

design services, ltd.

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Welcome to "AT YOUR SERVICE" the Design Services, Ltd. Newsletter

Happy Holidays!

I had a conversation the other day with a client I worked with over 20 years ago...she commented that the "design we did for them, looks as good now as it did 20 years ago...albeit a bit used!"

WOW! I was so pleased, yet so humbled by her comment.

As the holiday season draws near, I want to thank each and every one of you who have made our success possible. There is nothing more important to me than your trust and confidence that we at **Design Services** are dedicated to providing you with outstanding **Design** and **Service**.

In this month's e-newsletter we are introducing our first **DESIGN CHALLENGE**-where we invite you to present us with your own design challenge:

- * to improve your space plan or furniture plan
- * to provide better functionality or storage for your kitchen
- * to improve the aesthetic impact of your living space

We will select one of these Design Challenges each week and will provide 2 hours of complimentary design time to assist you with solving your Design Challenge. We look forward to hearing from you.

We truly appreciate your business and look forward to working with you again in 2010.

I hope you will enjoy our e-newsletter. And please forward to your family and friends.

In This Issue

Frugal Design

Home Sweet Home
For Life

Design On a (Green)
Dime

Greener Pastures

Visit with Designer
Vincent Wolf

Design Challenge

Designer Profile

Quick Links

Home Page
More About Us
What's New
Portfolio



About Design Services, Ltd.

Rita Wilkins is the



FRUGAL DESIGN IS IN

With the holidays upon us, here are some design tips to refresh your home and spend little or no money at all! And it can be done in minutes!

First select the room-or rooms- that look "tired" and that you will be spending the most time in.

- *Rearrange existing furniture to create a new furniture floor plan (i.e. angle the sofa, pair chairs, use ottoman as a cocktail table)
- *Edit furniture if necessary~*less is better*
- *Add lamps to where you will be sitting (i.e. lamps on end tables, sofa tables, chests)
- *Add area rug to define new seating area and to add color to floor
- *Paint 1 or 2 accent walls to add drama
- *Add a mirror to make space look larger and brighter
- *Rearrange existing bookcases
- *Add new accessories
- *Update family photos
- *Change out pillows
- *Refresh plants, flower arrangements by using branches, berries or baskets

President of Design Services, Ltd., as well as principal designer and project manager. With over 35 years of experience in design and management, her approach to design is both aesthetic and business-like. She is known to be a highly effective "hands-on" designer with extensive knowledge and expertise in dental, medical and commercial interiors.



HOME SWEET HOME FOR LIFE

When the toilet in her powder room broke, the owner was thrilled. It meant she could replace it guilt-free with the same type of elevated toilet as in the bathroom of a first-floor master suite that she and her husband had recently added to their North Wilmington home.

The addition was intended to free up space for visiting family, but more important, it was designed to accommodate the couple should their mobility someday become limited. *~click to read full article~*



DESIGN ON A (GREEN) DIME~A DAY IN THE LIFE OF A DESIGNER

*Benefit for St. Edmond's Academy
"Festival of Trees"*

Our staff at Design Services, Ltd. wanted to reach out to the community this holiday season, so when St. Edmond's Academy asked us to decorate a tree for their "Festival of Trees Fundraiser", our team enthusiastically approached this volunteer effort as we would with any other design project!

The Design Challenge:

Decorate one 9 foot Christmas tree that would be sold at the

"Festival of Trees" event Saturday December 5th at St. Edmond's Academy to raise money for the school.

The Process:

*A brainstorming session with our entire staff at DSLtd to solicit design concepts, as well as a list of items needed to accomplish the project.

*A theme "***Design on a (Green) Dime***" was agreed upon in which we established the following parameters:

-In an attempt to be environmentally friendly our design would ***reuse, recycle*** and ***repurpose*** materials we use each day in our design projects...paint chips, fabric, wall coverings, trim, carpet and laminate samples

-In an effort to be ***Frugal and "Design on a Dime"***, we would be innovative yet resourceful in creating handmade ornaments for our tree

* In the preliminary design phase prototypes of creative handmade flowers fabricated from our library of fabrics, wall coverings and carpet pom poms were carefully integrated with paint card and laminate sample garland

* Upon approval of the critical eyes of our design team, we scheduled "production sessions" which were not only fun but a great event for team building as we had visions of holiday decorations spinning through our heads.

The Result:



A beautifully decorated Christmas tree that was "**Designed on a (Green) Dime**"!



GREENER PASTURES

Everyone talks a good green game these days. Of course talking green and shelling out the green to get those eco-friendly benefits are two different things, and one doesn't always lead to the other. However, while the green trend may not have fully permeated the kitchen

and bath industry yet in terms of spending patterns, in the world of countertops, sustainable design seems to be the hottest trend around.

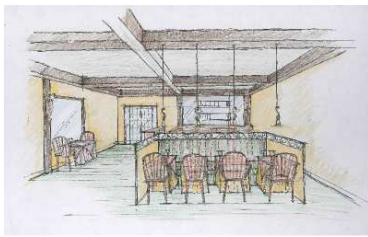
[~click to read full article~](#)



RITA MEETS DESIGNER VINCENT WOLF

Last month Rita attended an event hosted by Diane Lemonides and [Verve Marketing & Design](#) at the Kravet Showroom in Philadelphia to debut an exciting new design concept by photographer [Laura Novak](#). [Laura Novak Photography](#) is a pioneer in customized family photography for use in home decor.

Laura was introduced by world renowned designer [Vincent Wolf](#) who is embracing this design concept and was pleased to be part of this event.



DESIGN CHALLENGE

During the month of December present Design Services, Ltd. with your design challenge. We will be selecting one of these challenges and offering two complimentary hours of design time to help solve your design challenge. Please e-mail us a

description and any photos to dsLtd@dsLtdonline.com. We will be accepting them through December 31st. We look forward to hearing from you! Good luck! [~click to enter Design Challenge~](#)



DESIGNER PROFILE~KRISTIN LUTNESS

With over ten years experience in the field of design, Kristin brings an extensive knowledge of furniture, finishes and space planning to any project, large or small. Upon receiving her Master's degree in Interior Design at Drexel University in Philadelphia, she designed upscale

hotel spaces for Marriott as well as country clubs, restaurants and residences. A few of the projects included the Seattle Waterfront Marriott, the D.C. Renaissance Hotel and the Philadelphia Marriott.

Her enthusiastic approach to each project coupled with her experience and creative vision are just a few reasons why we are glad to welcome Kristin to our talented team at Design Services, Ltd.

Sincerely,

Rita S. Wilkins

President
Design Services, Ltd.

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