

Do you need an Interior Designer?

**IF NOT, WHAT PROFESSIONALS
DO YOU NEED?**





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DEFINING INTERIOR DESIGN

How do you decide which interior professionals to engage for your project?

In this guide, we'll explain the different skill sets of each interior design professional, so you can build the right team of people around you to achieve a successful build, renovation or refurbishment project.

The title 'Interior Designer' has wide scope and is used to describe Interior Stylists, Retail Professionals and Decorators as well as Interior Architects.

Let me clarify...

An **Interior Stylist, Retail Professional or Decorator** largely represents what most people think an Interior Designer does. Their focus is on colours, textures, materials, furniture and fixtures - combining them to create a cohesive, aesthetically pleasing space. They have in-depth knowledge of textiles and colour and have a wide network of suppliers. They are the person that makes a space look great.

Interior Architects on the other hand, are exactly that: designers of interior spaces. They draw up plans, elevations, cross sections, construction details - to enable a space to be renovated or built. They have to have in-depth structural knowledge as well as knowledge of building codes and regulations to ensure things are constructed legally and safely. Their knowledge extends to spatial planning, ergonomics and maximising the functional uses of every space.



As qualified Interior Designers, we do elements of both skill sets...

We style, decorate and draw up plans for construction. We can design for commercial or residential clients and have industry contacts to assist with areas that are out of our skill set.

So in other words, you don't need to get an Architect to spatially plan the renovation of the back end of your house for your new dream kitchen to be pride of place, you can get the interior specialist - the Interior Designer - to do this. We will charge a lot less and get an Architect involved once you've decided on the layout, streamlining the process and saving you money.

Of course, we may be a little biased, but we believe that if you are considering any building or renovation work, the best place to start is to engage a professional, fully qualified Interior Designer. Check out the reasons below;



Five reasons to hire an Interior Designer

When you engage a professional Designer you can expect that your personal preferences will be heard and value added through the expertise, knowledge and creative flare. Your project will be well scoped in advance so that you can proceed with a realistic - and shared - understanding of the outcomes, time-frames and costs.

Time

The amount of choices and options in the interiors' world are endless - from materials, paint colours to furniture and fittings! It can be overwhelming and also very time consuming. If you are a busy person having an Interior Designer narrow down and select the best options for you is guaranteed to be a huge time saver!

As they say - time is money.

Speaking of money...

When it comes to design, some people have an inability to make decisions, this can cause delays to the build which can in turn cost thousands! In addition, we all know that mistakes can be costly - by hiring a professional, you can get it right the **first time!**

There is also the added advantage of 'trade discounts' where some designers pass on preferential trade pricing on almost everything that goes into the interior of your space. We usually find that these these discounts outweigh the Consulting fees for our clients.

Resources and Contacts

There is a huge range of furniture, fittings and furnishings available, more than many people can even imagine! Designers can source items from trade only suppliers, there's so many options you won't be aware of. You'll have the option of exclusive items, making your home unique.

The benefit of having good trades liaisons can make the difference between a stressful project and a successful one - most designers have regular electrician, plumbers, joiners and builders they work with and trust to do reputable work.

Knowledge

Almost everything has a 'better' choice and your designer can explain the 'why'. Which paint colours will work and those that won't. Why some materials are more practical and worth spending a little more on or why your oven may be better placed on the other side of the kitchen. Qualified Designers complete training covering everything from colours, to spatial layouts, to construction drawing - they are a valuable asset to the decision making process.

Wow!

The wow factor is a blend of qualifications, experience and just outright talent! Some designers have a specific 'aesthetic' and others create a look suited to your taste. People often ask what our design style is - our answer, it doesn't matter what our style is, it's yours that we need to find!

Our design approach is about listening, understanding a clients' tastes and then interpreting them in a way they hadn't thought possible. Designers can help you feel confidence in your choices and above all, help you create a space that you love!

Okay, I think I need an Interior Designer

Congratulations, you're taking steps to ensure a successful outcome. By using the information in this guide, you're well on your way!

If the information in this guide has brought to mind questions about your specific project that you were unable to answer, consider getting professional help.

At Swift Designs, we specialise in providing comprehensive interior design solutions that cover everything from selecting the perfect finishes and fixtures to sourcing furniture and accessories. Our streamlined processes ensure that all necessary information is communicated to your tradespeople, ensuring a seamless and stress-free installation. We can assist you with as much or as little of the project as you need.

In addition to our design services, we also offer locally manufactured furniture pieces that are exclusively available to Interior Designers and Architects. Our team works closely with you to create custom pieces that perfectly match your design style and fit your space.

Video Consultations are also available.

Contact us today to schedule a Free Discovery Call to explore how Swift Designs can help bring your interior design vision to life.

Let's Design

About the author; Treena Swift is the owner and Creative Director of Swift Designs. Respected in her industry, she is a fully qualified & award winning Interior Designer with a growing list of exceptionally happy clients.

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