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Oh my gosh, Valerie, we have a lot to unpack today.

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Sure. Do.

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And listeners, we have been on a journey this season talking about wellness design as a philosophy,

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not as a style.

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So the whole idea and theme and concept behind this whole season, very important, is that if you want to accomplish and experience wellness and well-being in your world, you know, yes, drink the green juices, eat the healthy food.

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Very, very important. But your environments play a massive role in how we feel and live every day

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in your emotional well-being. And your physical well-being and your spiritual well-being are so important. And so to accomplish this, what we've been talking about is the resonant framework, and this is how we go through design to accomplish this end result. You can't just design throw a couple plants in and, you know, have lots of exposure to natural light and hope for accomplishing well being in a space.

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It's not how it works. You have to dig deep in. If you've been following us, what you've learned on the last three episodes

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that

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the resonant framework has dimensions, the first dimension being

identity. So discovering who you are and really making sure that your space resonates. You. And the second dimension being

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behavioral, ritual aspect in that making sure that your space resonates, your behaviors.

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And then the third aspect and the third dimension of the resonant framework is the relational aspect. You have to have all these elements in these dimensions to accomplish well-being, right. The identity has to be reflected in the space. The behaviors have to be reflected in this space. And you also have to have the connection and the space. This is where those meaningful connections happen, not even just, with others, but with yourself.

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And so really making sure that your space allows for those connections to happen is part of the resonant framework to accomplishing well-being. But there's a fourth dimension. Yes, there is. And that's the how. And this is where it all comes together, right? It is my favorite part too, because this is really about the design. You know, we you know, we were talking about, you know, I think a lot of people can figure out sort of okay, here's my favorite colors.

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This is who I am. I'm outgoing or this is what I love and really start to create an environment that reflects who they are. I think, you know, you can really talk about behaviors and making sure your space is functional, right? So the storage and the layouts, everything flows. That's what really

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behavioral lifestyle in the environment reflects is flow, right.

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That the space flows with you. That's all part of well-being and wellness then the relational aspect. So I think you can sort of figure that out, positioning your chairs in such a way that, you know, you make eye contact and so forth. But it's the how and that's that's what we're going to talk about today. This is how the space feels alive.

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This is what we do every day to bring these dimensions together and then bring it to life. Very well. So yeah, I think there's an underlying artistry that really, you know, it starts with that foundation we have to have all these pieces to our puzzle to kind of make it all make sense. And. But we're really, you know, when we design something, we're looking at it in all of those facets and, and then in a deeper level of how all these elements and the materials and the principles of design, how they all come together so they can be in harmony and support you all in the way that we're talking about.

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That's no small feat. It is no small feat. And don't we know it? Because we've been doing this for 20 years. And so, you know, I think there's something to think about here when it comes to design. I think there's a lot of people out there who are professed, you know, designers, meaning they can pull, you know, they're great with color, they've got a great eye for color and they can pull it all together.

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There's other people out there who are like, no, you know who's going to do this for me? I this is this is not my cup of tea. And then there's trained professional designers and that's where we fall. And so, you know, when it comes to creating a space to honor well-being. And it gets very personal, right? There's so much behind that that we can't just stop with, okay?

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It's reflecting who we are. It's reflecting our behaviors. It's really, radiating connection. But true design happens in the how. And instinct is good. Right? Instinct is very good. We use our instincts all the time. We're trained. We're trained for repetition and color and all of the design elements that go into a space pattern, contrast. All of those design aspects are crucial in creating a well-balanced, cohesive design.

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It's sort of like an artist. You brought this up, you know, this is the artistry. And so there's something really magical that happens at this stage for us. And that's what I want to talk about with our listeners today. You know, we've really talked about how, you know, we've challenged our listeners today. I want our listeners to understand what true design is all about and how we accomplish wellness through design and through these design principles and through design experiences.

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This is the heart and soul of bringing a space to life, and we're not passionate about that at all.

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Shall we do it?

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what do you think, Valerie?

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Do you think that, great design to achieve wellness can be trained?

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You know, I think there's certain parts of it that, you know, can be trained or are learned,

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over, you know, time things that, you know, are really the core of my kind of just being just a good, good designer, you know, that knowing skill, proportion and harmony and some of those different design elements, that's all part of it.

