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DESIGN BOOK 2016

A RESOURCE GUIDE FOR DALLAS DESIGN PROFESSIONALS & CLIENTS

DESIGN

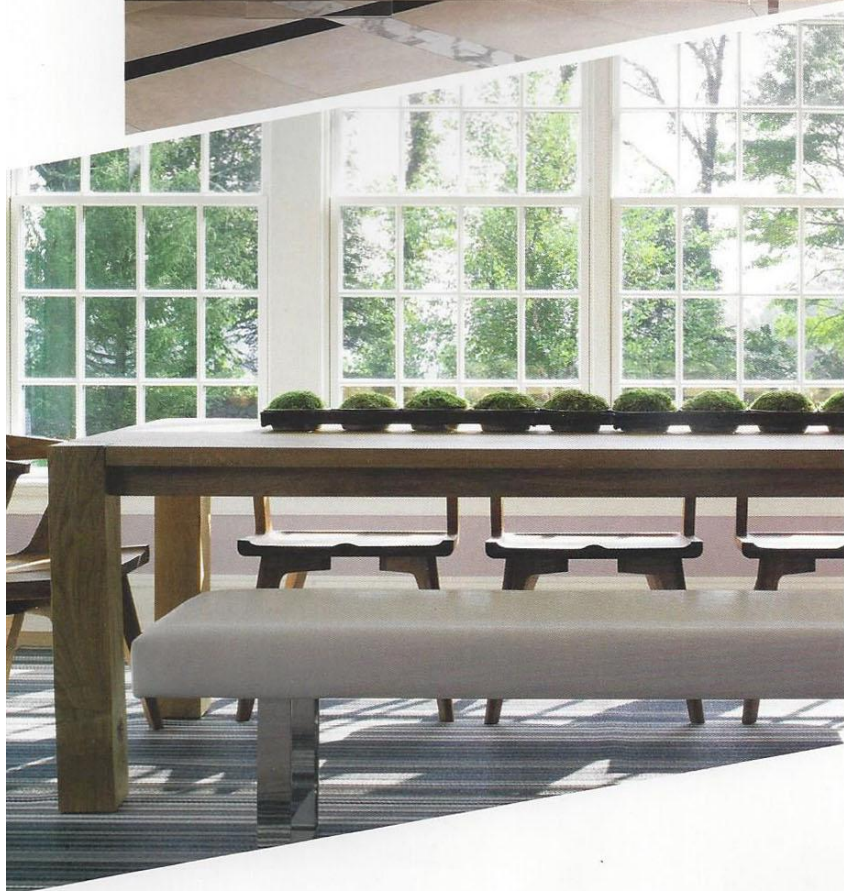
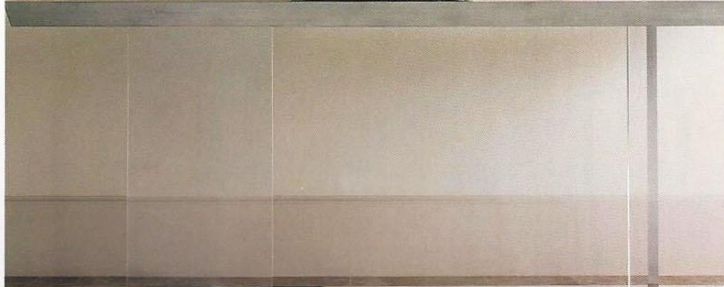
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INTERIOR DESIGNERS

AVID ASSOCIATES

Answers by Alana Villanueva, President | avidassoc.com

What kind of aesthetic would you say you are known for? From classic to modern, all of our projects convey a sense of quality in the workmanship and the materials, which results in sophisticated, timeless interiors that reflect our clientele.

When a client initially comes to you, what sorts of things do you like them to have? Many of our clients come to us with digital files of tear sheets and room images, which help us create the vibe or mood of the space they desire. A realistic budget is also a must.

How do you ensure customer satisfaction? We cater to our clients' every wish, from the construction process to assisting with art and antiques procurement, down to the linens and table settings. For our clients who are pressed for time or have extensive travel schedules, we fully stock their homes, so all they bring with them is, literally, the key.

What are your clients' primary goals these days? Our clients hire us to save them time—and money in the long run. They want a space that reflects their lifestyle and their budget; and then they want to get on with living. We help them achieve this.

INTERIOR DESIGNERS

S.B. LONG INTERIORS, INC.

Answers by Susan Bednar Long, Principal | sblonginteriors.com

How did you come into the industry? I've been an interior designer for 20 years. Shortly after college, I got a job working for an architectural design-build company in Beverly Hills, California. It was such a hectic, but invaluable, experience. I worked directly for the firm's contractor, learning all about construction while helping the lead designer with decorating for high-profile Hollywood clients.

What kind of aesthetic would you say you are known for? I describe my style as "modern traditional." Clients consistently come to me because I balance these two elements carefully to create sophisticated rooms that are tailored and timeless, and, most importantly, reflect their individual aesthetic spirit.

When a client initially comes to you, what sorts of things do you like them to have? I always ask about the scope of the project, their timeline, a general budget, if they have tear sheets or a Pinterest board of images that reflect their inspirations for the home, and if the job has renovation work to be done or if it's strictly decorative. Are they incorporating any existing furniture? How would they describe their own style? These are all points I like to discuss upon initial contact with a potential client.