

explore Create REFINE

Rentfrow Design is focused on leading you through a design experience, not a highly prescribed process. What's the difference you might ask? Well, we recognize that every client is different in what they expect in designing a home, what they desire the process to be like, how they will communicate, etc. So rather than us prescribing a predefined method, let us lead you on a path- a path of experiences.

We have named this experience *explore-create-REFINE*.

explore _____

explore is about digging into what your dreams are for you and your family. It's about wrapping our heads around why you live the way you do, not just about how many or how big. *explore* is also about what your building site 'gives us.' When we *explore*:

- You will fill out our Programming Questionnaire, as your first round of homework.
- We will discuss this questionnaire, in your home, for 2-3 hours, as I try to learn more about how your family lives
- We will meet on your property (as feasible) and talk about house position, views, where the sun is, from where are we approaching the house, etc.
- You will share with me pictures, sketches, web links, and all of the ideas you have.
- We may even sketch out a bubble plan together as we do a first run at "what rooms are adjacent to what rooms."

Keeping in mind that we will always have the mindset of *explore*, our experience shifts to *create*.

create _____

create is about taking the data dump from *explore* and "putting pen to paper." It's about combing the gifts God has given me with the desires of your heart to begin laying out your floor plan. *create* is about back-n-forth and multiple iterations. As we move through the iterations we will develop the design more and more. When we *create*:

- We will provide a PDF drawing of the main floor (and upper if applicable) for you to review, redline/markup/ scribble on/ annotate and then send back to me. This first iteration is not about the kitchen design, but about where the kitchen is, what spaces are adjacent to it and how do they relate to each other.

- You will see furniture laid out to help grasp a sense of scale and proportion in key living spaces.
- As mentioned above, we will go back-n-forth, iteration after iteration, eventually focusing on things like door swings, shower sizes, kitchen island size, etc.
- We will develop the 3D model of the design, when we get to see the style come together. On the exterior we look at massing and balance, roof and window design and exterior materials. On the interior we will look at volume, ceiling heights and site lines.
- We may collaborate with your builder, and/or an interior or landscape designer.

For us creative types, it is difficult to get away from the desire to *create*, but our experience must transition to REFINE.

REFINE ---

REFINE is about fine tuning. We move from the 'square foot' mentality to focusing on the 'exact inches.' It's about focusing on things like what your guests may feel and experience when entering and enjoying your home. REFINE is about things like ceiling details, railing styles, door and window trim, fireplace mantles, etc. When we refine:

- We will pull up some of the old pictures and discuss the fine details of them.
- We will draw up the applicable details for review and discussion.
- We will lay out your lighting and electrical plans for review.
 - We will fine-tune your site plan as we nail down driveways, walkways, patios, etc.
- Lastly, we will create our full set of construction drawings.

Most likely, through the entire build process, you will be in the REFINE mode. We may tweak, shift, and change sometimes large things and sometimes just the details. In some ways, it will never stop, even after moving in.

In summary, one of my favorite parts of what I do is getting to know my clients. What they do, where they are from, their passions and frustrations and ultimately how they want to live in their home. I take this very seriously, because I believe that if we spend plenty of time here, the designing and back-n-forth will be easy. In the end, this may get stressful here and there, but let me lead you on this experience of *explore -create-REFINE*, and I assure you, you will find some joy in it as well.

