



Ana Engelhorn

INTERIOR DESIGN





Perfectly Imperfect Interior Design

This guide sets out not only how Ana Engelhorn Interior Design will help you revamp your home. But also, how you will always know the costs. Whether you are simply refreshing your rooms colours, furniture and accessories. Or recreating the feel of your home from scratch.

Throughout the project you will receive expert sketches and digital 3D models, floor plans, and more. That will bring your new home to life. And help you with any decisions you need, or want, to make.

Of course, every design is different. Subject to flights of imagination and unexpected inspirations. At the same time, we work to a structured set of principles. That means we will reliably and professionally manage your home's transformation. Without relying on off-the-shelf quick fixes. And to introduce you to our framework:

STAGE 1

- 1.1 Design Brief
- 1.2 Space Planning

STAGE 3

- 3.1 Design Presentation
- 3.2 Finished Design

STAGE 2

- 2.1 Design Style
- 2.2 Design Concept

STAGE 4

- 4.1 Procurement
- 4.2 Implementation

But before we start, we will get to know you. This way you can trust us with where you live. And understand the financial investment your new home needs. But do not worry, this part is on us. It is free. So let us begin...



Before we begin Scope of work

Comfort in the knowledge that we understand you and what you want for your home

We want you to be sure that we are the right people for the task. Before you make a financial commitment.

We can meet in your home. Which really helps us appreciate the look, tone, and ambiance you have in mind. Equally, we can meet somewhere else. For instance, your future home, a café. Wherever you feel the most comfortable talking to us.

Together we will review the scope of what we need to do. And we will identify your budget and time scales.

More importantly, as all of this comes before you make a financial commitment, there's no charge for this meeting. It is on us.

You will receive:

Comfort in the belief we understand what you need from your new home. In the form of a scope of work summary. And knowledge of the financial investment your new home needs



Stage 1

1.1 Design Brief

The beginning of our journey to your new home

Once we have our design agreement in place, we will start you on your journey to your new home.

Even though we may have chatted before, in this meeting we learn more about what you want your home to look like. And we will introduce you to our design questionnaire. So, we can really tease out the details of how your new home will look.

We will talk about each room in turn. This way we know the fixtures, finishes, furniture, and accessories to include.

Afterwards we provide you with a written and pictorial record of what we have learnt. Your client brief, that we will go through together. So, you know we have fully appreciated your aspirations. And how we can help you make them a reality.

You will receive:

Presentation of the brief

Stage 1

1.2 Space Planning

Your new home brought to life with technical drawings and furniture layouts

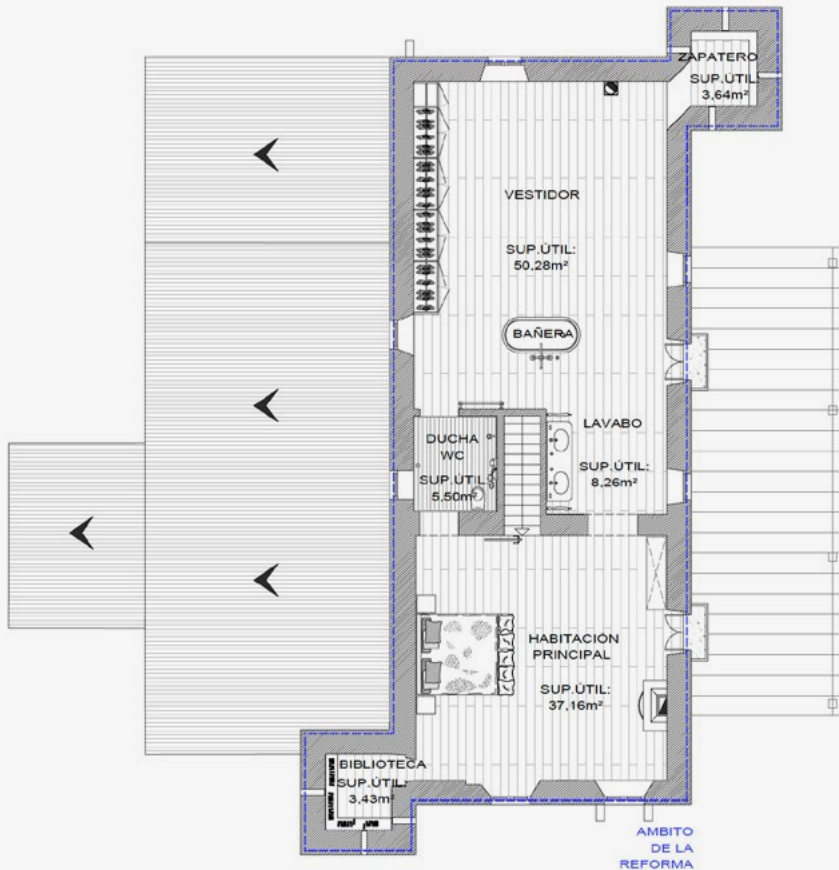
At this point, you will begin to see what your new home could look like. Just as importantly, it gives you another opportunity to know that we are heading in the right direction with our work. You will receive technical drawings. Both floor plans (scale drawings of rooms viewed from above) and elevations (viewed from the side). And a furniture layout that outlines where the furniture in your room could go.