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But I think, you know, as we started to just kind of touch upon, there's a lot of it that's it's it is the intuition. And what is intuition? It's a feeling. Right? We have our unique approach to how we design because we truly are putting emotion and feelings into our designs.

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And it's really just this deeper level that I feel like you either have it or you don't.

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A part of who you are and how you can express or it's not, I do I think it's interesting. Let me let me ask another question. Do you think instinct comes from experience? I think that could play a little bit of a role in it. You know, we've been doing this for 20 years, so, I can tell you with certainty that it took 20 years to become a color specialist, right?

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Not that I wasn't ten years ago, but even as as you as you live and breathe and work in this realm, you have a you get a trained eye, right? You have a trained eye for color. So when we're looking at something, then instinct comes into play. And it may be part of that training that makes that instinct so natural.

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Yes, exactly. Yeah.

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practice, practice makes perfect. But we have this other sort of layer that is this idea that we've been creating wellness spaces, you know, and not to confuse wellness design with creating wellness spaces. Two different things. Wellness design is a philosophy and a process for creating well-being for a person. And it's through design and the resonant framework that we're able to accomplish that.

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On top of that, we've been creating wellness spaces and spaces for beauty, spaces in hospitality. And so we have a unique approach to design because of those unique experiences. Repeated hundreds of times over again each year. It's hundreds every year, hundreds. And they're all unique and

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it's, an experience that you can't really put a price tag on necessarily.

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And I think it's that learned aspect of creating these wellness spaces. We understand connection. We understand identity because these businesses that we create have brands that we're we're looking to develop. So we really understand the depth of how important it is to create a space that fits the brand identity, and that that same idea can happen in your home.

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Yeah, I think we've been talking about home and hospitality, and wellness for it seems like forever, but yet it's still not a really a mainstream idea. But I think for us, there's always been that connection between what, commercial. What a hospitality like that experience that you, you get, that experiential design that is trying

to be accomplished and, a hospitality environment and how that same sort of thought process and thinking, you can do that at home.

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And, and there's really this synergy between the two, that I think we've really uncovered, as part of our signature style, our, our, you know, directive of how we look at it design. That's right. Because beauty and wellness and spa is hospitality. It's it's an important aspect of hospitality. And so how that happens in the home I think is really important.

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And I think that's something I agree. We've been talking about this for a long time, but now we're really starting to see this come to life. Right. And to your point, you know, if you do, search for a wellness design, it's not

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term that's search that much, which is the whole reason we're doing this podcast is to draw attention to the fact that wellness design isn't just about putting plants in your home and making sure, you know, you have, you know, the right filtration system in your home, in your of, you know, good clean air and, views to natural, elements and light that's so important.

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It really is. But there's more to wellness design and there's more to space design that goes beyond just putting a plant in a space and hoping to accomplish that aspect of well-being. It's so much deeper. Nobody's talking about this. Why? No, but it's just like, you know, almost like we we put a Band-Aid on a wellness, you know, like like it's so, in some ways, you know, that people are trying to achieve wellness through that, when in actuality they're missing that whole human part of it.

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That is the most important part. Humans connect with space and how that space should be there to support you and all these different ways. And so putting a plant or, or talking about like the natural way towards us. Sure, those are all parts of things, but you're just kind of putting a fix on it, you know what I mean?

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Like, oh yeah, I have a wellness space now. And so I think that's what

we're saying here today is there's so much deeper connection and deeper meaning behind all the things that, you know, and you can have this. You can have absolutely well designed space. And that's I think you just hit it. This you just uncovered something for me is, you know,

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in design when we went to school and you talk about the true, you know, what is, what is the role of an interior designer and what, what do they do?

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And it's all about the human condition. Right. And then there's the, the wellness aspect. And you and you were saying, we're putting a Band-Aid on that. And I think you're exactly right. Nobody's married the two. That's what we're doing. We're marrying what an interior designer is truly meant to do and why we went to school for it all these years ago.

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And, and this sort of wellness trend and you know a well space. But we're bringing it together to create something that's magical. And that is where the magic happens.

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Right. This is the how. This is why it's important to talk about, because I don't want our listeners to miss this. It's so important. It's so important. And then there's work woven into all that.

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It's the 20 years, Valerie. You know, this woven into it is this experience with understanding design and the design principles and, you know, contrast and pattern and,

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you know, all of these aspects of what good design really entails. And then there's the wellness component, you know, making sure the space is, a, well, space and bringing in this aspect of the human condition and who we are and, and something

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magical happens.

