

VERSA RESIDENTIAL



SMART DESIGN | MADE EASY

INTRO

VERSA has over 22 years experience in Interior Design.

We design spaces for client's with new construction and renovations projects alike.

VERSA will design your entire home renovation or a selection of rooms.

We make the process seamless and easy for our clients.

This free guide will get your started and prepare you for all the difference aspects you should be considering.



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Collect imagery, colors you love, descriptive words and phrases. Anything that helps form your goals and vision for your space.

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Think about the function of your space both positive and negative interactions. What activities will take place? What activities will not take place? Who will use the space?

KNOW YOUR BUDGET

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Establish your goals and we will help you establish your budget. A budget should be realistic and personal.

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KNOW YOUR VISION...

The best way to inspire your vision is to look at other people's work.

Thankfully, there are a lot of places that you can explore for inspiration. A typical example of this is Pinterest. You will find numerous pictures that will inspire you on this platform. .

You will surely find a thread that can help you fine-tune your taste.

Everyone has a style that is unique to them. Your preferred style will determine your taste and how you vision your interior design.

Classic: This will include the use of patterns, soft texture, and ornaments to create a warm and homey feeling.

Contemporary: The minimalist arrangement of pieces best epitomizes the contemporary style. It's a smooth and sleek style that tends to basic shapes, clean lines, open spaces with little or no adornment.

Transitional: This is the midpoint between the classic and contemporary styles. It mixes the warmth and comfort of the classic design with the clean profile of the contemporary design.

Modern: Clean lines, sleek surfaces, and a minimalist aesthetic. A palette of natural, earthy tones. Intentional decor with functionality at its core—without compromising style.

*beauty is in the
details*





KNOW YOUR LIFESTYLE

FUNCTION

The functionality of the room defines its interior space design. Using the available space in an efficient manner is the key to good interior planning. Interior space planning allows you to define a room according to its appropriate function. It ensures that you make maximum use of the available area. It helps to organize your room to serve its intended purpose.

ACTIVITY

Some activities will be obvious - such as cooking in a kitchen or sleeping in a bedroom. It is important to list all the various activities that will take place in each room - such as socializing in an open kitchen, or studying in a built-in desk at your bedroom, or watching movies and listening to music in a living area. Once you have a comprehensive list of the activities in each room you will know how to furnish the room accordingly.



① Bones (\$120-\$150 per sq ft.)

Plumbing, HVAC, Electrical, hard materials - bringing the space up to code or up to current standards. Your space could be brand new or in need of serious updates. This isn't the most fun portion of your project, but it is arguably the most important.



② Furniture (\$5000-\$10,000) per room

Upholstery items - Sofas, sectionals, lounge chairs and more. Leather doubles most pricing.

Tables, shelves, bookcases (Built in's are three times the cost). Custom Built in Furniture typically adds about \$150 per sq foot.



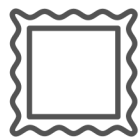
③ Lighting (\$800-\$2000) per room

Decorative lighting, ceiling downlight, ceiling fans with light, table lamps, floor lamps and built in lighting in casework.



④ Plumbing (\$1000-\$5000) per bathroom

Toilets, sinks, tubs, faucets, and all the accessories



⑤ Accessories (\$800-\$5000) per room

Art, objects, textiles, Rugs





WEEK 01

We determine the best plan of action for your project.

Paid Design Consultation

VERSA Reviews client requirements and needs, understand client's design style including review of product tearsheets they may have collected, and any vision boards to establish a brief outline of scope of work, timelines and project start date.

TIMELINE

Our Design Packages are seamless with each phase.

WEEK 02-04

WEEK 04-12

WEEK 06-12

Design Consultation

Create a Stunning Design

Develop the Product

Furniture, Art, Accessories

Design Presentation

Measure space, space planning, furniture and lighting plan, mood boards and/or elevations, list of sourced items, revisions and presentation meeting with client.

Design Implementation

Project timeline, construction drawings, material sourcing, procurement, material order placement, purchase orders, delivery plan, supplier visits, on-site visits, project oversight, administration, submittal & shopdrawing review.

Design Reveal (Furniture/Art/Accessories)

Finalize furniture design plans, sourcing, order placement, delivery plan, final site visit.

"Versa (Jen) is a truly talented and professional interior designer. Not only is she experienced, she is also customer focused."

DELL D.



ABOUT

VERSA

An award-winning interior designer of residential and commercial spaces, Jen strives to design beautiful, unique, and functional interiors. With more than twenty years of experience, she is a talented and visionary designer that exceed clients' expectations. Jen Childs has an eye for quality, a superior sense of style, and a client-centered approach to business. She offers a balance of creativity, collaboration and forward thinking with a structured, organized and detailed mentality; enabling her to deliver focused development, follow through and total completion to each aspect of the design.





"My wife and I hired Versa Design for a gut renovation of our 2 bedroom coop apartment at Columbus Circle, Manhattan. Could not be happier with the decision. They are high caliber professionals that are also pleasure to work with and are reasonably priced."

MICHAEL Y.

RENOVATION PROJECT

VERSA

SCHEDULE YOUR CONSULTATION
TODAY!

CALL US AT 248-982-7242

EMAIL US AT CONTACT@VERSA-DESIGN.COM

TO GET THE MOST OUT OF YOUR CONSULTATION,
WE WILL SEND YOU A QUESTIONNAIRE THAT WILL
ASK ALL THE NECESSARY QUESTIONS YOU WILL
NEED TO THINK ABOUT.

THANK YOU!