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NO. 39, 2013

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Designer's WALK



BY JEANETTE CHASWORTH

So Why Does a Project Need an ASID Designer?



Design by Debbie Tallanko from Tallanko Design Group



This kitchen plays with texture and color. The green tile has lots of variation and creates a simple yet colorful backsplash. The island has a touch of green in the stain, bringing out the green in the tile and adding another layer of color to the space.

Starting a home remodel is always exciting, but a bit scary, too. There are a ton of questions to be answered, and all homeowners and homes have their own unique ideas and demands. Who should you hire? What do you need to learn? What does your dream home look like? Do I need a designer? How are you going to get it all done? What should I expect to spend?

There's one question that everyone should be able to answer. What is ASID? And the answer is one that makes all of the other questions easier, and helps bring everything under control.

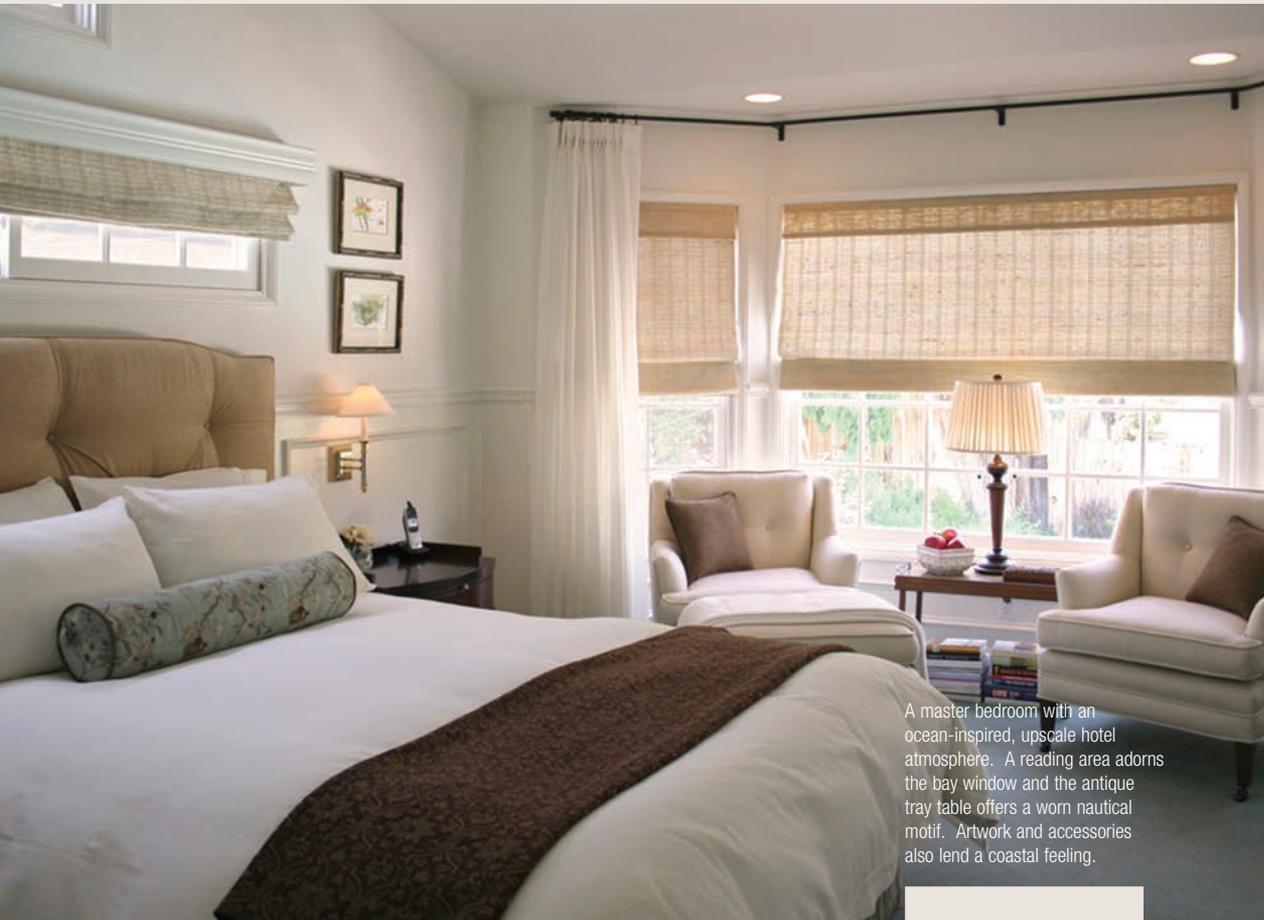
Some people pronounce it as a word, but it stands for the American Society of Interior Designers. An official "ASID" designation requires designers to pass a two-day examination (called the NCIDQ) that qualifies them in every aspect of the interior design business. If you see ASID after someone's name, it means they have met the top qualifying standards that the design profession has to offer.

