

lake newman

# WOMAN

CELEBRATING THE BEST OF WOMEN

*harmony*  
IN HEALTH

FALL FASHION  
*must-HAVES*

Different  
*by* DESIGN

.....  
*featuring*  
DEBI GALLO  
.....



# Materializing Points Of View

BY: STARR MILLER

**DESIGNERS ARE OFTEN** encouraged to make it big on the national stage by having a recognizable “look.”

This marketing technique means that you can tell a designer’s style simply by the finished product, so you will begin to know and trust her brand. I know one designer, in all the national shelter magazines, who buys all his fabric, accessories, and statement pieces at the beginning of each year. Then, all his clients that year will get his look.

I radically oppose this thought process. I believe the reason so many fear using an interior designer is that they want their home to reflect themselves, not the designer. Many designers agree with me: we appreciate that design is recognizing the unique differences between clients and projects, and producing beautiful customized homes—rather than variations of the same style.

Interior designers are not unlike actors, using our craft to produce your project. We can all relate to watching a gifted actor take on different roles throughout his career; we can become totally engrossed in his character in any of his films and set aside who the actor is off-camera. Similarly, in design, our job is to learn enough about you to see the design from your point of view.



## QUESTIONS, QUESTIONS, QUESTIONS

The result of good conversation, investigative questions, and keen observation of lifestyle is a designer who is ready to look at design options with professional acting chops. To start the process, I have a questionnaire. It provides great insight before I ever meet a prospective client. The questions range from learning how you make decisions to what you want your home to feel like. Then I meet with the client, and we go through more questions!

### Q WHAT DO YOU VALUE?

Some folks value fine well-crafted furniture with unique touches that are special to them. Others value sturdy furniture that will withstand mistreatment by pets or children. Some clients just want to have fun, some just want a tranquil retreat, and some just want to bring value to their home so they can sell for top dollar.

### Q WHY DO YOU NEED HELP? WHAT IS YOUR MOTIVATION?

Are you a busy professional who wants it all, but realizes that the best way to accomplish that is to hire other professionals to make that happen? Are you a busy mom who wants her home done, wants it done right, and wants to focus on what she does best? Are you considering a big change, beyond just decoration?



### Q WHAT KIND OF ENVIRONMENT, COLOR, SPACE ADJACENCIES, & TEXTURES WORK FOR YOU?

Many can describe how they want to feel better than what specifically will make them feel that way. Do you want your walk-in closet off the bathroom or directly off the master bedroom? Do you want your laundry room near the bedrooms or kitchen?

### Q WHAT ENVIRONMENTS DO NOT WORK FOR YOU?

This is a key question. It may be answered with pictures or through discussion, but what you don’t want tells as much as what you do!



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