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Absolutely. Right. Yeah, absolutely. I think that's one of my favorite parts of the design process.

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if we can oh do tell, do tell. So, you know, when we start off and we really have this great foundation, you know, and it's so important for us to really be, you know, keen in our observation and our almost like we're like detectives.

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I would say, you know, we're trying to uncover and get to the root, what it is that what makes a person tick, what's important to them, their motivations, their all these all these pieces of the puzzle of the resonant framework. And once we have those and we start to put, put our own puzzle together of how this is supposed to look, and, you know, I feel like that's that's the magic that we're talking about.

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we start to kind of peel back these layers of different parts of the design. And, you know, all of a sudden it's like, bam, there it is. Like there's the design, like it has we've gotten to that level to that point where we are so excited about it.

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We clap, we do a clap, we're clappers, we're clappers.

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You know, like when we get to the point where we're ready to clap about our design, you know, we we hit it, did it, we did it. We we can feel confident that we're moving in the the best direction for this client. You know, there's, Oh, my gosh, there's so much to say about all of this. Let me start by saying once clapped, there's so much to say about this.

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Two things. Don't let me forget this. Okay? First of all, you're starting to describe the design process, which we always describe as a funnel, you know, so you have the top of the funnel. It's a wide mouth and it's a lot of information. And we throughout the

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process we chisel away to to get to the final result.

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And to your point there, there comes a point in the design. And that's when you know we've hit it. That's the clap. That's like we did it and it was almost painstaking. We've talked about this, you know, our we lead our clients through this funnel and and we're asking questions and we're being intuitive and we're listening and we're uncovering, we're discovering, we're asking chiseling, chiseling, chiseling.

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But there's,

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comes a point where there's we step into the zone. And that's in the 3D realm. That's something we're going to talk about. Once we get into the 3D realm, that's where the magic happens. But even there we're chiseling away and chiseling away and studying and morphing and designing. This is our artist now. Now our we're true artists at this point.

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So if you think about an interior designer being creative and and not being creative, right? There's so many aspects to interior design that are not about creativity, right? It's about, you know, asking the right questions. Organization. There's so much that goes into being strategy and that's all like sort of right brained. So we have to use our right brain in our left brain and very few professions.

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Maybe there's more. Let's go ahead. Challenge me. That's fine. That that have to use both in such, clarity and detail. But we're using our right brain for the top part of the funnel, you know, all the way down. But then when we switch to that left brain thinking, and that is, for us, done in the 3D realm, we turn into artists.

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Absolutely. And that's where we really dig deep and we dive. Now it's just us and we're going, we're like, yes, no change, no move that, you know it's and and we're forming. It's sort of like a sculpture where we're just like forming and forming it until it's like we got it, we got it, we got it, we got it.

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And I'll even go as far as to say, that's the moment where I, in design do something, you know, because I have close I'm the main communicator with the client and I do something that you're not supposed to do, and that's to tell your client before they've even seen the end result. Oh my gosh, I'm dying. I love it's I love this in the customer's going what I want to see I want to see.

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So you've like you set yourself up for failure. Right. But it never happens like that. They ultimately fall in love. In the way that I've explained it to our clients is I have to love it first. And I know when I love it, they're going to love it. Nine times out of ten, you know, there's always work to be done and there's always, you know, adjustments to be made.

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But we know we're 85% there once we get to that point, and then it's tweaking and morphing and adapting and changing. It's fun. I, I love that, I, I love that part that you just can't wait to share. But I think, you know, another mark of, like a great design for me is when I look at it and I'm like, oh my gosh, like, I have to have this like, yes, I even know where yeah, yeah, and insert this in my own life.

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But that feeling of like, oh my gosh, I love that so much is like such a like such an awesome feeling. You know, when you feel like everything is right about it and it's just an amazing design. You got it right there when everything's right about it. It's because at that moment we've step back, all right now we've like, we've got the sculpture and it's right in front of us, right?

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But then we've gone back and we're like, okay, the brand is there, the identities, they're the functions. They're the, the why is there the the connection is there. Like everything that needed to happen to bring this space to life and to be successful is there. And that's when, you know, it's one thing to just create a beautiful space.

