

DESIGN DEFINED

*Our favorite designers are assigned a term in design
and asked how it integrates into their visions*



TINA ANASTASIA
MARKFINLAYINTERIORS.COM

Asked to choose an adjective to describe our design style, I wonder how I can find words that embody the breadth of our entire body of work. Our clients are so different, and their lifestyles and personalities are so individualistic, they give our creative energy and resources a workout as we develop distinct design styles from a blank canvas each time. But we wouldn't ask for anything different. We love our clients just as they are, a unique group of diverse and beautiful people, each with their own likes and dislikes, no two the same. Whether it's our client's first home or one of their multiple residences, we work generously and tirelessly with them to develop their individual stamp, a mark on the world, their own special footprint.

In the world in which we live, featuring "insta" picture, access to a continuous visual dictionary and a virtual overload of images and detail, it is difficult to strictly define

*Sophisticated
Modern*

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Photo credit: Lorin Klans



design styles. What is contemporary to one is modern to another. But if I must describe our style, I would use the term "sophisticated modern." Sophisticated means having a great deal of worldly experience and knowledge of fashion and culture. Synonyms include enlightened, cosmopolitan, knowledgeable, urbane, cultured, polished, refined, elegant, stylish and cool. One might think of people from the past, such as Fred Astaire and Ginger Rogers, beautifully poised, cosmopolitan and remarkably stylish in their wardrobe. Our clientele is made up of experienced, knowledgeable and cultural people.

The kind of modern we are referring to is the present or current time, as opposed to the past. Synonyms would be present-day, contemporary, current, 21st-century, modern-day and recent. Our clientele knows the current state of design and understands trends versus a modern timeless feeling.

"Sophisticated modern" is the adjective that best describes the important work we perform: work that is both stylish and current. We create our own path and define what is today. We respect the past but look with favor to the future.



JENNIFER ANDERSON
DESIGN & DEVELOPMENT

WWW.JENNIFERANDERSON-DESIGNS.COM