



**DESIGN PROCESS
GUIDEBOOK**

The logo for Haskell Interiors is a dark blue rectangle with a thin white border. Inside, the word "HASKELL" is written in a large, white, serif font, and the word "INTERIORS" is written in a smaller, white, sans-serif font directly below it.

HASKELL INTERIORS

Creating a space that reflects your style - and your life - is an exciting process.

From small spaces to whole houses, the journey can be inspiring and rewarding. Understanding what to expect along the way can make the journey even more enjoyable.

We hope this guide will serve as a useful reference for each stage of the process as we work together to create a space that you are proud to call home.

Haskell

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HASKELL INTERIORS

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CONSULTATION

Every project starts with an initial consultation at your home or project site. This meeting is our opportunity to learn more about your lifestyle, taste, preferences (and budget). We'll also take photographs and basic measurements, as well as take some time to discuss the details and logistics of our partnership – including materials, fees, a design agreement, and a timeline.

Our initial consultation is the perfect opportunity to share your ideas with us. This is the time to break out the torn-out magazine pages, color swatches, fabric samples and photographs you've been saving as inspiration. The more you share with us about your preferences (think special furnishings, paintings or objects, favorite colors or patterns – even books or movies you love), the better prepared we'll be able to create a design concept that expresses your lifestyle – and style.



DESIGN CONCEPT

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Within a week of our initial consultation, you'll receive a design agreement with the design fee for your project and an anticipated materials budget. Once the agreement is signed, we'll get straight to work on a design study based on the project requirements, preferences and inspiration from our initial consultation.

Depending upon the scope of your project, the design study may also include structural layout options, floor plans, a color scheme, materials & surface choices, and lighting & plumbing. It will also include a detailed materials budget, preliminary recommendations for furniture, window treatments, floor design, lighting, and fabric choices - and a timeline.

This is the moment your ideas meet our creative vision. We all use the energy and inspiration from our initial consultation to build a design concept for your project. From big elements like structure and floor planning to small details like fixtures and fittings, this is a time for us to focus on all the aspects of a beautifully livable, well-designed space.



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DESIGN CONCEPT PRESENTATION

Once the design concept is complete, we'll want to share it with you as soon as possible. A formal presentation of the design concept allows us to walk you through each detail of your space - and gives you the chance to offer your reaction and feedback. During this process, we'll share sketches, product and material selections, fabric samples, and any other visual elements that will help you envision your new space.

We'll wrap up the presentation meeting with estimated pricing for goods and services, and work with you to narrow down choices for various design elements, including furnishings, treatments, fixtures and other materials. (Since product availability and pricing can often change, we'll request confirmation of final approval on selected items within 30 days).

Revealing the design concept is one of the most exciting steps in the design journey. It's the moment you get to see the ideas and inspiration for your room come to life - and our chance to make sure our vision aligns with your style - and your life.

Note: Because your signed approval of the design concept is required for us to move forward with the process of finalizing your design, we request that the design concept presentation is scheduled so that all decision makers may attend.

FINAL DESIGN CONCEPT & APPROVAL

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As soon as you have approved your concept, we'll create a final design and confirm material selections and approval for purchase. If necessary, we will coordinate with the architect, AV specialist, contractor or sub-contractors in order to give you the best design and product recommendations.

Communication and collaboration are vital at this stage of the design journey, so we may also ask to meet with you several times as we address specific questions, ideas and product or materials choices. Once we've completed the best and final design, we'll schedule another presentation to share the final design, along with recommendations and final furnishings and material selections for your review and approval.

Final design development is the stage at which we bring all the details together - from construction documents and structure to furnishings and paint colors. While we know this stage can place demands on your time, your engagement in this part of the design process is vital to our partnership - and to creating a space you'll love.

Note: It's important to note that approval on the design concept and a deposit on all materials will be required following the final design concept presentation. These proposal approvals are binding and non-reversible. As soon as we have your approvals in hand, we'll initiate purchasing and procurement - and move the project ahead.

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SCHEDULING, PURCHASING & PROCUREMENT

After approval of the final design concept, the scheduling, purchasing and procurement begins. During this stage, we initiate product and materials orders and work with you to establish a project schedule, from start date to anticipated completion. A project coordinator will take care of all the details for you -from coordinating necessary parties and services for on-site construction and installations to preparing specifications and purchase orders. We'll also communicate with contractors, sub-contractors and vendors to ensure each aspect of your project is handled properly.

Your project coordinator will also be available throughout the remainder of the process to answer any questions or concerns you may have about the construction and installation process. Your project coordinator will also track and report product order, availability and delivery status as well as scheduling logistics.

Approving the final design concept is an important milestone in the design journey. It marks our mutual commitment to a design direction. It also marks the moment your project begins to move from concept to reality - including all the scheduling and logistics that go along with it. This is where our team kicks into high gear, taking care of project management details so that you can enjoy the process of seeing your space begin to take shape.

STRUCTURAL BUILD OR RENOVATION

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Your design starts to come to life during this stage of the process as cabinetry, flooring, lighting, plumbing, tile, wall-covering and woodwork are all put into place.

Depending upon the scope of your project, you may also have a general contractor/builder on site, along with other subcontractors like electricians, painters, plumbers or tile installers. We'll coordinate with these service providers to ensure we're all working towards the same vision (and to make sure the details are addressed). One of our design team members will visit the project periodically to observe the progress and quality of work as it relates to the design concept.

The structural build or renovation stage may feel hectic at times - especially if you're continuing to reside in your home during the process. But it's also a time to celebrate the transformation as your new living space comes to life.



7 FURNITURE & DECORATIVE INSTALLATION

While the renovation is progressing at your home, we'll be receiving and storing your accessories, fabrics, furniture, lighting fixtures and other elements in our warehouse.

If the project includes custom bedding or window treatments, those are being made as well. When all of the renovation is complete and the space is ready, we'll install these final items - and complete a few finishing touches. We will coordinate all aspects of the final installation and prepare the space for you and your family to move back in.

This is where the real fun begins as we delight in the process of installing window treatments, placing furniture, accessories and lighting - and attending to all the tiny details that ultimately help to make your house a home.



THE REVEAL

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This is the moment you've been waiting for! You will walk into your home and see your dream come true. We will walk with you through your space and all aspects of the design, now that the vision has been realized.

Once you've had a few days to enjoy and live in your new space, we'll do a second walk-through to identify small items that may need to be taken care of - and to attend to any loose ends right away. Once the final punch list is complete we will leave you to enjoy your beautiful home with your family and friends for years to come!

This is by far the most wonderful part of the design process - and the moment that we've all been working towards. When you step into your new space, we hope you'll step into a space that honors and elevates the initial vision. Most of all, we hope you'll step into a space that feels like home - one that reflects your style - for life.