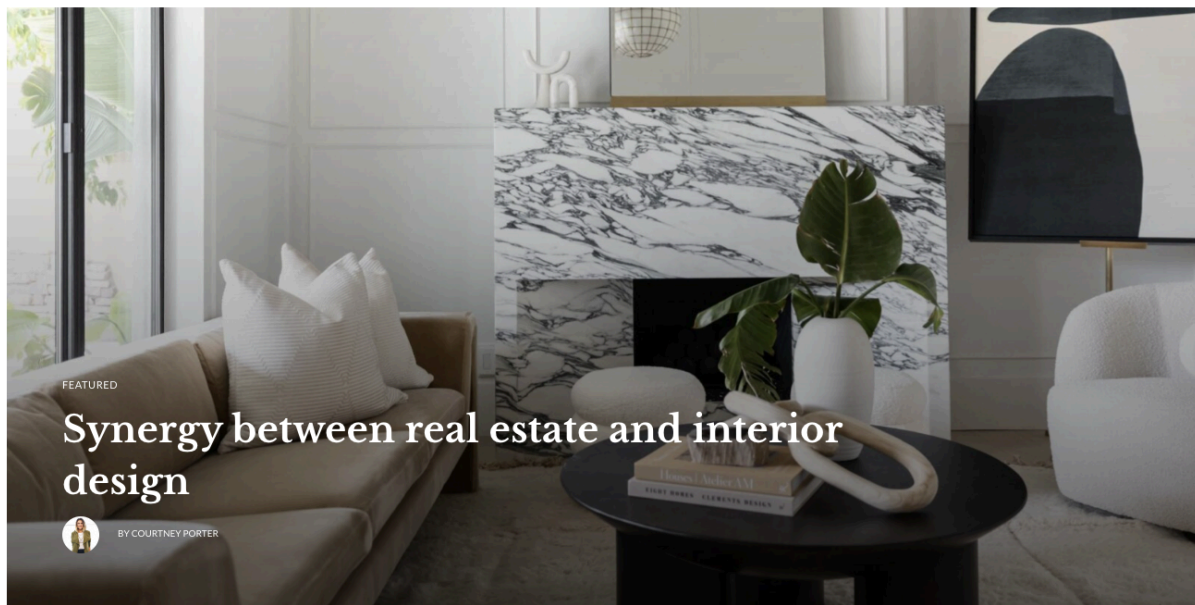


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Synergy between real estate and interior design



BY COURTNEY PORTER

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Real estate and interior design

DNN: Coming from a background in real estate, what was the moment you knew interior design was for you?

CQ: I've been passionate about design since childhood, spending hours studying design books and famous architects.

My love for architecture and design led me into real estate, but I quickly realized my true passion was in transforming and creating spaces through interior design.

The moment I knew interior design was for me was when I found myself more excited about creating beautiful environments than the real estate transactions themselves.

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An evolving industry

DNN: What do you think has changed most in the industry since you first began working in it? And how has your personal style evolved – both aesthetically and how you do business?

CQ: One of the biggest changes I've noticed in the industry is the rise of e-design and digital platforms. Social media, especially Pinterest and Instagram, have become integral to how designers and clients find inspiration and share ideas.

While these tools are incredibly popular, I still consider myself a bit old-school. With the rise of social media influencers and home trends, I find myself shying away from some of those trends and staying true to my style focusing on originality and striving to create unique spaces that stand out.

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Design and real estate synergy

DNN: You still work a lot with real estate developers so tell me more about that synergy– do you see a relationship between real estate trends and interior design trends?

CQ: When working with real estate developers, there is a strong synergy between real estate and interior design trends.

I always consider current design trends to ensure the homes I design are not only relevant but appeal to today's homebuyers.

However, it is important for me to stay true to my style and vision, which allows me to make my mark and even stay ahead of the trends.

By balancing market demands with my creative approach, I am able to create spaces that are both timeless and market-savvy which enhances the overall value and appeal of the properties.

DNN: How does your role as an interior designer influence the development of real estate projects from the ground up?

CQ: My role as an interior designer deeply influences the development of real estate projects from the ground up.

Collaboration is key, and working closely with real estate developers, architects, contractors, and landscape designers allows us to create a cohesive and well-thought-out design.

This level of involvement allows us to leave our mark on every aspect of the project, ensuring that the final result reflects our design vision.

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What clients want

DNN: What are the key trends or themes driving your design philosophy and the demands of your clients today?

CQ: Technology, sustainability, and wellness are three of the big themes we hear coming up again and again. [They] are all important factors in my designs and I'm seeing significant demand in these areas.

My clients are becoming more aware of the importance of self-care, leading to the creation of wellness rooms and spaces that promote relaxation and health.

Integrating technology into my designs is exciting as it makes the homes more intuitive which enhances my clients' experience.

Sustainability is a key focus I'm committed to by selecting materials that are eco-friendly and practices that minimize environmental impact.

By weaving all of these elements into my designs, I'm able to create homes that are not only beautiful and functional but also aligned with today's values and lifestyles.

DNN: Lastly, my favorite question to end on: Do you have a dream project you'd love to have realized?

CQ: Yes, I do have a dream project, and I'm thrilled to say that I'm working on it right now. We're just breaking ground on the latest London Pierce Showhouse and I believe this will be my best work yet. This project is a culmination of all my experience and creativity, and I can't wait to see it come to life.