Most people, even industry specialists, have never done a complete home remodel before. There are all kinds of pitfalls and problems that can arise. >>



Jeanette Chasworth, "The Color Whisperer," Owner, Chasworth Place, ASID, CID

Jeanette Chasworth is known as "The Color Whisperer" because of her ability to speak the language of color in her design work. When starting a new project, she listens to the needs and desires of both you and your home. Instead of fitting her own style to a project, she uses her intuition and design knowledge to create an inspiring environment that weaves together each of your unique tastes, preferences and functional needs to deliver a space or home that reflects your true personality making you feel hugged by your home every time you walk through the door. www.thecolorwhisperer.com



A master bedroom with an ocean-inspired, upscale hotel atmosphere. A reading area adorns the bay window and the antique tray table offers a worn nautical motif. Artwork and accessories also lend a coastal feeling.



Debbie L. Taliako, Allied ASID, CID
Taliako Design Group

Some people don't realize that there is a real difference between an interior designer and a decorator. Interior design involves many objectives. The first being the health, safety and welfare of the public. To become a member of ASID, one must pass several milestones, which include a formal education and work experience. Aside from space planning, budgeting and product specification, the interior design education includes training in accessibility, safety, ergonomics, special needs and green building. Designers are also trained on national, state and local building code. They keep up on the latest products and they are help to a strict code of business ethics.

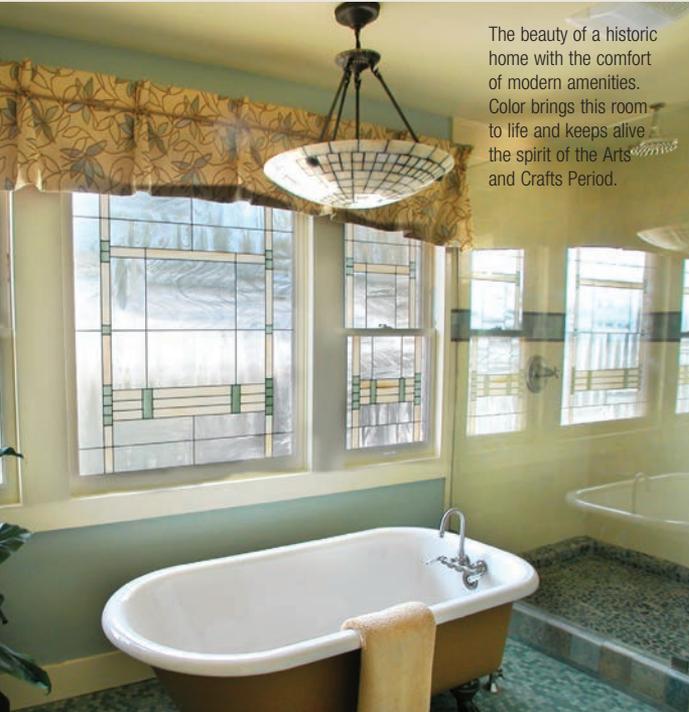
When you hire an ASID interior Designer, you can rest assured that your project will be one that is carefully thought out, planned and executed.

There are safety requirements that your ASID designer has studied and must adhere to. Adhering to these rules, regulations and requirements will make your life easier and safer and prevent future problems and liabilities. Countless projects can be improved by a few minor changes, often without changing the budget.

Statistics show that one-third of remodels end up in failure because people are over-

zealous, uneducated or make common mistakes. Builders and contractors may be familiar with a lot of plans and layouts, but they have little training in truly designing a room or an entire home. An ASID designer has the right training, experience, vision and creativity to make the design process easy, unique and exciting. Industry connections are important in any project.





