

# 2020

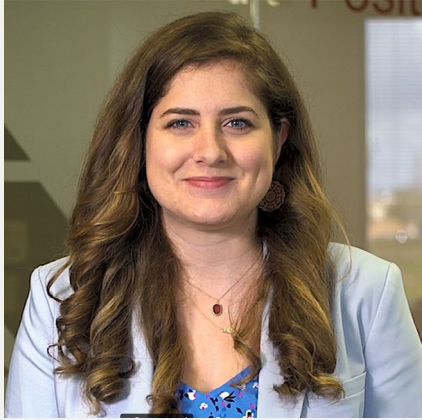
## Customer Spotlight

Meet the winners of our 2018 Holiday Design Fest contest. Amy Anderson, Jessica McLeland and Paul Abdy submitted beautiful renderings decked out in holiday decor using 2020 Design and 2020 Fusion. All holiday 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

**Amy Anderson**

Cabinets.com

**Favorite designer:** Joanna Gaines

**Favorite paint color:** [Kiwi by Sherwin Williams](#)

**Favorite design style:** Currently into bohemian and eclectic looks

**Favorite quote:** "I alone cannot change the world, but I can cast a stone across the waters to create many ripples." —*Mother Teresa*



Amy Anderson from [Cabinets.com](#) grew up in Buffalo, NY, in a big family that supported creativity. She studied for her Bachelor of Interior Design at the State University of New York College. Amy spent a semester in Sienna, Italy, studying art history and architecture. Once she graduated, she worked for a small architecture firm in Buffalo. After a year working on commercial projects, Amy started working for a residential renovations company, mainly focusing on kitchen renovations. "As a project manager," explains Amy, "I came to love working with clients on their homes."

After five years in project management, Amy decided she wanted to focus more on design and her creative process. Since she was used to working in a traditional kitchen showroom, Amy was initially skeptical of the online sales model at Cabinets.com. "I thought it would be confusing for clients, but soon found that it actually streamlines the experience," says Amy. "People can be much more involved in designing their perfect kitchen when they don't have to spend hours in a showroom to get a quote."



# Customer Spotlight



## About the Designer

### Paul Abdy

Building & Plumbing Supplies Ltd

**Favorite designer:** George Clarke from Sheraton Kitchens

**Favorite paint color:** Limestone

**Favorite design style:** Modern

**Favorite quote:** "Always try to do your best in everything you do," —*my mother (I've passed this onto my kids and grandchildren)*



Paul Abdy from [Building & Plumbing Supplies Ltd](#) has worked in plumbing and heating sales for over 25 years. Since moving to Warwick 10 years ago, he has sold ironmongery and now moved to the kitchen department which was a new venture for BPS started in May 2018.

"The main challenge for me was learning the CAD system," explains Paul, "and as I have only had the bronze training with 2020 Fusion, it was a great confidence boost being one of the contest winners and knowing that I am producing nice designs."

"2018 was a massive learning curve to learn the product and be aware of design anomalies that can occur," continues Paul. "2019 has already seen rapid sales in the first quarter with over twelve kitchens sold, so I take that as a success."

# Customer Spotlight



## About the Designer

**Jessica McLeland**

Cabinets.com

## **Favorite designer:**

JoAnn Spencer

**Favorite paint color:** [Popular Gray by Sherwin Williams](#)

## **Favorite design style:**

Classic

## **Favorite industry site/blog:**

Houzz

**Favorite book:** Redeeming Love by Francine Rivers



Jessica McLeland from [Cabinets.com](#) has been in the kitchen design industry for 12 years. She pursued interior design after realizing her first college degree, retail management, was not getting her a job that she loved. "I snagged my first job as a kitchen designer while I was in design school," says Jessica. "I was fortunate to be trained by very talented and experienced designers and installers."

In the beginning, Jessica went to clients' homes to understand the space she was designing for. Now, she visits projects at completion and takes the opportunity to learn if she could have specified something differently. "My experience at Cabinets.com selling hundreds of projects per year has been the most beneficial in my growth as a designer," says Jessica. "It's fast-paced, it's challenging, and it's highly rewarding to WOW someone with a design all done through email and phone calls."

# Q&A Session

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

**Amy:** Every day!

**Paul:** All the time in varying degrees if the design needs it.

**Jessica:** I use the 2020 Cloud decorative items in all my designs. Every space deserves just a little decor to make it come alive for a client.

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

**Amy:** Cheese board (it makes the kitchen look fancy). I also like the bar stools that are in 2020 Cloud. They are more current and trendier than the older catalogs.

**Paul:** I like to show stools and dining suites with tableware.

**Jessica:** My favorite items are the white canisters, mixer, red peppers in a bowl, the wine and cheese tray and several of the flowers.

**Q: Did you enjoy decorating your design for the holiday contest?**

**Amy:** Yes, I thought the 2020 Cloud items were a fun way to add festivity to the design.

**Paul:** Yes, it gave the design a cozy and festive look.

**Jessica:** I enjoyed decorating my design for the contest, making it look homey and how someone might really decorate for the holidays!

**Q: Do you think including decorative items in your designs helps clients better visualize their space?**

**Amy:** Absolutely, anything I can do to give the space some personality. I think helps people envision themselves in that space.

**Paul:** Most definitely. I find most clients find it difficult to envisage what their kitchen will look like, and by adding the decorative items, they start to plan where items can sit on the work surface.

**Jessica:** Absolutely! Clients need to see their kitchen come to life; decorative items give color and warmth and show them it's their home.

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# Q&A Session

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

**Amy:** I always ask clients about what they want to change most about the space. That usually sparks a conversation about how they use their kitchen. Like whether they mostly entertain, they have 5 kids to feed or are aspiring chefs. Those conversations always reveal many of the issues we are trying to resolve in the redesign of the space.

**Paul:** I start with a general discussion with the client and make notes on a tick sheet. I ask what they want to include in the design and what sort of look they are after. I find if I listen to what the client wants and then quantify this in the design, they appreciate it. In terms of inspiration, I get it from all over, really. A lot from TV programmes that do DIY makeovers.

**Jessica:** I ask clients to send me pictures of their existing space and to tell me what they do or don't like. I ask for inspiration pictures or what style they are trying to achieve. I try to duplicate what they are going for while making it unique for their space.

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

**Amy:** Make sure to get the right computer with the appropriate specifications for the programs you want to work with. My computer knowledge in this area is limited so I always ask professionals and friends and family with computer knowledge to help with this.

**Paul:** I suppose just be aware that although CAD is a very useful tool to sell an idea, be prepared that in reality there are always anomalies and issues to overcome on site. Try to allow for things as much as possible with sizing the product in your plans, but be aware kitchens are never exact

**Jessica:** 2020 Design has been the best tool to show clients the best visual representation of what their design will look like. The continued updates keep getting better. I always enjoy clients sending me finished pictures and commenting that "it looks just like your design".

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