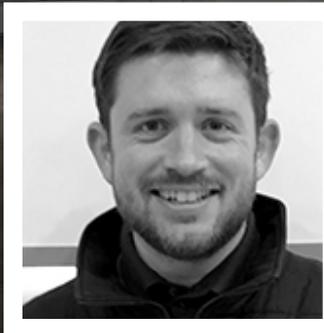
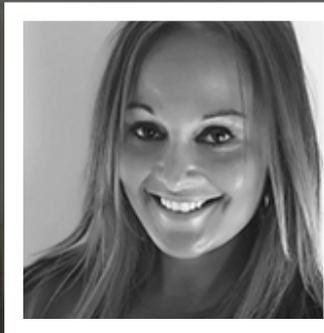


# 2020 Customer Q & A



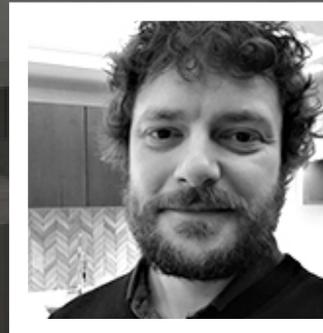
**Arran Whitehouse**

Anthony Sanders Kitchen  
Winner: Kitchens



**Paula Bather**

Anthony Sanders Kitchen  
Winner: Experts' Choice



**Jonathan Crane**

Arcade Kitchens  
Winner: 2020 Cloud



**Sophie Clayton**

J and J Ormerod Kitchens  
Winner: 360° Panorama

Meet some of the 2018 winners of our 2020 Fusion Inspiration Awards. Arran Whitehouse, Paula Bather, Sophie Clayton and Jonathan Crane submitted their designs in four categories—kitchens, bathrooms, decorative cloud items and 360° panoramas. Plus, because 2020 received so many excellent and inspiring designs, we decided to create an additional category: Experts' Choice.

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

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

**Arran:** Always! Every design. The 2020 Cloud decorative items really bring your designs to life and put the finishing touches to them. The decorative items help make the visuals more life-like.

**Paula:** I tend to use decorative items on every design, however I like to keep them to a minimum to create an uncluttered, practical environment.

**Jonathan:** For speed on initial design concepts, I only use a select few items such as tables, chairs and bar stools. When I am finalising a design, I will add all kinds of things to give the renders a lived-in look.

**Sophie:** I use 2020 Cloud decorative items in all of my designs. I like the design to look homey for the customer.

## 2020 Customer Q&A

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

**Arran:** I like to know exactly what the client wants from their kitchen and what they want included in the design. It's then up to me to give them what they want. I also like to understand their lifestyle. Are they keen cooks? Do they entertain? Do they want open plan living space? Small family/big family? Informal eating area? And so on. I can usually tell from other items and the client's existing rooms in their homes as to what sort of styles they like which can help when compiling a design brief.

**Paula:** For me, the creative process takes form in a number of steps. First, the preparation of finding out exactly what the client's wants and needs are—what works for them with their existing kitchen and most importantly what does not—also what the most important features are for the space/environment we are creating.

I then like to take time to process this information and think of various different and imaginative ways to deliver a solution. This can happen instantaneously or take a little time to create. I always like to liaise with the client to get their approval on a layout that I feel may be more suitable for their needs before I proceed. Once the layout is perfected, I continue to implement my ideas and make adjustments until I am happy with the final product.

**Jonathan:** The majority of projects I'm involved with are either new build or new extensions. Many clients are looking for something completely different from what they already have, some have an idea of what they want and some have no idea where to begin. We ask all our prospective clients to come into our showroom first, so we can show them the wide variety of kitchen makes and styles we provide. I'll sit down with them and ask what they want from their kitchen, in style and functionality, going into detail about specific requirements. The most important thing at this stage is to ask what the client's realistic budget is. At the end of the day, there is no point trying to sell a customer a pipe dream—you have to be realistic and try to wow them within their budget.

I may do a number of different designs in basic 3D, to show the customer what their kitchen layout options are. It's good to do this even if the customer seems to know exactly what they want. It shows that you're inspired, you're working hard for them, and it may just put you ahead of any competition. I get customers to come back into the showroom within a couple of weeks to run through the designs I've done and get them to decide on a layout. The design will then need to be refined and detailed. Then I produce some realistic renders for the client to see next time they come in.

**Sophie:** Usually when I go to measure the client's living space, I get an idea of what sort of decorative items and colour scheme they like.

# 2020 Customer Q&A

## Do you use the appliance catalogues in 2020 Cloud?

**Arran:** Absolutely, the best appliances are now only available on 2020 Cloud with very few still available on the system itself. The fact that the cloud is updated regularly means our appliances are on-point in our designs. I frequently use the Neff catalogue, as this is our brand of choice, and the renditions of their appliances are spot on!

**Paula:** The appliance catalogues in 2020 Cloud are great to use to create a realistic image for the client, as more often than not, they can visualise their kitchen with the exact colour and brand of appliances!

**Jonathan:** Yes of course, the appliance catalogues are indispensable in getting a design to look as real to life as possible. However, if something is not yet available in the 2020 Cloud, I can create and import it from Trimble Sketchup.

**Sophie:** I use Neff ovens when a client is specific. However, if not, I usually use an unbranded oven.

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

**Arran:** Be imaginative. Be creative. If you think your design will work and will stand out from everybody else's design, then go for it. You're in the driving seat; your clients trust you to give them their dream project. However, always keep your 'practical hat' on. Your artistic bent shouldn't become a nightmare at installation stage. If possible, talk through your design with your installer pre-presentation to be sure that what you are proposing is feasible to install.

**Paula:** The number one piece of advice I would give is to always listen to the customer and then to make sure all layouts closely match their wants and needs. Follow your instincts, too, and don't be afraid to think outside the box!

**Jonathan:** This has taken me a long time to come to terms with...don't be too precious about your design work. Beauty is in the eye of the beholder, your customer. What you think may be the best may not be their opinion. At the end of the day, they are paying for what they want and have to live with their decisions—you do not.

Also, most importantly in every aspect of your work...check it once, check it twice and check it again—get things right the first time!

**Sophie:** I've learned to always listen to the customer and what they require. Get it right the first time. If you think there's a better way to design their living space, then show them both options on CAD.

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Check out the [winning designs](#) and learn more about [2020 Cloud](#).