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FOUR WAYS TO DESIGN SUCCESS



Interior Designer Jennifer Jelinek, of JJ Interiors has been creating beautiful and functional living spaces for clients for more than 10 years. Throughout her endeavors, she's discovered some key elements to a successful design that have nothing to do with space planning, paint colors or plumbing fixtures. They have everything to do with the designer/client relationship.

MAKE A LIST. When building or remodeling, it's a good idea to express to your designer those items that are not negotiable. For example, that antique armoire that has been handed down for generations is a keeper; the original art you purchased while traveling to Venice needs to be displayed in a prominent place; the sauna is necessary for therapy and would

be best near the master suite; or, we have a multi-generational household and would like to consider aging in place guidelines. Try to allow as few restrictions as possible on any given item so results won't be limited. Designers want to meet your needs.

HAVE PATIENCE. Design is not an exact science and each project has many possible results. Developing the creative solutions and putting them into motion involves products, suppliers, installers, team members and more. Thousands of decisions are made during any given project and customization can often take longer to facilitate. Work with your design team to set a realistic timeline and be flexible if unexpected challenges arise. Your designer is there to help find solutions.

FREE YOUR MIND AND TRUST YOUR DESIGNER. Get rid of preconceived notions of what is expected or acceptable. It's always a great idea to find images (in magazines, online, etc.) that express how you want the room to look or feel. Professional designers may be reluctant to copy a specific design but are trained and experienced with problem solving individual challenges. Let go of the reins and allow your designer the creative freedom to provide solutions that are tailored just for you.

USE YOUR DESIGNER TO THE FULLEST EXTENT. From beginning to end, the design process has many different phases and you should involve your designer from concept to installation for the best outcome. Designers have spent their entire careers building relationships with showrooms and vendors, finding a multitude of resources and, for lack of a better word, "practicing" design. Work together to set a clear scope of work and discuss your project budget. Talk about project management and site visits for construction observation. Your designer is there to help so let his or her experience lead the way.

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