Our team will come to your home. And measure it from top to bottom. To ensure that we have the right dimensions for not only the rooms. But also, furniture, windows, art, and so on.

Moreover, this work is more than presentation of your design. It creates the foundations for the next stage of our project: design style and concept.

You will receive:

Presentation of the plans



PLANTA PISO



Stage 2

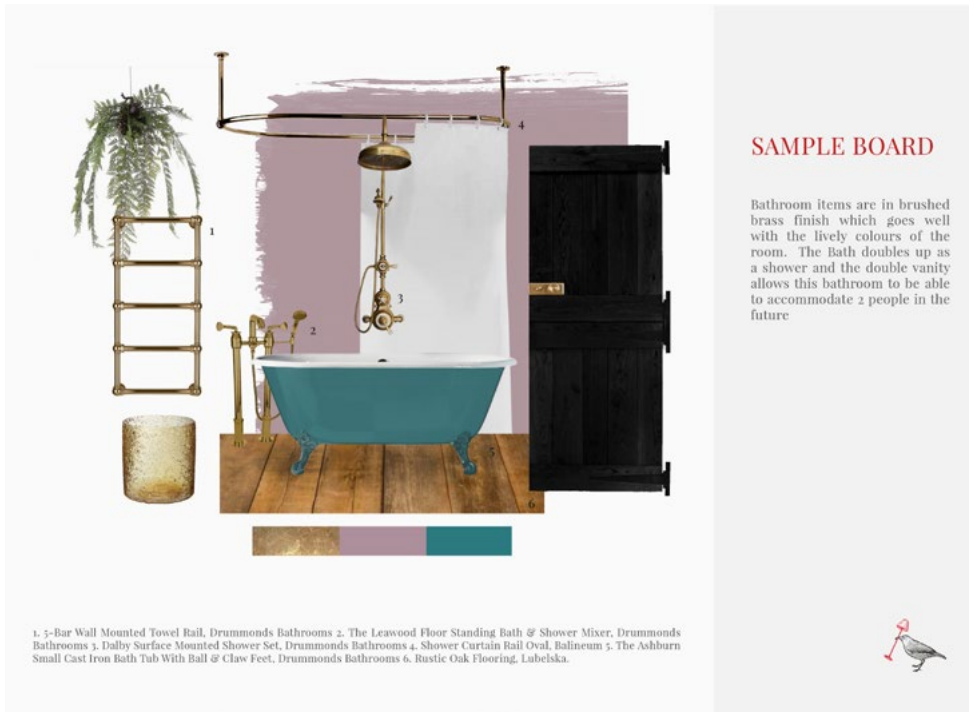
2.1 Design Style

Absorbing the essence of you into your new home

This is where the fun really starts. Because this is when we integrate you and your style into the design.

We use the design brief from stage 1 as our starting point. In this phase we begin to gather our ideas for that unique combination of furniture, fittings, materials, and finishes that will turn your house into your home. And at Ana Engelhorn we unite the old with the new. To create a fresh, timeless 'perfectly imperfect' interior for you.

Next, we move onto an even more exciting phase of the design. When you can stop imagining your dream home. Instead, start to see it, touch it, and feel it.