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It's another to know we hit every dimension of the resonant framework. All right, there it is. Yes.

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Okay. So here's the good question. Then. Based on that whole aspect of how we bring this space to life, is there any patterns or truths that emerge for you? You know, when you really think about this, that even our listeners can take away from this in terms of, you know, we're describing how we bring a space to life in our thinking behind it, you know, weaving in our experience.

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And, you know, it's process driven. It's right brain driven. It's, you know, we're using our left brain, you know, all of these aspects. But is there any patterns or truths that our listeners should know and understand? Well, I mean, the first thing that came to mind was just, there's some consistent kind of elements, that, you know, are always, I feel like are always true to our signature style.

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Yes. Let's design. And, you know, that is, they don't always have to be placed or used in the same way, but I feel like that's kind of like part of our our little secret sauce, you know? But it's it's I feel like there's always such a beautiful use of contrast, of organic, you know, elements, of kind of texture, those sorts of things.

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Yes. That, you know, that's that's exactly it. You know, there are what we call our secret sauce. And I think I want to talk a little bit more about that. I want to talk about contrast. Right. Because we feel although there are some spaces that we've designed that are just so beautiful and monochromatic, but there's contrast done and there's still contrast.

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There's still contrast. And so I, you know, I think that's something that, you know, this is a design principle. But we always look at this aspect of contrast when we're when we're studying a design and we're looking at it, we're in something's missing. One of the first things we say is is it missing contrast. You know, it's missing contrast.

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Yeah. And most often it's missing contrast. And that could be it doesn't have to be like white and black, right. It could be, light and dark. It could be, lightwood, dark wood. It could be, light tope, dark tope. You know, so I think that's one aspect of design that we never leave out of any design because I think we, you know, contrast.

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If you don't have it, it just leaves the space just feeling flat. It feels, just not it doesn't have that kind of the depth to the space. And, you know, when we're talking about wellness and connection to space and, and to these different elements that we're talking about, I think you can't have a flat looking space. No, it doesn't speak.

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We that's the alive part because that's what we're saying. You know, what we do as designers is we bring a space to life. And you're I think exactly what you're saying, that you can't have a space that is alive with out the contrast. Right. Exactly. You know, little movement, you know, I think is another aspect of it.

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But let's talk about the organic component. Yeah, absolutely. I think that's such an interesting one. And it's of course dear to my heart because I love flowers and nature and everything like that. And this doesn't mean that you have to throw, a green wall, you know, or, have, you know, five, you know, ten foot palm plants, surrounding your, or even for that matter, you know, use bold floral patterns.

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Of course, those are all options, right? They are options. Yeah. I think, you know, for a person who's maybe the the they want something just a little more understated or more subtle. There's so many different options that are out there. And while coverings and more abstract or painterly, representation of movement and flow and giving that kind of natural elements, you know, you're exactly right.

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In a modern space, nature can be brought in, just by even a porcelain tile. You know, these, you know, movement through marble and travertine and, onyx and, you know, these natural stones is, you know, to your point, most people think about, you know, green plants in terms of bringing in nature. But you can bring in nature in a modern environment just through these, these patterns that are found in nature.

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Even the aspect of, you know, this idea of lighting and having, an artful quality about it that, has elements of nature in the lighting, I think is is something we do. Lighting is is key to, to you know, we talk about like sort of the must have and it's, it's lighting I agree. Yeah I didn't mention that one.

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But yes lighting is everything. Everything. Yeah we do when we, we think about lighting, we think about it from several dimensions. So we think about lighting as architectural meaning, you know, this indirect lighting, hidden lighting, cove lighting, you know, this architectural aspect of lighting is something we try to incorporate in all of our spaces. Then there's general lighting or ambient lighting.

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That's your can lights or high hats, as you might refer to. Your, you know, sort of your general lighting in the ceiling. And then there is the, you know, sort of the pendants and the more decorative lighting. And that's where I think this aspect of lighting can be very artful. And that's something we love. And we're, we're very passionate about that decorative lighting.

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And, here we, we go talking about these layers of lighting. Right. So you have this architectural thing happening. You have the ambient light thing happening, then you have the, you know, this decorative, beautiful lighting happening in a form of, a light scone or a pendant or a chandelier. And then there's the hospitality aspect, which is the table lamps.

