



RESIDENTIAL & BUSINESS INTERIORS | FURNITURE DESIGN | COLOR & ART CONSULTING

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In our first visit with you we LISTEN to your needs and wants for the project. Only then, we propose ways to accomplish them. Please call or email, we will respond promptly.

THE CASE FOR SUPERIOR INTERIOR DESIGN

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At the center of every design venture resides a set of complex challenges related to three critical functional areas:

- The needs of the user (including their physical abilities, aesthetic taste and preferred lifestyle)
- The physical characteristics of the environment in which the design will be used in
- The technological necessities responsible for proper functionality

These challenges must be identified and addressed when designing interior spaces, furniture or products. Additionally, design must take into consideration not only practical needs, but also aesthetic and emotional needs in order to provide a solution that is *desired* by users, not just needed.

The practical function of an interior space relates to its main purpose (i.e. kitchen for preparing food, living room for entertainment, etc.). The aesthetic function of that same space relates to form, balance, geometry and proportions, and its emotive function relates to what it communicates to its users (i.e. warm and cozy, utilitarian or socially vibrant).

Finding and applying the right balance of all three major functions may ensure a space design you want to live or work in for a long time.

Here is a link to a fantastic article titled "*The psychology Behind Interior Design*" that examines how a room can be constructed to help people feel a certain way, or why we react the way we do to certain design elements through sensory stimuli without even being aware of them. By Jane Parkins, Interior Design Source, February 8, 2012. [Read article](#)
