



Ask Kent and Co.

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Be involved in YOUR design Collaborate with Kent!

As a general rule...

Most projects begin, regardless of the eventual design or materials, with three primary intentions:

- 1) To improve your environment
- 2) To successfully complete your project
- 3) To invest your money wisely

How do you achieve that?

Hire the right team from the start, and spend what it costs to get the project done efficiently and correctly, the first time.

In addition to an interior designer, your project may also require the services of a qualified

- Architect
- Contractor
- Decorative Painter
- Expediter
- Kitchen and Bath Specialist
- Landscaper
- Mill worker

What is the best way for you to be involved?

We'll need to know what you're thinking to give you the best design possible.

Your job will go faster and more smoothly when decisions can be made quickly

Be organized for your first meeting:

- Collect data on appliances, cabinetry, furnishings or materials you like
- Cull images from magazines and trade journals
- List *your least favorite* colors. Your favorites will be evident
- Request samples of fabric, paint, stone or wood from agreeable vendors
- Share your fantasy, what does it look like, i.e. beach bungalow, city loft, log cabin...
- Tell us what you envision for your time frame and budget
- Understand the details of your Alteration Agreement or building policies
- Write down all the things you like *and dislike* about your current environment

If you were to wander into an art gallery and find two paintings with no discernible differences; both identical in size and subject matter; canvas, paint and brushes used the same; and you discover that one painting is priced at \$500 and one painting is priced at \$5,000, what do you think the reason might be?

One word: TALENT

-Michael Love



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Consider your budget! Be realistic.
What can you truly afford for this project?

- Be clear about what things cost. Do your research!
- Are you comfortable spending \$10,000 for a sofa, or \$4,000 for a sofa?
- Top of the line ranges and refrigerators can easily cost \$7,000 or more
- Fees for your designer, architect and contractor can run 50% of your budget
- Don't forget your condo or coop deposits and filing fees for construction
- How much have you allowed for the unknown? **HINT: 25%**

Not sticking to your choices, or changing plans mid-stream will increase your costs

Know your time frame! Overnight makeovers are for reality television!!

- We can arrange existing furniture for a new home, including a furniture plan in 2 weeks
- We can provide light decorating: color palette, ideas and small shopping in 2-4 weeks**
- We can purchase all new furniture for your home at retail (no ordering) in 4-6 weeks
- We can order new furniture for your home in 4-20 weeks**
- We can accessorize your home in 1-2 weeks with immediate delivery
- We can accessorize your home in 3-6 weeks if we place orders**

NOTE: All time frames are estimated and may be affected by a variety of factors

- A small to medium sized decoration project may run 3-6 months
- A small to medium sized construction project may run 3-9 months**
- A kitchen renovation may run 4-6 months
- A bathroom renovation may run 2-4 months**
- A large design and decoration project may run 9-14 months
- A large design and decoration project with construction may run 12-18 months**

NOTE: If you work more than 50 hours a week, managing a renovation as well as shopping for decorative hardware, customized cabinetry and home furnishings can quickly become overwhelming and cost de-fective!

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A thought for the do-it-yourselfer...

In today's world of easy-access design, quick-ship shopping and reality-based television, we believe that most people are, in fact, capable of completing a single room decorating project.

The challenge arises when you move on with your plans to an adjoining room, hallway or stairwell...sometimes months or years later; when you want to change themes, color ways or patterns; when you're not finding that perfect print, or it doesn't work with anything else in the room; when it "matched" in the store but doesn't now in the bedroom; when you encounter exposed pipes or ill-located light switches; or when gaging the scale of your furniture, in relationship to the other elements in your space, begins to resemble a scene from Gulliver's Travels!

None of which takes into account the distractions of a ringing phone, over-time at the office, effort at the gym, shopping, cooking, laundry and attention-deprived children or significant others.

Collaboration...and the coordinated whole

No one wants to look at a renovation or a piece of furniture and think "that was a mistake." Our collective knowledge and experience with all manner of design challenges, and with all types of site conditions, allows us to consistently produce the best design results for your project.

Our Studio Staff is dedicated to the design of single-room successes as well as interconnecting interiors. We understand how to view your home as a whole, with an interwoven approach that coordinates all of the aspects required to complete your project.

Working together, based on the direction you provide –and augmented by our own imaginations- we can effectively assess your unique circumstances and create a blueprint that reflects both your life and your lifestyle, which ultimately will turn your rooms into environments!

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