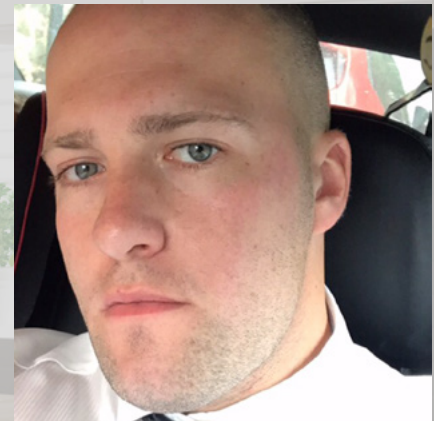


2020

Customer Spotlight

Meet the winners of our Halloween Inspiration contest. Jillian Sarkis, Jamie Johnson and Chris Robinson submitted spooky renderings of kitchens they designed using 2020 Design and 2020 Fusion. All Halloween elements were taken from the 2020 Cloud decorative items catalog.

Read on to find out how the three winners began their journey in the home design industry and what they like best about using 2020 software.



Customer Spotlight



About the Designer

Jillian Sarkis

D'Angelo's
Rochester, NY, USA

Favorite designer: Karim Rashid

Favorite paint color: Charcoal

Favorite design style: Modern

Favorite book: "Cat's Cradle" by
Kurt Vonnegut

Favorite quote: "Let us make
our future now, and let us make
our dreams tomorrow's reality"
—Malala Yousafzai



When Jillian was a young girl, she loved playing with Barbie dolls. "Sure, the clothes were fun, the cars were as fast as my sister's, and I could scoot them across the carpeted floor and the stories were endless," says Jillian, "but my favorite part of playing Barbies? Setting up the dream homes."

Jillian used to arrange the pink furniture, and, even at times when she didn't feel like playing with her sister, she would demand to set up the Barbie dream home before her sister could play solo. "Today, I do not limit my aesthetic choices to hot pink plastic furniture," jokes Sarkis, "but I do still have a great passion for what I do and the clients I work with and that is reflected in my work."

Jillian's journey into kitchen & bath design began with her college internship. She studied under a designer who focused on kitchens and baths and she decided that she too wanted to follow that path. She has now been in the kitchen & bath industry for 7 years.

Customer Spotlight



About the Designer

Jamie Johnson

Furniture Components UK Ltd
Rossendale, Lancashire, England

Favorite designer:

Jamie Johnson

Favorite paint color: Grey

Favorite design style: Modern

Favorite quote: "Cost effective"
rather than using the word
"cheaper"



DESIGNED IN 2020 FUSION

Jamie's interest in design began at an early age. With both parents working in the industry, kitchens, bedrooms and bathrooms were popular topics at home. "On leaving high school," says Jamie, "I went to work for a local kitchen and bedroom manufacturer which gave me a very good understanding of quality and the basic structure of a kitchen and bedroom."

A few years later, Jamie and his parents decided to set up a specialist components company aiming to provide high-quality kitchen and bedroom materials in component form to the trade industry (i.e., retail showrooms, kitchen fitters, developers, landlords, private builders, etc.). "In doing this," explains Jamie, "our clients are able to spec their projects with the highest quality components and materials to suit their allocated budgets."

Twelve years on, Jamie and his family have structured a fantastic team from delivery and warehouse operatives to sales and design team. "We have a great reputation for excellent design, products, pricing, and service," says Johnson. "Continual growth and development is part of our future aspiration."

Customer Spotlight



About the Designer

Chris Robinson

Village Home Stores
Geneseo, IL, USA

Favorite designer:

Joanna Gaines

Favorite paint color:

Light French Gray from
Sherwin Williams

Favorite design style:

Traditional

Favorite quote: "The needs of the many outweigh the needs of the few"—*Spock*



Chris started his career in kitchen and design at Lowe's in 2006 and moved on to The Home Depot in 2008. He spent 3 years as a kitchen and bath designer and then became the department supervisor for 5 years. "At The Home Depot, I also partnered with our district manager to create our own Kitchen College to train new kitchen designers to give them a head start before heading to Atlanta for training," says Chris.

Chris and his wife relocated, and he says he was lucky enough to find Village Home Stores where he could continue his career in the kitchen and bath design field. "I've been with Village Home Stores for almost 4 years and it's been a great experience," says Chris. "Partnering with our great team has grown my knowledge of the kitchen & bath field more than I had expected."

Q&A Session

Q: How often do you use decorative items from 2020 Cloud in your designs?

Jillian: Every single design!

Jamie: Every day.

Chris: In all of my designs.

Q: What are some of your favorite 2020 Cloud decorative items?

Jillian: Lily flower in vase, wine bottles, stacked plates, jars and most of all...the dogs!

Jamie: Stools, lighting and work surface props.

Chris: Knife block, chairs and the duck.

Q: Describe your creative process. What questions do you ask clients? Where does inspiration come from?

Jillian: I get my inspiration from all sorts of avenues: magazines, movies and fashion can all create the spark that starts a great design. I also love attending house tours—historical and new build.

Jamie: I ask my clients if they're looking to create a modern or traditional setup. I also ask what budget they have set aside for the project. Once my client is comfortable with those questions, everything else seems to fall into place nicely with the reputation we have created. Inspiration can come from Houzz, Instagram, supplier catalogues and our design team.

Chris: I ask the client what they like about their current kitchen and what are the must-haves for their new kitchen. I ask questions to target a specific issue. I keep their choices down to 2-3 to not confuse the client. I use our website and my Houzz account to show customers completed projects to find out their taste and make sure we are on the same page with their wants and needs.

Q: Do you use the appliance catalogs in 2020 Cloud?

Jillian: Yes.

Jamie: Absolutely, BSH (Neff) mainly.

Chris: Yes. KitchenAid and Viking. My personal dream range is a Viking dual fuel range in blue.

Q: What guidance would you provide to any designer who is considering 3D CAD tools for interior design?

Jillian: Customers are increasingly expecting to see detailed drawings of what their finished space will look like. Learn your CAD program tools well so you can best utilize the program to help your customer envision their project. You won't be an expert in a day, but watching webinars and investing some of your time to learning the program is well worth it!

Jamie: I would recommend 2020 for this!

Chris: Notes, notes and more notes on your designs. Use elevations for the notes. Create tags in the elevations for your notes. Have a clear picture painted for the carpenter that is going to be using your design. You can't put too much information on your design. Always have another designer look over your sold plans before placing the order. A second set of eyes on your plans will prevent mistakes and save your company money.

Q: Did you enjoy decorating for the Halloween contest?

Jillian: Yes! Halloween is my favorite holiday.

Jamie: Absolutely.

Chris: Yes. I used a kitchen that I had just sold, so I decided to have some fun with it and use many of the items from 2020 Cloud. I inserted posters from a couple of my favorite movies.

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