Stage 2

2.2 Design Concept

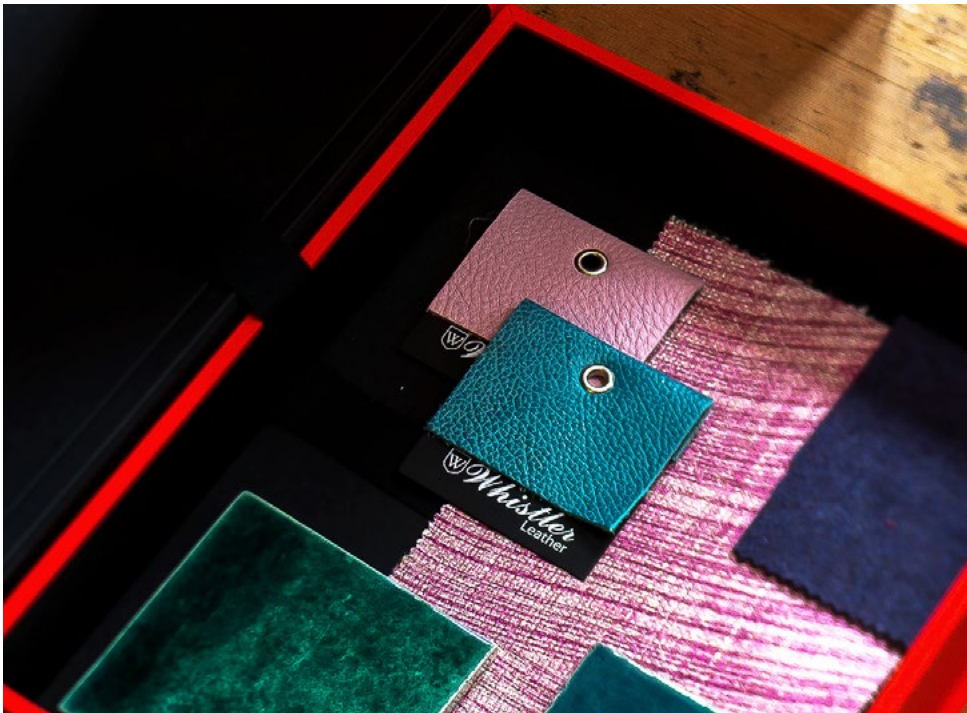
Design concept presentation

When you can see, touch and feel how your design is coming along. A collage of images shows how your décor, lights, blinds could look. Fabric samples give the feel of curtains and furnishings. Moreover, sketches and digital models bring it all together.

The meeting is our opportunity for us to sit together and look through examples of what your new home could be like. To illustrate what we can achieve together. Not only that, it is another chance to hear what you think. And to build your ideas into the design.

You will receive:

Presentation of the Design Concept using sketches / digital models, image collages and samples



Stage 3

3.1 Design Presentation

The dress rehearsal

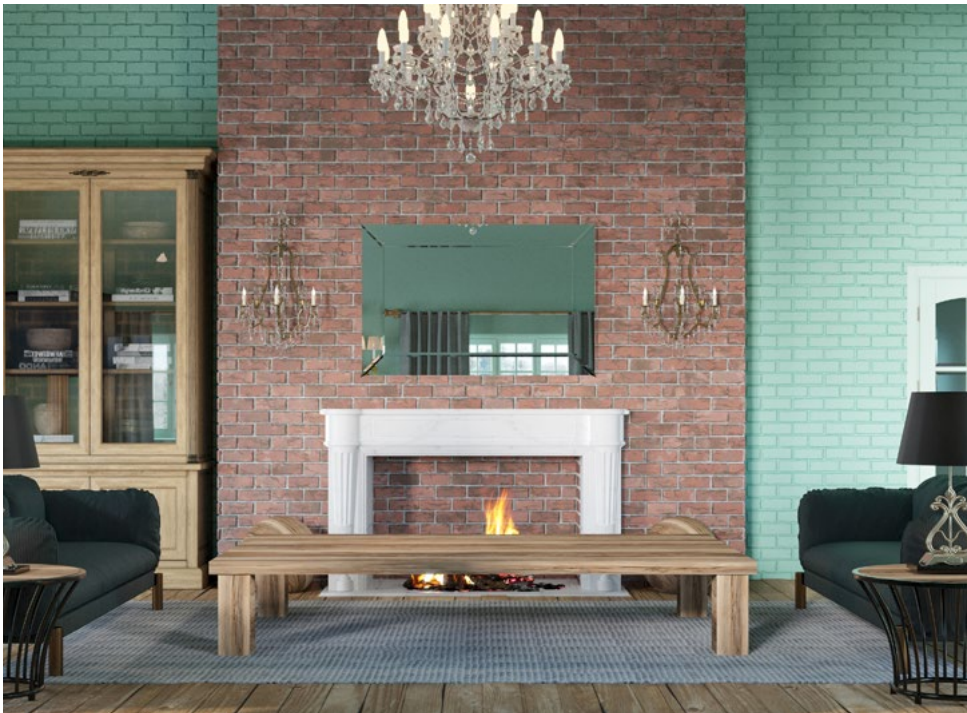
This is where we build upon what we have achieved with the design concept. We take all our ideas from the earlier phases and merge them into a single design. Then present to you what your new home can look like.