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And that's sort of like your low level lighting. And all four of those play an important role in the designs that we create. You know, we talk a lot about, you know, lighting is everything. You know, this is something that I think our listeners really need to be thinking about. You know, we touched about this in even our last episode that, you know, the lighting has to be warm.

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You know, sometimes when we're exploring our designs in the 3D realm, we could just see that the lighting is looking too cold. And right away we notice that there's a problem.

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The other thing that we look for all the time is that all of the lighting matches, so that you're using the same color temperature lighting in all of those layers of lights, from your ambient lighting to your table lamp.

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They should all be the same color lighting. It's like putting on two different colors of socks. Correct? Please don't don't. Yeah, I know it'll it'll it'll make me angry. I don't like different color lights up room. I'm a, you know, professed lighting snob. And, I really can get offended from bad lighting. And I see I'll be driving by a nail salon.

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I'm just going to say it. And I see all these varying colors of, you know, they think they're doing a great job by throwing this like, this beautiful little pendant on this side. And they got the the other chandelier happening over here. And the color lighting temperature is so different from one from the other. And I'm looking at this space and I'm like, you're trying too hard, but you're not trying at all.

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If you're going to try that hard. Yeah. You know, do it right.

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Right. Okay. But that's why you're listening. Sorry. There I go. I, I can get angry. About that. Bring it down a notch. Yes, bring it down a notch, Michelle. Okay, so we talked about the contrast. We talked about nature. We talked about lighting. Valerie elaborating on the artistic part of design.

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So that is that is truly like that. What is what brings me joy and happiness and life is the creative part. Bringing a space to light. So I think the artistic side of that really, you know, I feel like I draw on just different experiences that I've had throughout my life. You know, I, I like to paint, I like to draw.

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I like to, be creative. There's pretty much, I would say there's nothing you could give to me in that creative realm that I wouldn't be, like, excited about trying, like, and so for me, everywhere I look, I see, you know, these elements and these ideas and I love being able to put those creativity to use by finding new ways to innovate.

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You know, whether it's, you know, we were just talking about like, organic detail, pattern found in nature, a way that it's like, okay,

well, how can we make that new fresh and something unique that's unique to you and to your project, to your brand, to your, you know, and that's something that really excites me.

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And, it's such a part of, I think our process and my process of when I look at a design, it's the same thing is, successful art piece, right? When you look at a successful art piece or what is deemed to be a very successful artist or, or creation by an artist, it's no different in interior design, right?

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What makes a successful art piece different? It's the the uniqueness. Right? It's the proportion. It's the balance of color and light and all of these aspects that happen form, you know, that go into these art pieces, the absence of color, potentially. Right. There's there's something about the, the piece that resonates, with the viewer and how people view something.

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And this, this idea of creating art is in successful art at that is no different than creating a successful interior design. I love that.

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Guys what we're talking about here is the resonant framework. You know if well being and wellness is important to you. And we're living working breathing functioning in these spaces in your home every single day in your, in your place of business.

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If that's important to you and you're understanding the importance of these dimensions of the resonant framework, and you get to the how you know, if you're going to invest. We talk about this with our clients all the time. You know, you want to yield a good return on your investment. So if you're planning

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for a big project, if you're thinking about building a home or renovating your home, and you are really wanting to make sure that the end result is going to yield the best return, meaning your emotional, your physical, your spiritual well-being, how you feel in this space, how you live in this space, what who you aspire to be in this space, and

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the space reflects that back to you. That's the whole thing about resonance. And the way that happens is through the how. And that's what we're talking about here today. And that's where a professional interior designer comes into play. You know, it's, you know, color is great and you know, there's a lot of professed design. You know, you know, people out there who understand design and general principles and things like that.

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But if you're wanting to bring this full circle, the how is that high level professional interior design? I think we talked about that, you know, that, you know, emotional, aspect of of living and even reflection is architectural meaning. Design has the power to change lives. And I encourage our listeners to think about hiring a professional interior design firm and going that extra mile to bring this space full circle, to bring your dreams alive.

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Next episode. Valerie, what we're going to talk about is the.

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Why. So we went through the last four episodes of The Resonant framework. But there's a center to the resonant framework. It's sort of the foundation, and that's the why, and that's what we're going to talk about in our next episode. So, listeners, stay tuned. Join us on our next, episode. And if you have any thoughts, questions, please drop us a line.

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We want to hear from you. Absolutely.