

HOW DOES *Fenwick & Company Design* IN 15 MINUTES?

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photos by COLIN EDWARD TOEWS



FENWICK & COMPANY, in collaboration with Dufresne Furniture and Appliances just completed the Winnipeg Renovations Show. It was a very unexpected, but thrilling ride.

It has been wonderfully busy this past while and we as a company were just doing our "thing." We received a phone call from Dufresne Furniture two weeks before the Renovations Show started. They were thinking they might enter the show at the last minute and they asked us if we would design their booth.

Now, I designed a booth last year... and it was a 10' x 20' booth. It took over a month to plan that booth. Dufresne Furniture was committing to a 20' x 30' booth and I had a week to design, create detail drawings, elevations and select furniture and accessories for it! We are always up for

a challenge, and we love working with Dufresne Furniture, so I said "yes." I did have my doubts, but Dufresne Furniture pulled it off! Gilles and Melissa (from Dufresne) were on it, making sure everything was as per plan. We were completed and ready when the doors for the Renovation Show opened on Friday. There was an incredible response to the Dufresne booth, the quality of their contemporary furniture and the Fenwick & Company "Ask a Designer" corner in the Dufresne booth.

One thing we noticed is that people who came to the free design consultation did not know what to expect or what to bring for their session. It makes it difficult to give sound interior design advice when you don't have enough information.

When you only have 15 minutes with a designer, we



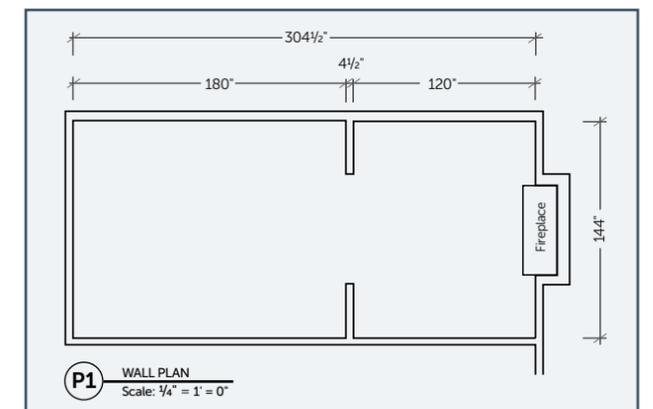
want you to be able to use that time as efficiently as possible. We are excited to help everyone out at the next show: the Home Expressions Show in which we will again be teamed up with Dufresne and offering a free 15 minute design consultation.

HERE ARE SOME TIPS TO GET MORE OUT OF YOUR CONSULTATION:

HAVE A PLAN: if you can bring us a plan to scale, it will allow us to place furniture in your space without any guesswork. So, what are we talking about? Measure your room (or rooms) that you are interested in purchasing furniture for. Here is a step by step way to accomplish that:

a. START BY MEASURING THE PERIMETER

Look at the room and make a rough outline of the dimensions on paper. Measure the longest wall first. Do this by running your tape measure along the top of the baseboard from one corner to the other so you get a full wall-to-wall dimension. If this is impractical, run it along the floor and make an adjustment for the thickness of the baseboards. Mark down your measures.



Repeat this process for the remaining walls.

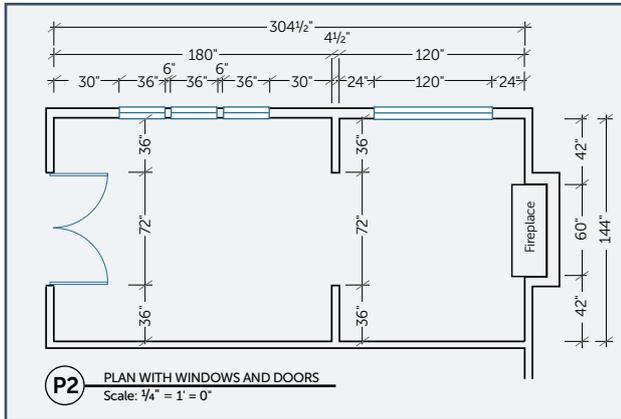
Hint: it's easier to use inches rather than a combination of feet/inches For example, if your wall is 25' 4 1/2" long, use 304 1/2 inches.

Once you get the perimeter of the room measured, check your math to make sure the dimensions close. If they don't, your measurements aren't accurate and you need to check them again.

b. MEASURE DOORS AND WINDOWS

From the nearest corner, measure the distance to the door opening and note this on your drawing. Ignore casings or trim. Measure the width of the door. Note the direction that the door swings and show this on your drawing with an arc. Now measure the width of the casings around the door and note those on your drawing.

Measure distances from the wall to the inside of the window and the size of the window on the drawing.



c. MEASURE OTHER FEATURES

Fireplaces, cabinets, built-in bookshelves, and any other features should be measured and added to the plan next. If your plan includes multiple rooms, make sure to account for the interior wall depth. Typical residential construction uses $4\frac{1}{2}''$ interior walls.

It's also a good idea to measure and locate electrical switches and outlets, thermostats, circuit boxes, radiators, heating and air conditioning registers and any other elements on your diagram.

d. SCALE IT DOWN TO $\frac{1}{4}''$ (INCH) = 1' (FOOT)

Take a sheet of paper that has $\frac{1}{4}$ inch (not millimeters) squares on it. Use one square to equal 1 foot, and half a square to equal 6". This scale is called $\frac{1}{4}'' = 1'$ and is the easiest scale for us to work with. We can then sketch your furniture in at the correct size and placement in the room. Mark the dimensions on the plan in case there is a discrepancy in the dimension.

KNOW WHAT IS GOING TO STAY IN THE ROOM, ITEMIZE AND MEASURE IT.

Many people don't want to get rid of everything in a room when they are about to refresh their space. These cherished pieces will influence what will fit in the space. We need to know what is staying what the size of it is including the height.



BRING IMAGES OF WHAT YOU LIKE

The old saying "a picture is worth a thousand words" is the motto for a designer to be able to read your mind on your style preferences as quickly as possible. If you bring images of what you like or what you want your room to look like, we don't have to waste precious time on you trying to get your style across to us.

BRING PHOTOS OF THE ROOM(S)

If you can take photos of every wall straight on, parallel to the wall and then one or two photos of the room as a whole, it is tremendously helpful in helping make the right decisions for your room.

BRING SAMPLES:

If there are existing carpet/rug, wood, or paint colours, furniture fabrics that already exist in this room, bring samples of them. That way we can see what new materials and colours will go with your room.

WHAT WILL THE ROOM BE USED FOR?

Make a list of what activities are going to happen in this room. Will you watch television, listen to music, or will kids play piano in this room. Perhaps it is a place of solitude and reading only...

EXPRESS YOURSELF

Think about your likes and dislikes and write them down. If you like certain colours, we will be happy to get you going in that direction. You hate leather... we need to know that!

This all sounds like a lot of work for 15 minutes of consultation, but you will reap the rewards. Because we are qualified Interior designers, we can assess your space and give you a design concept that you can then expand on. Or, if you don't want the hassle, hire us to do all the work for you. We are always excited to make your renovation ideas a reality.

We are looking forward to meeting you!

