



Kelly R. Ferm  
Allied Member, ASID

Ferm Design Concepts  
Interior Design



310 McArthur Way, Ste. B

Upland, California 91786

P (909) 981.1304

F (909) 981.1305

fermdc@charter.net

www.fermdesignconcepts.com

## DESIGN STUDENT INTERVIEWS FERM DESIGN CONCEPTS:

**Objective, understanding what *is* in the mind of an interior designer**

**Q & A:**

**What is your standard method of approaching a project? And how do you “come-up” with a design?**

This is a great question... with a very methodical answer ... “Programming” is the method of gathering crucial information from your Client necessary before any design, ... *period*. There is not a designer on the planet that could effectively design a space, home or office without these crucial steps of programming.

Prior to designing, the design team needs a series of questions answered. We need a clear understanding of short term and long term objectives, budget criteria, inventory evaluation; will the space need to expand and / or be modified in the future, what type of furnishings, equipment?, etc.

Once crucial information is gathered, we begin the preliminary design. It is the necessary steps of *programming* with a Client that places us on the clear track for great design specific to each project and its needs.

**Are you tired of describing the differences of “Designer” vs. “Decorator?”**

To put it plainly, *yes ... I am*, but I do understand how a consumer may not know the difference until they educate themselves. A designer’s background and services are much more extensive than a decorator. A decorator will engage in making a space attractive, but more often the space is already built. A designer will design the space and then will finish it with lovely materials. The benefit of working with a designer is that you are working with a specialist that complies with building codes, has the ability to produce drawings for builders, translate key design elements to sub-contractors and artisans, ensuring that the vision is translated to all of those involved. There is so much field terminology and building “*jargon*” if you will that it can be overwhelming for the Client. Simply put, a designer will think *outside* of the box, avoid unnecessary construction flaws, and make a space incredible. In the end, it may not cost a consumer anymore ... it is the difference of having an experienced team on board in the beginning stages working actively at a fabulous design.

**How in depth are your services?**

Extensive... To date, I really don’t know what we don’t cover. Our services are as extensive as designing homes by collaborating with architects and engineers from the very beginning to finish, working through a troubled space with a Client solving tricky problems with great, functional design. We provide space planning of entire projects, complete with elevations and sections as needed, full selection of finish materials, and shopping of course; many will bring my company on board for shopping, accessorizing, art hanging, etc. For my Client’s that sign up for “the works”, I have even taught their maid service how to make beds, fold towels and leave my Client’s space camera ready after a routine cleaning, months and years after we are gone.

**Who is your main Client-base today?**

This is such a great question and I love how direct it is.

When I came into the industry 22 years ago, I was a kid! My Client’s were generally middle-aged, established, had already put their children through college, etc. Essentially their overhead was lower than it was during their family-raising years. While I still have many Client’s approaching retirement, they are a more traditional group that follow specific guidelines and are very accustomed to service.

Today’s Client ... WOW ... what an amazing group. I am having so much fun with them. They are either my age or younger and incredibly entrepreneurial. They are cultured, in-tune with environmental concerns, well versed in the arts and have made amazing strides in their lives at a very young age. I find this amazing generation so authentic. They either have young families or more on their way and they love my services because their hands are full! Today’s generation is not used to formalities so the extras that we do are a whole new world to them. I call this the generation of innovation; they require quick and solid results. FDC has been a great resource for the Client that needs “the works” and is seeking fabulous design, but has little time to give their homes and office space.

**How long are you generally on a project?**

Until the end ... **From beginning to the end** ... A successful completion is the only option for us.