

## Sublime pleasure empowers distinctive interior design

March 25, 2008 - Spotlights

Pleasure is the impetus that drives and inspires the myriad steps to design an outstanding and visually stunning interior. Smart attitude towards form and function plus a savvy selection or aesthetically pleasing details will achieve a stellar design solution that is personal and unique. That new entity emanates from the combined imagination of the designer and client. The process from seed ideas toward actual form is a miraculous and joyous adventure. Most of our projects involve design committees.

In the early conception period there is confusion and some distrust. The focus is clear, syncretizing arrives, trust abides and positive movement begins. The fun starts as our creative juices flow and we function as a team with a clear objective. This produces heightened energy, singular co-creativity, gusto and enthusiasm. Excitement ensues as the look begins to evolve clearly and the design takes form.

We are currently renovating a large lobby on New York's East Side. This is a major reconfiguration of the space. During construction the lobby is being used and the residents were confused about the changes although they had approved the renderings. The installation is mostly finished and joy abounds. Now they enter the lobby with smiling eyes. This project was a fascinating challenge. To effectively satisfy such a large and diverse group was daunting.

This is an interesting exercise in unifying a large group of diverse taste levels, opinions and points of view. We deliver the appropriate solution with attractive details and features that will please residents, instill pride, impress everyone and will endure.

This new environment is sleek, sophisticated, tasteful and ultra efficient for the gracious service that is required for this location.

This renovation is a dynamic transformation of the original space. Large new glass sliding doors welcome visitors in an imposing manner. You feel very special when the doors notice your arrival. The new interior is like a painting with subtle harmonies of rich textures and materials, handsome furnishings and surprisingly sophisticated details that enliven the journey home. This space is now a definite mood enhancer.

The pleasurable responses to our innovative ideas is the driving force in all we do. As seen in history man has used architecture and interior design to deliver strong messages of power and beauty. We are fortunate to be able to affect people in a similar way. Our pleasure is in developing spaces that please our clients and express their desires about their life and values. We have a plethora of exquisite and wonderful resources to specify and combine artfully. We elevate moods with our manipulation of space and focus on providing an extraordinary visceral and visual experience. We cherish all the lovely items that we view in the marketplace.

Choosing artwork is especially enjoyable and fascinating. We relish the diversity of stylish concepts that we are exposed to and utilize. We are expanding our vision constantly with exposure to new

products and ideas.

Pleasure permeates all our activities. Spirit is heightened in the expectation and wonderment as new concepts emerge and grow. We respect the intimate and profound interaction with clients and overwhelming reaction and gratitude of a job well done.

Jerold Richland is the president of Richland Design, New York, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540