

## INTERIOR DECORATION:

### Colours:

Colours set the mood of a room, with a carefully chosen palette influencing its ambience. Whether opting for calming neutrals or vibrant hues, interior decorators enhance visual interest through techniques like accent walls and colour blocking.



### Furniture Design & Layout:

The right furniture establishes both style and function. Decorators choose pieces or manufacture bespoke items that align with the overall theme and specifications regarding material and size to ensure a cohesive, yet personalised look.

### Textiles & Fabric Choices:

Textiles add softness and comfort to a space. By selecting fabrics for curtains, upholstery, and cushions, decorators create layers of texture that enrich the overall aesthetic while promoting inviting atmospheres.



### Styling & Accessories:

Effective furniture layout maximizes comfort and flow, promoting interaction and ease of movement. Thoughtfully chosen accessories, like art and plants, provide the finishing touches that make a space feel complete and inviting.

### Textures:

Mixing textures brings depth to a room. Combining materials such as leather, wood, and fabrics creates a dynamic sensory experience, making the design engaging both visually and physically.



### Installation:

The final step, installation, involves carefully placing all design elements into the space. This includes arranging furniture, hanging artwork, and ensuring that all textiles are properly fitted. A meticulous installation ensures that every component aligns with the vision, resulting in a polished and harmonious final presentation.



## TURNKEY INTERIOR DECORATION BESPOKE SERVICE PHASE 3:

### LET'S BRING YOUR SPACE THE LIFE

#### LET THE SPECIALISTS TAKE CHARGE HELP STYLE YOUR SPACE

The main focus of an interior designer is to craft the presentation or 'look' of a room or home by harmonizing colour, furniture, and decor to reflect the client's style. This involves careful attention to layout, texture, and lighting to create a visually appealing and functional space.

The ultimate goal is to transform the area into a cohesive environment that not only looks beautiful but also enhances everyday living, providing both comfort and a sense of personal identity.

At SO DESIGN ATELIER, we provide a comprehensive Interior Decoration service that can be tailored to your needs.

While we offer a complete turnkey solution, our specialized interior decoration service is designed to enhance your space through meticulous design and styling.

Our approach includes a multi-layered process where all designs are storyboarded for optimal furniture layouts and the placement of bespoke pieces.

#### Disclaimer | Without Prejudice

These illustrations and visuals presented in this document serve as tools to demonstrate our business structure and are not meant to diminish the contributions of contractors, the chess community, or any other illustrative entities we have created to represent our services. We approach this with the utmost respect.

As Interior Architects, Project Managers, and Interior Decorators operating within a multi-faceted business framework, we aim to facilitate smooth operations. However, we do not assume responsibility for actions taken by second or third parties on-site, nor for any indemnity insurance, which should be provided by the main contractor. Compliance with relevant building regulations and indemnity coverage, as mandated by health and safety regulations in the construction industry, is essential. We appreciate the crucial roles played by all parties involved.

## **INTERIOR DECORATION:**

1. Once we have scheduled our first consultation and received a comprehensive brief from you, we typically request the house plans in AutoCAD or DWG format. This is essential if you would like us to create a detailed furniture layout. Using these formats ensures that we can carefully plan and optimise each area, allowing us to deliver the best possible final decoration solution.

2. **Styling Proposal:**

In this phase, we curate selections for:

- Furniture
- Fabrics
- Window Treatments
- Wallpaper
- Art
- Rugs
- Feature Lighting
- Decorative Accessories (including throws and ornaments)

Should it be required, we will also provide a furniture layout plan. This process typically takes 2-3 weeks to complete.

3. **Decor Budget:**

Following the styling proposal, we compile an estimated budget for the proposed items to be sourced or custom-made. This budget is based on the selections outlined above and usually takes 1-2 weeks to prepare.

4. **Procurement and Installation:**

Once the decor budget is approved and the deposit is paid, we will proceed to:

- Order the proposed items.
- Schedule delivery in accordance with a detailed timeline.
- Coordinate and manage installation teams on-site.
- Supervise the placement and execution of styling for all decor.

This phase typically lasts between 6-12 weeks, depending on the complexity of the project.

## **IMPORTANT NOTES ON INTERIOR DECORATION**

### Interior Decoration Quotation:

- The interior decoration services will be quoted as needed. Consultations will be billed at our standard hourly fees. Please note that the design specifications generated during this process are proprietary to SO DESIGN ATELIER and serve as a directional guide for styling your home.

### Detailed Estimate:

- Upon client request, we can provide a detailed estimate of goods, products, and services presented. This process involves considerable time and effort in sourcing items that harmonize with the overall style of your home.
- If, during the estimate stage, a client chooses to purchase similar or identical items from another source (especially those on sale or promotion), a service fee of 15% will be invoiced by SO DESIGN ATELIER. This fee is for managing, sourcing, and ensuring the style's integrity while achieving similar results.

*Important: Trade discounts received are not transferable to clients as this is an industry-specific practice.*

### FEES STRUCTURE: (As outlined in our Fees and Terms of Engagement Document)

- Client Consultation Fee as outlined per hour.
- Administrative In-Office Documentation and outline per hour
- Sourcing Fee for Direct Purchases:
  - If the client purchases items directly from other outlets, a 15% sourcing fee will apply. This fee will be invoiced by SO DESIGN ATELIER as a styling fee, applicable for using our specified designs and styles without utilizing our services. This is invoiced and billed to cover any fees or cost that have been incurred during the conceptual process.

## **CONCLUSION**

Our Interior Decoration service aims to elevate your space through personalized design and careful styling. We are dedicated to providing a seamless experience, ensuring that every detail enhances your home's character and functionality. We look forward to collaborating with you to bring your vision to life!

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