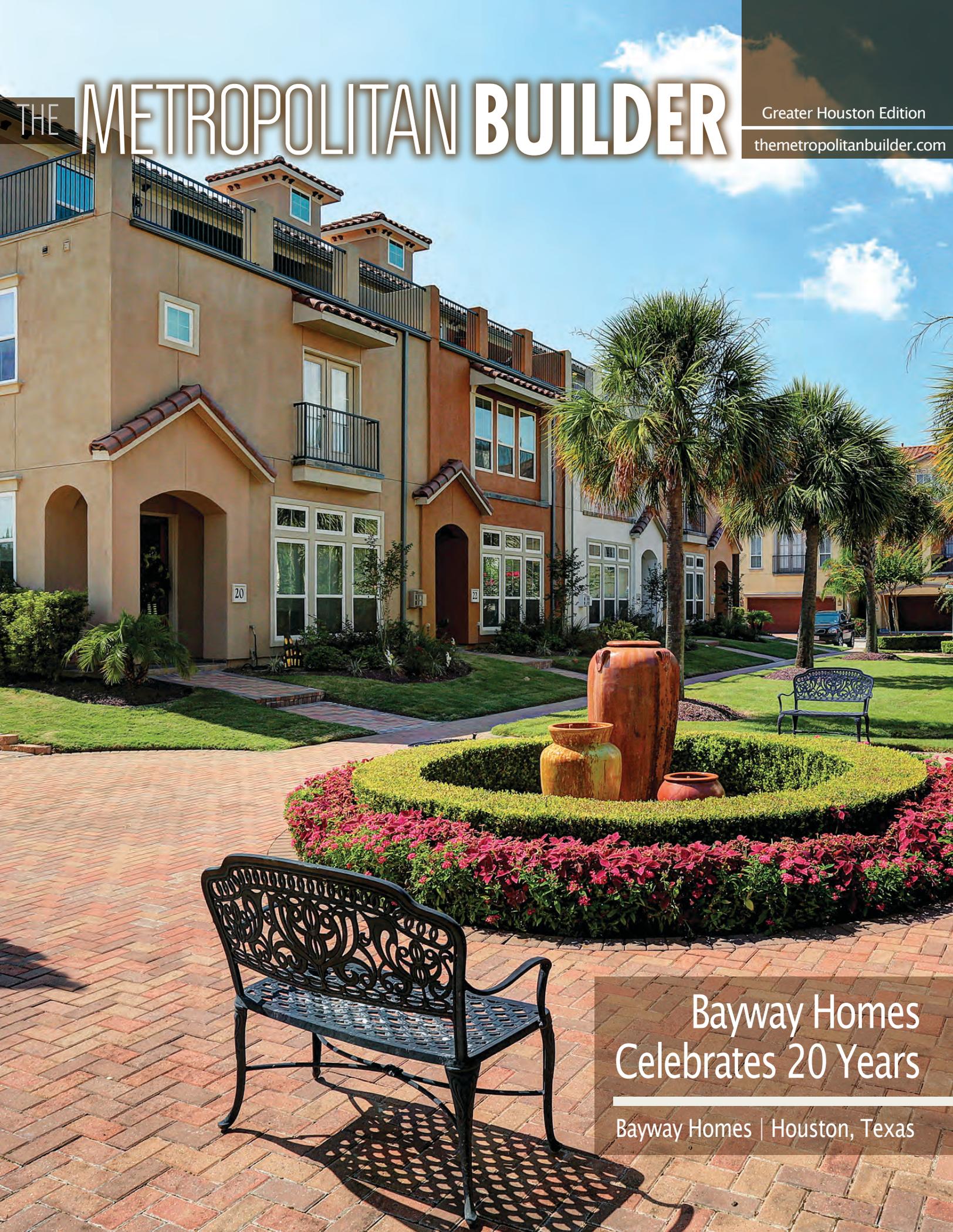


THE METROPOLITAN BUILDER

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DIALOGUE WITH A DESIGNER

Saima Seyar, RID, ASID

Morrison Showrooms knows that dreams, reality and inspiration make a house a home. Morrison's staff also knows that an interior designer or interior design firm often become an intricate part of this process. Design professionals should be committed to creating individualized and functional designs to meet the lifestyles of their clients' families. Morrison Showrooms works to inspire these ideas and is conveniently located in the heart of Houston. Morrison offers many brands and designs, all exhibited in unique settings with interactive displays. Whether it's appliances, plumbing, hardware or lighting, they have brand to fit every budget and a style to fit every design. Contact Joann Ontiveros for more details at 713-861-2343.

