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# design services, ltd.

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## **Welcome to "AT YOUR SERVICE" the Design Services, Ltd. E-Newsletter**

### **"Seeing Through Walls"**

Space planning is one of the most frequently requested services by our clients. As design professionals it is also one of the most important services that we provide because a well planned interior can have a tremendous impact on how our clients live and work in their environment.

The design process includes numerous steps that require us to thoroughly understand our client, our client's objectives and the space that is to be designed. The programming phase allows us to have a clear understanding of the objectives and requirements for the project and what problems need to be solved. This will then become the basis and guideline for the finished design. Space planning is using our design skills and abilities to create spaces that will suit the client's wants, needs and "wish list". By organizing and configuring space, we create solutions that are functional, attractive and sustainable.

Because space planning is all about function it allows designers to assist clients in objectifying the process, seeing beyond just the aesthetics. If the project goals are accomplished, results are measurable.

The survey phase involves gathering data and analyzing the space, whether existing or from blueprints. We identify good and bad features

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that we will need to work with (i.e. shape, size of rooms, how they relate or don't relate, traffic flow, natural lighting, existing fixed conditions, etc). Once this information is gathered it allows us to develop concepts that fit the project requirements, as well as to create solutions (i.e. increase size of space and layout by "seeing through walls" and incorporating adjacent rooms, improving traffic flow by relocating doors and openings, etc.)

**PLANNING THE SPACE**

The next step is to fit the project requirements to the plan. A systematic and methodical review of the program will address each requirement and "wish list" item, allowing us to create workable design solutions by integrating our knowledge of space requirements and standards.

In effect, space planning is the "design tool" that allows us to effectively work with our clients to plan, develop and deliver interiors that will significantly improve the overall quality of the space in which we work and live...and gives the owner the return on investment that they deserve.



**About Design Services, Ltd.**

Rita Wilkins is the 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.

**A RECENT SPACE PLANNING PROJECT**





### ILLUMINATING WALLPAPER

One of the most intriguing developments in material technology is the interchange between traditional material classifications. There are now plastics that behave like metal, wood that behaves like plastic, glass that behaves like fabric, and so on. It gets really interesting when materials assume the

functionality of building systems. In the lighting arena, for example, new low-energy technologies promise to replace conventional bulbs and wires with emissive and non-emissive materials. UK-based company Lomox Ltd. recently announced its development of a light-emitting wallpaper, claiming that this material could replace household light bulbs by 2012. Seeking to curb domestic carbon emissions associated with artificial illumination, Lomox Ltd. says that its OLED-based flexible screen panels will reduce conventional energy consumption by 60%.



### SNOW JOB

*A newbie entrepreneur creates a sled for grown-ups.*

Steve Luhr worked in medical equipment sales but yearned to become an entrepreneur. When a rival firm bought out his employer in 2002, Luhr received eight months' notice and the motivation to do his own thing. After considering several business ideas, he chose to launch Hammerhead Sleds, a company that manufactures high-quality sleds for adventure-minded adults.

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



## 6 MYTHS OF GREEN CONSUMERS

*New study shatters stereotypes of what motivates buyers.*

A new national study of green consumers contradicts several long-held stereotypes about them: The environment is not their top concern, their kids are not influencing them to be green, and while many know what they should do to save the planet, they often don't do it.

As a result, marketing messages aimed at this group often fall on deaf ears, says Suzanne Shelton, whose Knoxville, Tenn., firm, Shelton Group, conducted the study.

"Most green advertising is created as if there's one pool of green consumers and they're all motivated by 'Save the planet!' messaging," Shelton says. "We need a revolution in this thinking. Not all green consumers are the same, they're not all motivated by the same messages, and they're not all inclined to buy only green products." [~click to read full article~](#)



## DESIGN SERVICES LTD LAUNCHES BLOG

Well...it has been a long time in the making. but we have finally hit the web with our blog. We will be updating it a couple of times a week with design tips, new product information, interesting articles we come across and project progress. We invite you all to follow the blog and share

your comments. <http://dsltdonline.blogspot.com>

## DECEMBER 2009 DESIGN CHALLENGE WINNER

As you may have read in our last newsletter we invited everyone to present Design Services with your Design Challenge. We selected the following project as our winner for December.

### The Problem:

After skimming through numerous of design magazines, empty nesters Blake and Vanessa decided to build their ultimate master suite. Their first attempt was that of a typical home owner, to fit-out a space that currently exists. After several attempts to plan it themselves they responded to our Design Challenge they found on our website [www.dsltdonline.com](http://www.dsltdonline.com). We met with them to address their wants/ needs/

wishes. Their home was fairly accommodating with 5 bedrooms, 3 ½ baths and sparsely furnished, since their children had taken most of their existing furniture.

Their wish list:

- king size bed
- two walk-in closets
- large master bath with walk-in shower
- double vanity
- separate toilet area
- wine/ coffee bar
- attached sitting area with media center
- library
- his and her desk units

#### The Solution:

The first step was to provide several space plans that incorporated their wants/ needs/ wish list stated above. We also assisted them with all finishes ie: ceramic, marble, granite, plumbing fixtures, fabrics and paint. We provided necessary drawings, in addition to floor plans, to help convey the design concept to Blake and Vanessa, so they didn't jump in blindly.

#### The Result:

With budget in mind final selections were made accordingly. After retaining our additional design services we will be doing budget estimates and implementing the project on their behalf.

We invite you to present Design Services, Ltd. with your design challenge. We will be selecting one of these challenges each month and offering two complimentary hours of design time to help solve your design challenge. Please e-mail us a description and any photos to [ds ltd@ds ltdonline.com](mailto:ds ltd@ds ltdonline.com). We look forward to hearing from you!

Good Luck!

[~click to enter Design Challenge~](#)



#### **DESIGNER PROFILE~PAULINE BRITTINGHAM**

A rising star, Pauline Brittingham has also joined our team of talented designers. A recent graduate from the Art Institute of Philadelphia demonstrates an outstanding ability to learn and apply known skills to any situation. Upon graduation the opportunity to work full time at Wilmington Trust in the Commercial Real Estate department, led to direct Project Management roles. Commercial banking and Real Estate management merged into a design oriented program to evaluate space plans, equipment and an overall function of the occupants. She carries Project Management skills and conceptual

design skills that are a value to anyone looking for design services.

**Sincerely,**

Rita S. Wilkins  
President  
Design Services, Ltd.

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