

"I use the 2020 Cloud decorative items catalog all the time. Its ease of use is the best part about it. The items capture all the industry trends and make it quick and easy to put customer presentations together. The decorative products warm up the design and help the customer visualize their own home." —Paul Machado



KITCHEN RENDERED IN 2020 DESIGN

2020 Customer Spotlight

Paul's passion for interior design and love of working with CAD software began at his vocational high school architectural drafting program. From there he went on to work at The Home Depot in 2012. It was here that he learned to design using 2020 Design. As he learned more about the design business, he fell in love with the kitchen and bath industry. "Working with clients during their kitchen and bath renovations appealed to me. Being able to use 2020 Design to put together the presentations for clients was the best part. "

Recently Paul was hired by Wood Palace Kitchens in Middleboro, MA. Here he is challenged by the owner to have every customer begin their design journey by dreaming first. They spend time with the client figuring out what does not work with their current kitchen space or what kitchen image they just can't stop looking at on Houzz. They listen to what their clients say and study photos that clients share, which helps to communicate ideas when words cannot. Wood Palace Kitchens places a high value on their design department, and Paul takes a lot of pride in every rendering and client presentation.



About the Designer

Paul Machado

Wood Palace Kitchens

Favorite industry site/blog:

2020 Forums are my first stop with any technical questions I may have

Favorite design style:

Transitional

Favorite quote: "Dream First"

—Philosophy at Wood Palace Kitchens

2020 Customer Spotlight

Working with 2020

When Paul began designing in the software, he took in-depth training courses through his employer, The Home Depot. This gave him a good foundation. Since then, he has participated in 2020 Design webinars and has found their content to be helpful. “I also go on the 2020Spaces [Youtube channel](#) to figure things out.”

Paul is an avid user of 2020 Design catalogs. “I use every 2020 catalog that I can get my hands on, and use the 2020 Cloud Decorative Items catalog all the time. Its ease of use is the best part about it. The items capture all the industry trends and make it quick and easy to put customer presentations together. The decorative products warm up the design and help the customer visualize their own home.”

Paul also cited the Drawing Layout feature as playing a huge part in his ability to create presentations for Wood Palace clients. The Wood Palace presentation template they use separates them from their competition and instills confidence in the selection process. The Wood Palace theory is to always make the presentation look as if it were drawn by hand. Therefore they emphasize the main rendering for every client, and Paul spends a lot of time making that “shot” really feel like the heart of the customer’s home. Then they use a crisp, refreshed hidden line perspective for all the technical parts of every kitchen.

Advice to Designers

Paul believes that 2020 Design is the industry-standard design software for a reason. “The most important part of my job as a technical designer is to create accurate designs. Almost every cabinet manufacturer that we display in our showroom as well as every other aspect of the kitchen (appliances, sinks, tiles etc.) has a 2020 Design catalog. For a customer to be able to see their kitchen with the cabinet doors, paint, handles, sink, faucet, countertop and appliances that they chose—before they spend one penny on this investment—is critical. It really reassures the customer that they chose you for a reason. 2020 Design helps us designers make that happen.”

Learn more about Wood Palace Kitchen on their [website](#) or on [Facebook](#).