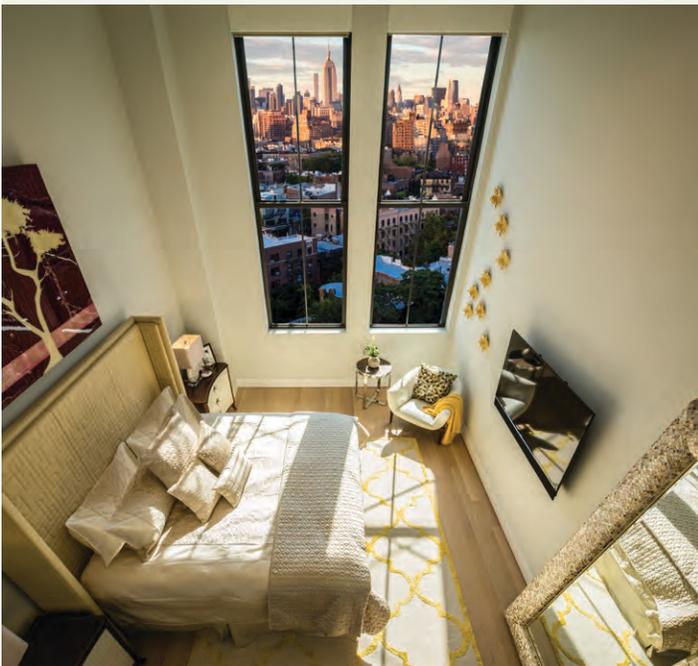
This month Morrison speaks with Saima Seyar, RID, ASID. Saima Seyar has produced beautiful interiors for residential, commercial and custom-build projects for 18 years. Her passion for unique and tasteful design is exhibited in every detail of her work. She strives to provide her customers with unique, custom interiors that compliment individual styles and satisfy individual requirements, and she takes pride in attention to detail, organization and innovative design approaches. A focus on each client's needs and individual design style has

developed a reputation for fresh and timeless views on interior spaces. She is currently on the ASID board as the communications director and regularly volunteers for the Houston Furniture Bank.

Morrison: What motivated you to go into the interior design field?

Saima Seyar: My motivation to enter the design field was purely love of design and wanting to create what I imagine.





Morrison: How has the field of interior design changed since you graduated?

Saima Seyar: The field has become more professional and more technologically advanced, which includes the use of various apps, websites, and CAD. Also, various television shows have made interior design into a trendy entertainment.

Morrison: How can an experienced interior designer help custom home builders or remodeling contractors with their building or remodeling projects?

Saima Seyar: Designers are able to take a project from concept to implementation; they have the knowledge of current codes and design trends. They can have more detailed drawings to help the project be built in a more precise manner.

Morrison: What sets you apart from other designers?

Saima Seyar: My degree in interior design and minor in architecture helps to better achieve the vision a client may have. The ability to think outside the box, yet make sure that my ideas are implemented in a safe and functional manner, gives me an added advantage.

Morrison: What has been your most challenging project and why?

Saima Seyar: One of my challenging projects was working on a condo in New York; the challenge was working in a historical building and adhering to state laws and building rules while giving the client the design vision they wanted and completing it in a short time frame.

Morrison: How do you begin the material selection process when working with builders' and remodelers' clients?

Saima Seyar: The first thing I always do is interview the clients and ask questions about their lifestyles and daily rituals. That includes things like how they eat, sleep, entertain and their hobbies. I also ask who will be living or working in the space. Another question includes asking if there any restrictions or disabilities that would require more universal design needs. I then ask what their style preference is, whether it be traditional, modern, transitional, etc.

Morrison: What are some common mistakes made by builders and home owners?

Saima Seyar: One of the biggest mistakes that home owners and builders make is not budgeting correctly.

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They need to be working with a designer from the beginning. If selections are made at a place like Morrison from the start of a project, there will be a more concrete idea of where the project is going and the true cost.

Morrison: What is your favorite design style?

Saima Seyar: I don't particularly have one design style; I have a more eclectic taste, and I tend to gravitate towards modern and Art Deco personally. My personal style is very eclectic and inspired by international design.

Morrison: What fascinates you and how have you incorporated that into your designs?

Saima Seyar: The ability to customize and visualize unique designs per client is a challenge I give to myself for every project. There are so many things out there, and creating custom design allows me to give an individual concept to every client.

Morrison: What would be your recommendation for "what to do first" in a decorating project when working with the builders and or homeowners?

Saima Seyar: When building or remodeling, always make a wish list and note which are your priorities. BEFORE getting a bid, note all specifications to get a true bid.

Morrison: How do you keep yourself up to date with current design trends in the market?

Saima Seyar: I constantly attend vendor events, read design journals/magazines and attend trade shows that include product expos for lighting, hardware, furniture and building materials. I typically travel around the world picking up different design trends in each country. I also take many design education courses to keep up to date with all the changes in the design world, rules and codes.

Morrison: Any last thoughts, comments?

Saima Seyar: Before starting any project, building a good design team (builder, designer, vendors) makes a big difference in the overall result of the project. Hiring a registered designer gives you an extra ability to know that

your project and selections made for your project have been thought through, not just for aesthetic but functional reasons.



Saima Seyar, RID, ASID

