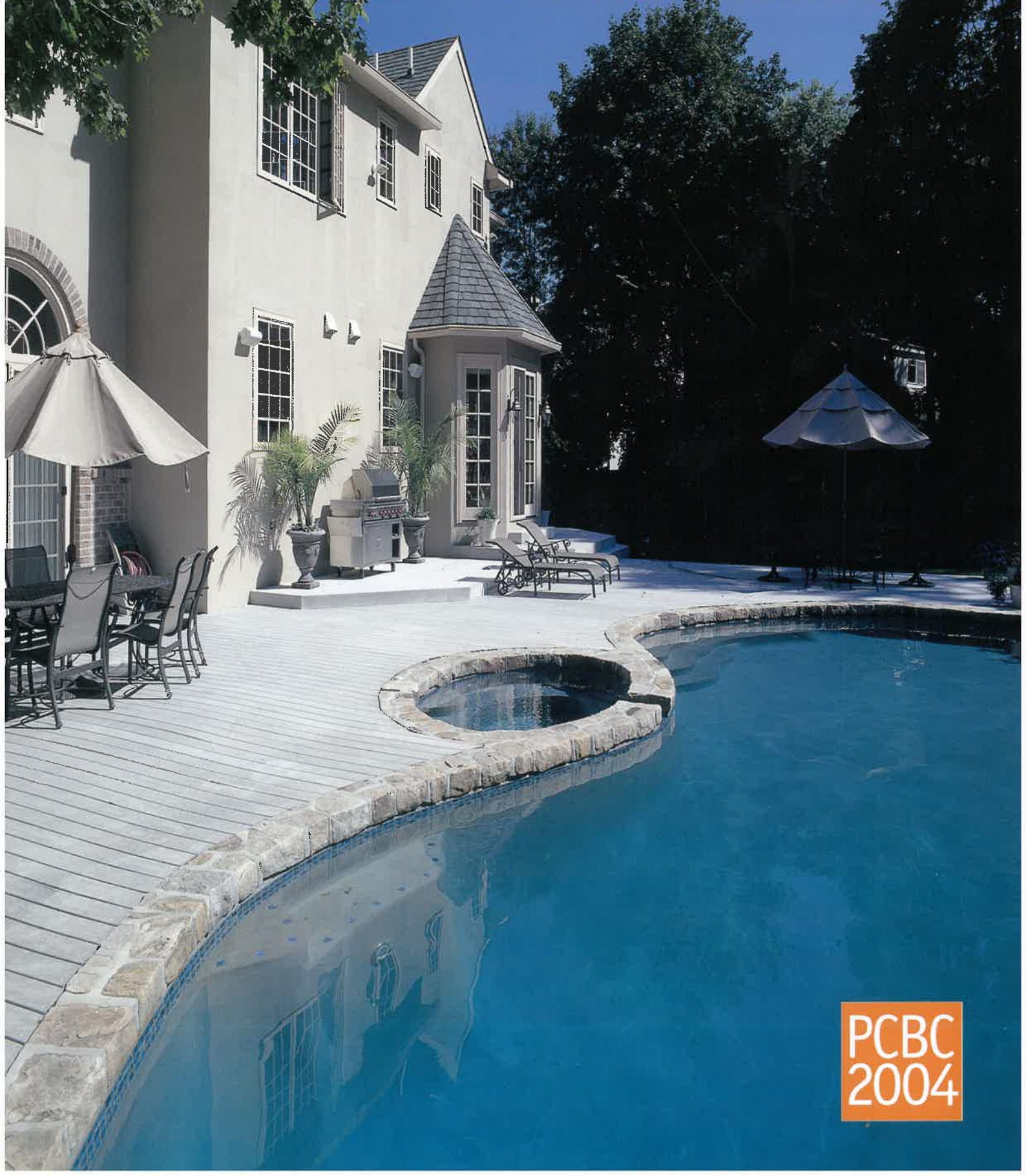


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Homebuilders' National Resource

OPTIONS™

FOR TODAY'S FINE HOMES



PCBC
2004



Lizzie Bailey, freelance writer.

Lizzie Bailey is a freelance writer for Builder and Developer and OPTIONS for Today's Fine Homes magazines. She is a graduate of the University of California, Irvine with B.A. in economics. Previously an editorial assistant for Builder and Developer magazine and OPTIONS magazines, she now works as an analyst for Disney Consumer Products and enjoys using analytics to better understand consumer behavior and preferences.



