with the client for close to a year.

*How do you involve your staff when an important decision needs to be made?*

If necessary, I gather as much information as possible from team members, make the decision, and share why I did what I did.

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