It's an amazing opportunity for us to see your reactions to your new home. But nothing is finalised just yet. Because the purpose of a dress rehearsal is to fine tune the performance before the opening night. So, we get it perfectly imperfect. And that means bringing your thoughts, your ideas into the design too.

We do not forget that all-important detail. Your financial investment in each part of your new home. Although it is not the final budget just yet, it will be an accurate estimate.

You will receive:

The design of your new home presented to you



Stage 3

3.2 Finished Design

Getting it all planned out, everyone prepared

The design is almost there! This is when we absorb your reactions from the previous phase into the design. And finish it!

After that, almost all the work for this phase is for us to do. Together with our suppliers we will agree the production drawings so that they can complete their final plans. And these plans will include minutiae of information such as where your plug sockets will go. And where we will put that floor lamp.

Now that everything is agreed, we can tot it all up. And let you know your definitive project budget.

You will receive:

The final design presented to you. Along with the financial investment your home needs



Stage 4

4.1 Procurement

Bring everyone and everything together.
Ready to create your new home

For the lovers of retail therapy, this is an exciting time. Because this is when we buy everything. Your furniture, fixtures, and accessories.

And we coordinate the team that will make your new home a reality. Of course, many of them will have been involved for a while now. But it is in this phase when everything starts to come together.

We manage a lot of technical aspects for you at this point too. We make any changes to scale drawings that architects, builders and so on may need. In addition, we talk to all the experts we need to finish the project to a high standard. And safely! To name just a few, health and safety consultants, quantity surveyors, and structural engineers.

You will be involved too! To sign off the all-important final orders. Once we have organised everyone, it is on to the next, and final stage. Implementation!

You will receive:

The excitement of knowing you are one step away from your new home!



Stage 4

4.2 Implementation

And now you receive your beautiful new home

This is when everything comes together! Your finished home, decorated and filled with your new furniture, fixtures, and accessories.

We start as soon as we have your signed orders and payments. First by organising delivery and installation to fit around you. Then we will be on site, to accept deliveries and oversee the final installation and decoration. And to make sure that everything is running smoothly.

Many clients like to unpack deliveries themselves. To check the items and put them where they go. That said, we can do this for you. If that is what you want. Not only will we unpack, and get rid of the packaging, we will clean them to. Then we will add the finishing touches to decorations, pictures, plants, and flowers.

We take great pride in our work. So, when we finish your home, we hand it back to you in a pristine condition. Because we look forward to the day you walk through your finished rooms. And the joy your new home will bring.

You will receive:

Your finished home!



Fee Structure

A clear, transparent and fair price for your new home

With Ana Engelhorn Interior Design we protect you from extra costs that may occur. To do this, we receive these payments:

- As we start the Design Brief in stage 1, to cover this stage. And remember, the earlier Scope of Work stage is free!
- Before stage 2 to cover the Design Style and Concept phases.
- Before stage 3 and includes the Design Presentation and Finished Design phases.
- Ahead of the Procurement phase in stage 4.
- Finally, there is a series of payments during the Implementation phase. And usually when we need to pay suppliers and contractors.

We determine our fees using a rate of £147/hour. And we will add on any necessary expenses that we may incur. Obviously, you need to pay for trade people costs, decoration, furniture, and so on. Although, not at full price. Because we share 50% of our trade discounts with you too.



Fee Structure

As no one likes surprises, we give you a firm commitment on your financial investment as early as possible.

Firstly, before starting the project for stage 1 and 2. Put another way, a fixed price which covers Design Brief to Design Concept.

And then before stage 3, the final budget for the rest of our time together.

OUR T&CS ARE IN YOUR CONTRACT, AND ON OUR WEBSITE.



Let's work together

Your perfectly imperfect interior starts here...

...And all you have to do, is get in touch.



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