James Charles, president, James Charles Design Inc.

A preeminent figure in the design industry recognized for creating elegant, contemporary interiors and exteriors around the world, Charles was inspired by architectural masters such as Charles Eames and Frank Lloyd Wright. His designs celebrate the concept of "form follows function," transforming homes into comfortable spaces with clean, streamlined looks.



Alyson Pitarre, public relations director, Weston Group.

Pitarre has served as public relations director of the Weston Group for more than three years. Her articles have appeared in the Ventura County Star, Broker Agent, Sales and Marketing Ideas and Builder and Developer magazine, in addition to OPTIONS. She is a graduate of Pepperdine University.



Damian Taitano, principal, KTG Group Inc.

Taitano is responsible for conceptual planning through construction documents for projects throughout California. Leading KTG's multifamily team, he also contributes his expertise to single-family, institutional and educational commissions. Taitano holds a bachelor's degree in architecture from California Polytechnic State University.



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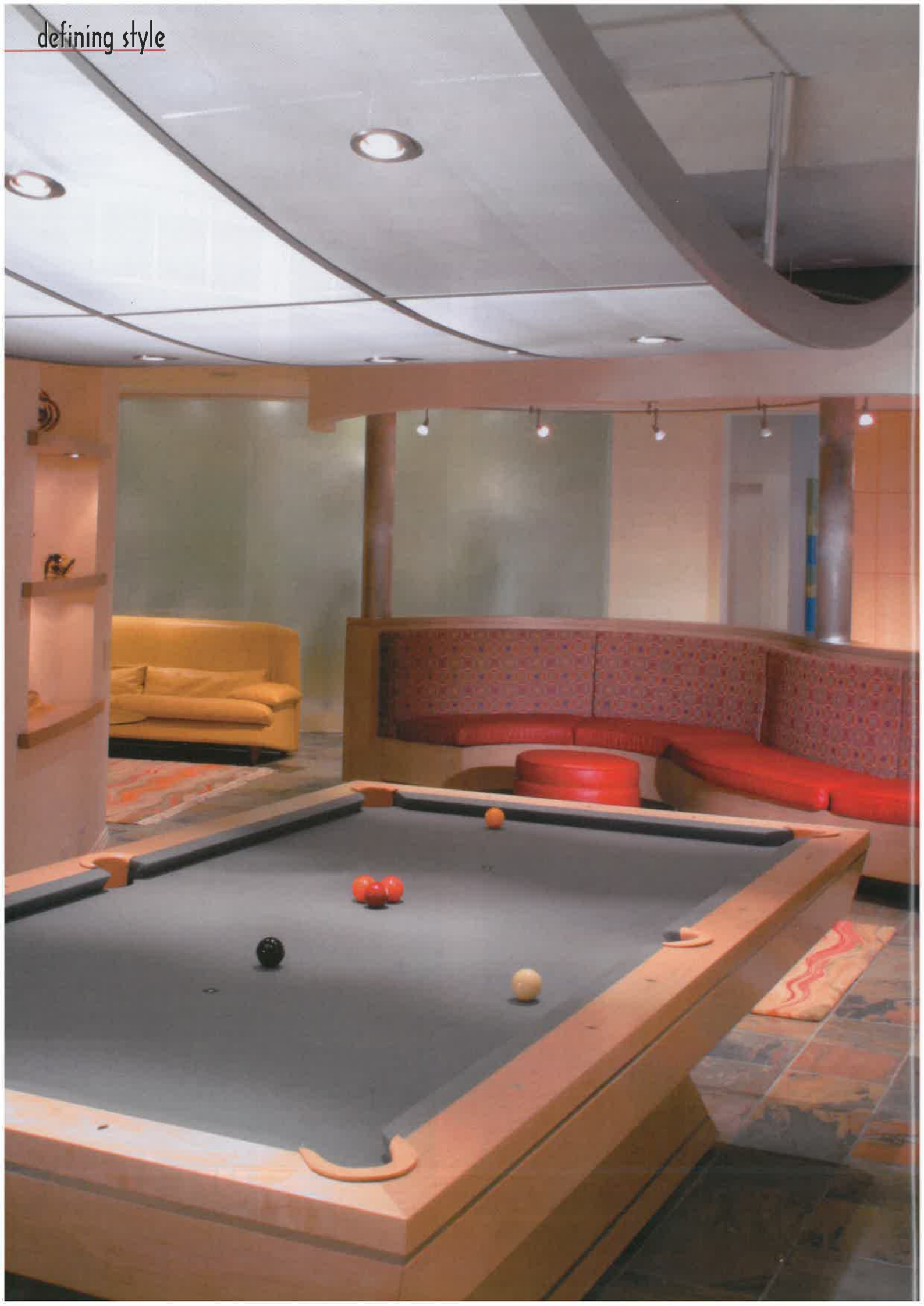
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defining style





