



"I love being able to put my fingerprint on each design I do, while keeping in mind the client and their needs." —Jennifer Ballantyne

2020 VISUAL IMPRESSION CONTEST WINNER

2020 Customer Spotlight

Jennifer first dipped her toes into this world in 2008 when she was doing furniture sales. She started using 2020 Giza to do small space planning designs to go along with her quotes. Jennifer found this to be her favorite part of the job. In 2009, Jennifer saw a job posting for a space planner with another company. She made the leap and hasn't looked back since.

"I am now using AutoCAD and 2020 programs," explains Jennifer. "I am lucky to be working for a company that encourages me to follow my path and put my stamp on my work while providing me opportunities for learning and growth."

Question & Answer Session

Q: When did you start using 2020 Visual Impression and what were some of your reasons for choosing that software?

I first began using it in 2011 or 2012 I believe. We were already using 2020 Cap Studio and 2020 Worksheet. When we received the information on 2020 Visual Impression, we didn't hesitate. At that point, we weren't really doing color renderings unless we outsourced. We were looking for a fast, in-house option to provide color renderings to our clients, and this seemed like the natural choice.



About the Designer

Jennifer Ballantyne

Concept3 Business Interiors

Favorite paint color:

Alabaster, Marea Baja or
Repose Grey by Sherwin Williams

Favorite design styles:

Mix of modern, bohemian and
a bit of farmhouse

Favorite industry site/blog:

Mad About the House and Pinterest

Favorite quote:

"Creativity is a wild mind & a
disciplined eye." —Dorothy Parker

2020 Customer Spotlight

Q: What are some of the most helpful features you use in 2020 Visual Impression and why?

The ability to apply absolutely any finish to any item. You are not limited to what is offered in the program—you can add custom fabrics, paints, decor items, etc. It is a beautiful thing to be able to customize and personalize each project. This allows the client to 'see' their space throughout the entire process.

Q: What has been your experience working with 2020?

I use several different programs day to day, and I can honestly say that 2020 Support is hands down the best. I get online and quickly have all our issues resolved. If I need help right away, there is always someone a quick phone call or webchat away.

Q: What was the inspiration behind the design you submitted for the 2020 Office contest?

Home design. I find that office design is starting to take the turn toward a softer, more relaxed environment. What is more relaxing than your own living room? I wanted to make the space feel personal, casual and comfortable. Almost a kick-your-shoes-off and relax environment. I had just finished a project for a local marketing firm that allowed me to play around with ideas similar to my flexible space design.

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

The typical questions such as how many people in the space, function of the spaces, storage, etc. Once they give you that information, you can figure out the flow of the space—whether they want a more structured cubicle type floor plan or a more open flexible space. The inspiration for the space comes from their needs and the type of business they are. Conversations about the type or look of furniture they want reveals a lot about their aesthetic. I love when they say, "It is totally up to you... surprise us!"

Q: What is your favorite style of office to design?

Hands down an open, flexible space. A close second would be a luxurious modern office. I love being able to put my fingerprint on each design I do while keeping in mind the client and their needs.



2020 Customer Spotlight

Q: What are some of your favorite manufacturer catalogs to use in your design projects?

We are a Teknion dealer, so I default to them first and foremost. However, even if we weren't a Teknion dealer, I would still use their catalogs. I find they have a diverse selection of products that encompasses some of my favorite designs. Their StudioTK line is gorgeous! Again, it is driven by the client and what line fits their needs the most.

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

Trial and error. Play around with layouts, textures, colors, etc. Some of the best ideas come from "mistakes." Everything may fit perfectly in the 2D version of a project, but once in 3D and moving through the space, you can feel the changes needed. 2020 Visual Impression has changed the way I work and what I produce as a final product for clients.

Q: What do you predict for office design trends in the future?

I think that the design will become more relaxed, open and natural with softer colors, textures and tones. Offices are no longer comprised of a wooden desk in the corner. People are personalizing their spaces more—we spend a good portion of our day at work, so why not make it more comfortable?

Q: Tell us something unusual that has happened in your career.

I have no formal training in AutoCAD or design. I am, for the most part, self-taught. I have been lucky to work with a wide range of people over the years that have helped shape me into the space planner/CAD tech I am today. Trial and error has been my teacher. I am very passionate about design in both my personal and professional life. I follow blogs, social media, TV, webinars, YouTube, and more for inspiration and lessons. Never say never, and we will see where this road leads...

Learn more about Concept3 Business Interiors on their [website](#) or on [Instagram](#) and [LinkedIn](#).

