



MISSION STATEMENT

At AMR Interior Design, our goal is to make the design process an enjoyable one for our clients. Experience has shown us that knowledge of standard procedures helps clients feel comfortable for the duration of the project. Here's how we work:

The timelines provided for below are estimates/approximations only.

- STEP 1 Consultation with Brenda Brix or Senior Designer
- STEP 2 Signing of the agreement, receipt of retainer and commencement of project
- STEP 3 On-site measurements, photos and final criterion meeting
- STEP 4 Execution of floor plans and evaluations, sourcing finishes, fabrics and furnishings (if applicable)(6-8week process)
- STEP 5 Presentation of estimates and furnishing/material; collection of deposits
- STEP 6 Placement of orders
- STEP 7 Review of budget
- STEP 8 Initiation of construction and renovation, if applicable
- STEP 9 Installation period continues and receipt of orders
- STEP 10 Furniture installation and styling
- STEP 11 Client reveals
- STEP 12 Deficiencies walk through
- STEP 13 Resolving deficiencies
- STEP 14 Client closure meeting and presentation of final invoices
- STEP 15 Presentation of Client Binder and thank you



INTERIOR DESIGN PROCESS

We have met you in your home for the initial consultation where we've identified what you need from your project. As we move into the interior design concept development stage, we take our first steps towards bringing your project to life. That requires careful thinking and planning with the end result always at the forefront of our minds on your behalf. The success of your interior design project depends on this.

Written Plan/Drawings

The first step is to measure and photograph your space so that we have the information we need to generate the actual plans on paper. Without a floor plan which everyone involved in the project can use as a roadmap, your project can easily move in the wrong direction, costing time and money. Consider all the details, questions and decisions that come up among the numerous people involved in your project. Your drawing will serve as a compass to everyone involved in your project as we explore interior design ideas and develop décor concepts that will work well in your space and improve the flow and function throughout your home.

Detailed Drawings

Depending on your needs, a further detailed set of drawings may be needed to include tile settings, patterns, millwork concepts, lighting designs, demolition, furniture layouts, ceilings and detailed cabinetry elevations, and or conceptual renderings so you can keep the end result in mind. Most people are not good at visualizing a space so having the drawings ensure your vision is articulated or everyone involved.

These interior design drawings provide you with an understanding of what to expect at key points in the project keeping surprises to a minimum. Once we semi-finalize the written plan, it's sent to the trusted contractors, trades, and anyone else involved in the facilitation of your project.



Overall Design Theme

Once your living space dimensions have been defined and organized into a written plan, it's time to create an Overall Design which incorporates all the layers of design. AMR Design can add dimension and beauty to an already fabulous foot print by layering in design elements, possibly even shrinking the scale of rooms or minimizing unnecessary upgrades so you have the option to reallocate budget elsewhere. Creating a design project started on the right foot is where the AMR Design team shines.

With more than 18 years under our belt creating concepts that include a smooth integration of all the requirements and restrictions we uncover during this stage, we produce an overall design theme which becomes the 'go to' guideline for your completed interior design project.

Lighting

Strategically placed lighting can make all the difference in making a home beautiful and functional. Lighting can make a space feel playful, welcoming, romantic or cold. It can draw out and showcase other design elements like color, furnishings, art, architectural features and various other material surfaces and textures.

Once the floor plan is set, our focus turns to the three main sources of artificial light:

- Ambient lighting is a general illumination that comes from all directions in a room that has no visible source. e.g. recesses lighting
- Task lighting is a light source directed on specific areas. e.g. Under cabinet lighting
- Accent lighting is spot lighting that usually illuminates a particular item. e.g. Art lighting

Budget vs. Design Options

Once you approve the overall design theme, we move into the Design Development phase of your interior design project.

This is where we love to explore personalized interior design options in much greater detail so you can begin to "see" what the end result will look like. Not only do we discuss the different materials that can be used for the floors, walls, doors and railings, we might also look at selections for lighting, ceiling design, fixtures and furniture options along with final touches like area carpets, furnishings, case goods and accessories to name just a few.



While discussing all these possibilities adds to the excitement of the project, the Design Development also serves a very important purpose finalizing budget. Often we may consult a contractor to put together preliminary pricing for the construction so we can determine the scope of work. Using this approach allows us some flexibility to make changes that could be much more complicated or time consuming if we attempted to make them later on.

We have time if needed, to get the project back within the budget if necessary or add items if we discover some wiggle room. AMR Design specializes in identifying modifications that maximize design cost efficiency so you can use the “found” savings for more interior decorative items for your home.

Budgeting

Here’s a simplified checklist you can use for an overview of what’s involved in a typical interior design project:

Material Costs

- New additions: new walls, conceptual architectural elements, millwork and built-ins.
- Flooring: ceramic tile, carpet, stained concrete slab, woods, vinyls, porcelains, natural stones. (Labour varies by type, pattern and size.)
- Wall covering: paint, wallpaper, faux finish, wainscoting, wood panel, molding detail.
- Ceiling: paint, moldings, tin ceiling, wallpaper, stucco, decorative inlays.
- Lighting: task, decorative, pots and fixtures.
- Fixtures: faucets, toilets, hardware, fireplaces.
- Window treatments: blinds, curtains, shades, decorative or functional.
- Furniture: tables, sofa, chairs, etc.
- Decorative accessories: artwork, mirrors, pictures, sculpture

Additional Budget Considerations

- Delivery costs
- Shipping fees
- Out of pocket expenses
- Demolition & removal
- Labor costs
- Design Consulting Fees
- Applicable taxes



Project Management

For smaller renovations, AMR Design provides Project Management and works hard to keep your project on track and running smoothly through the process. For larger projects we are happy to work with the site manager or chosen contractor to implement your design. Between concept and completion, there's a lot of activity taking place that needs to be tightly managed so that your project runs smoothly and results in a successful outcome.

The key to making sure everything comes together is a project management approach that is rigid when it needs to be but flexible enough to adapt to unexpected events. There will be several. Design is a never a straight line, it is always a process...

Here are just some of the details that we look after when it comes to managing the trades:

- Determining the range of skills and expertise required to complete the project.
- Sourcing and appointment of appropriate tradespeople.
- Coordination and management of tradespeople.
- Managing defect liability.
- Scheduling – finalize arrival of all goods so they're on-site and ready to go.

At AMR Design, your project is assigned to an experienced project manager whose job it is to manage all the work involved in bringing your project to life.

That takes a variety of skills and talents that include the following characteristics:

- Effective communicator both verbally and in writing
- People manager
- Very organized
- Strong technical knowledge of interior design
- Self-motivated
- Good decision maker
- Personal professionalism
- Sense of humor
- Psychologist - shoulder to cry on, tissue holder and wine drinker. (Brenda prefers Red!)

Attention to detail is everything!