An Interior Designer Versus a Decorator

BOTH PROFESSIONALS FILL AN IMPORTANT ROLE, BUT EACH PROFESSION MAINTAINS A DIFFERENT PERSPECTIVE ABOUT HOW HOME DESIGN IS ACHIEVED

BY JAMES CHARLES

RIGHT: Soft, curved lines in the architecture and furniture helps to create this contemporary basement game room. The space's green, yellow and red accent colors is inviting, yet features a cutting edge appeal.

OPPOSITE PAGE: James Charles designed this wine cellar with a unique French twist, further continuing the contemporary style and creating a synergy with the main decor of the home.

Imagine that everything in sight, from a coffee maker to a pen, was once a thought, brought to reality by the creative and innovative mind of a designer. Understanding and appreciating the importance of a talented designer allows the homeowner to make the most of their aesthetic endeavors. For example, the process of developing a plan to design a new home or to redesign an already existing home often requires the homeowner to hire a

designer or decorator to create an exquisitely beautiful project. A home design project clearly illustrates the need to distinguish between the talents and abilities of an interior designer and an interior decorator. These terms are frequently used interchangeably; however, the two professions are distinctly different and can produce completely different results.

Interior decorators

Decorators are typically hired to



decorate and make an interior look more attractive, comfortable and aesthetically pleasing. A decorator uses design as an end product to help create a more interesting interior for his or her client. Generally, decorators are non-accredited artists and are not required to have any formal training or education. A decorator adapts to the homeowners' present interior and focuses primarily on the home's surface decorations.

A decorating job can range from the simple task of rearranging furniture to more involved projects, such as working with art or window treatments or hiring contractors. Decorators usually charge half the amount designers charge and clients are usually on a stricter, more defined budget.

Interior designers

According to the Foundation for Interior Design Education Research, an interior designer is qualified "to enhance the function and quality of interior spaces for the purpose of improving the quality of life, increasing productivity and protecting the health, safety and welfare of the public." An interior designer's primary goal is also to create an environment that reflects a client's specific lifestyle. Interior designers' projects are normally large scale and involve a great deal of time, creative focus and design innovation. Trained designers have the innate ability of not only creating a unique interior for their clients, but also for analyzing and capturing the personal taste of the homeowner and fusing it with his or her lifestyle in order to create the desired interior design scheme.

Designers are usually very inquisitive, artistic and inventive. They often perceive their professional role as one that assists their clients in recognizing their own unique creative talents. Ultimately, designers are well trained in a multitude of design aspects, including architectural design, space planning and landscape design. Their versatile education allows designers to draw from a variety of design talents to develop and create their projects. This versatility is one of the most important



differences between the skills and tools of designer versus the focused talent of a home decorator, who tends to work largely with home décor furnishing projects.

A designer is trained and well educated about what makes a good design. Becoming educated about the design process requires a history of hands-on experience working with clients, and is a skill that cannot solely be learned through books or a course at the local design school.

Designers are also highly skilled at coordinating design projects with homebuilders and architects as well as creating entire projects that flow and blend with the complete home design.

It is mutually beneficial for designer, homebuilders and architects to be able to work together towards the needs and desires of the client. A well skilled and talented team working cooperatively ultimately provides the most productive, effective and inventive home project.

James Charles is the president of James Charles Design Inc. He may be reached via e-mail at info@jamescharlesdesign.com.

A wonderful example of a clean, contemporary style, this living room is adorned with oriental art, glassware and a colorful rug. The furniture is by Dallarobbia.

TOP RIGHT: A true measure of classical contemporary design's well thought out look. Furniture by Pace.