

MARIE HEBSON'S interiorsBYDESIGNinc.

## interior design PROCESS

### HOW IT WORKS

#### The Right People for the Job

Each project is individually staffed with an appropriate team including a senior designer, a project manager and any necessary junior support. We are proud to share our trade discounts with our clients. At anywhere from 5 to 30 percent, this is a savings that adds up; in fact, we have found that with a decisive client and efficient approvals, the discount structure can significantly offset fees. Fees are subject to change but are outlined at the outset of each project and clients will be notified in advance of any changes.

### CONSULTATION

interiorsBYDESIGNinc. also offers a two hour one-time, in home consultation. This service is intended to provide the 'hands-on' homeowner with all the information and ideas necessary to execute their own project without the additional fees associated with full private client services and project management. It's a great way to extract all the tips and tricks that Marie has accumulated over the years and to get inspired to be your own decorator. Think of this as a two hour crash course in décor delivered one on one in your own home!

### HELPFUL HINTS

#### Start Early!

We believe that the best results come from a blank canvas and that it's never too soon to begin. Having your interior design team at the table with your architect and contractor from the very beginning is the surest and safest route to building the best result and we can help there too. Marie has partnered with quite a few talented and dedicated architects and builders over the years and has gathered years of experience in assisting clients in the selection of the perfect team.

#### Design Services - You won't regret it!

Marie brings 20 years of experience to the table – she has tackled every scale and budget and brings a wealth of knowledge and experience without ever losing sight of the passion and enthusiasm necessary to see it through to the "magazine ready" level of completion.

### THE PROCESS

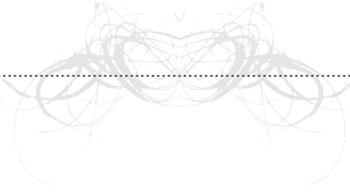
Our process is collaborative, strategic, passionate and agile.

We believe an idea gets better as it goes around the table. We never pretend to have all the right answers, but we're pretty sure we do have the right questions. Together, with shared insights, solid planning and expert project management skills, we create beautiful spaces that add value to your home or business. We always aim for the magazine ready finish.

Designing for real families, businesses and individuals is a very different process than the one shown on TV. Every project, timeline and budget is completely different. Our custom interiorsBYDESIGNinc.'s structure has been fine tuned to cater to every need. Interior design is a fluid process, with lots of back and forth during the "Create" portion of our process. Our skills surpass others in that we are computer specialists. We can, but we don't find it necessary to create costly 3D imaging to show you our design concepts, we utilize "mood boards" and picture references to put your money where it belongs — in your home and into the finishes and furniture you want!

*Once we are retained and our contract is signed our design process is simple. We do ask that you understand that interior design is a fluid process, no one process is right or wrong, it is a lot of back and forth, with many ideas and opinions brought to the forefront. We do our very best to keep you on track, on budget and on task.*





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Our design process:

#### 1—DISCOVER

We begin by gaining an understanding of our clients, the conditions of the space, time frames, budget and scope of work. We learn about your perceptions and needs, and understand the style you are seeking for the end result. The result of this is we create a design brief for our staff so that all involved understand who you are and what you want from the outcome of the project.

#### 2—CREATE (*Very Fluid*)

Building on the project knowledge we gained in the discovery phase, we create concepts that satisfy the desired end result. Your input in this portion of the process is critical, and honest responses are preferred. This is the time to ask for options, or request alternate designs. We honour minimal amounts of changes but we do reserve the right to request additional fees if this service is abused.

#### 3—DEVELOP (*Fluid*)

After the creative concepts have been approved, we develop them more fully. We work out specific details, find materials that fit the design, space, budget and timeline. We present final elevations for your authorization to proceed. This can be a fluid process as budgets, material availability and timelines come into play. Critical to stay the course, and not make too many changes at this juncture.

#### 4—IMPLEMENT

Final authorized elevations are sent out for firm estimates to supply and install the designs as outlined and authorized by you. Strategic site meetings are normally required to ensure a successful end result and that all design intent is fully realized. We do not recommend any changes be made at this juncture. If we've gone through the design process steps thoroughly, you will feel confident that your design is the best for you.

#### 5—EVALUATE

We then review the space with our clients to ensure all the design elements were installed as per our design intent and to the clients satisfaction. It is here that the general contractor and/or sub-trades need to be present.

### ACCOMPLISHMENTS

Marie's work has been published in many magazines, including Western Living, Edmonton New Home Guide, Edmonton Developer Annual, Avenue Magazine (Edmonton), Edmonton Journal and Lethbridge Herald. Her portfolio is proudly shown in both Dering Hall.com and on Houzz.com. Awarded Best in Interior Design and Best in Customer Service four years running on Houzz.com to my more recent accolades of making the cover of CER, magazine which is an internationally renowned interior design magazine.

### BIO

Marie is the creative force behind interiorsBYDESIGNinc. Born with the natural ability to decorate, her skills have been honed to perfection through education and practical experience in all types of projects. From branding, signage and wayfinding, to expertly placing fresh flowers and lighting perfect candles - Marie has successfully completed it all.

She is an expert in the field of new home building and large renovations, I understand all the demands. From construction schedules, to budgets, to clients styles/tastes, we juggle all while maintaining the design intent. We merge all parts into a successful design strategy, we call this our "Master Design Scheme". No stranger to design, Marie has a degree in both graphic and interiors and has been working in the design industry for over 20 years.

*"I am passionate about raising the bar of expectations in interior design, we always strive to get it magazine perfect."  
Contact Marie today to collaborate your next beautiful space.*

*Want a second opinion? Contact us and we can connect you directly with our clients.*