The beauty of a historic home with the comfort of modern amenities. Color brings this room to life and keeps alive the spirit of the Arts and Crafts Period.



Penthouse Loft in Hollywood, CA, an award-winning interior design-build project by Four Point Design & Construction, Inc., is inspired by the "Streets of LA."

Hiring an ASID designer will help you to create the home of your dreams!

ASID holds its designers to a high standard of expertise and ethics. While there are few monitors in the overall field of design, choosing someone who is ASID qualified is an assurance of a standard of excellence. You wouldn't choose a contractor without a license; ASID is an "insurance policy" for good design.

You hire a coach to learn your favorite sport or musical

instrument, to learn a new skill or to move forward in your business or personal life. Look at an ASID designer as your remodeling coach, helping you make decisions, removing the pitfalls and making the process easier and less stressful.

Because of the ASID continuing education requirement, your ASID designer will be up-to-date on the latest products and make sure that you get the best product for a project. This can save you a lot of time and money, because they have already done the legwork for you. They also have access to more products than are available at your local home store. ❀



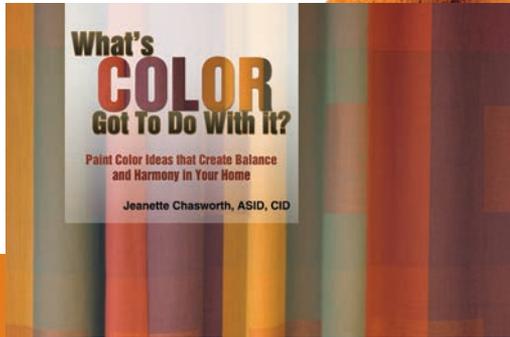
Katherine Fern, ASID, IDEC
2013 President, ASID Los Angeles

When I meet with a potential client, I tell them they would be best served by making sure that the designer they hire is a member of ASID. Knowing the designer is an ASID member gives them the assurance that they are hiring an educated and qualified professional. I emphasize that ASID members follow a Code of Ethics that promises the client that we are acting in their best interests and that we have a fiduciary duty to them. In addition, this means that we don't take payments from vendors, and we don't copy others.



Laura Schwartz-Muller,
Allied ASID, AIA, BCA

Keeping a project on track is easier said than done. Often the best-laid plans can be sideswiped by a lack of experience and/or skillful preparation. When you hire a professional interior designer, project manager or general contractor, you want to know that your project is in great hands and that they will bring integrity, skill, experience and knowledge to your project. Hiring an ASID professional means that you can be assured that your project will be in the hands of a professional who chooses to perform within the highest level of professional guidelines, ethics, and standards of excellence our profession has to offer.



What's COLOR Got to Do With It?

Jeanette Chasworth, ASID, who is president of the California Pasadena Chapter, has a new book out on color: *What's Color Got to Do With It? Paint Color Ideas to Create Balance and Harmony in Your Home.*

"Selecting paint color for your home can be a difficult and sometimes scary chore. This book is a step-by-step guide to turn your fear into fun and help you to select a paint color that you will love and you will love to live in. You will learn how to use color to create a mood and how to use that to your advantage to increase your health, make your food taste better, and increase energy"

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The World Floor Covering Association's (WFCA) website offers all the resources and tools necessary to make informed purchasing decisions about flooring. Better yet, WFCA is an unbiased floor covering advocacy association – it does not manufacture or sell anything – so the website offers completely unbiased, free information on all types of flooring.

With help from teams of designers, trend scouts and industry experts, the award-winning site (WFCA.org) provides in-depth overviews on every type of flooring available — hardwood, carpeting, area rugs, ceramic, stone, laminate, resilient, even green products. It showcases an ever-changing line-up of content, including new trends, product introductions and technologies. An overview of each category provides the pros and cons, manufacturing details, things to consider before you buy, cost estimates and how to prepare for installation. In addition, it provides answers to the most common floor covering questions.

When you're ready to buy, WFCA.org offers a searchable database of reputable WFCA retail members across the country. All you need to do is enter your zip code and you will receive a list of retail stores in your area. Check out WFCA.org!

