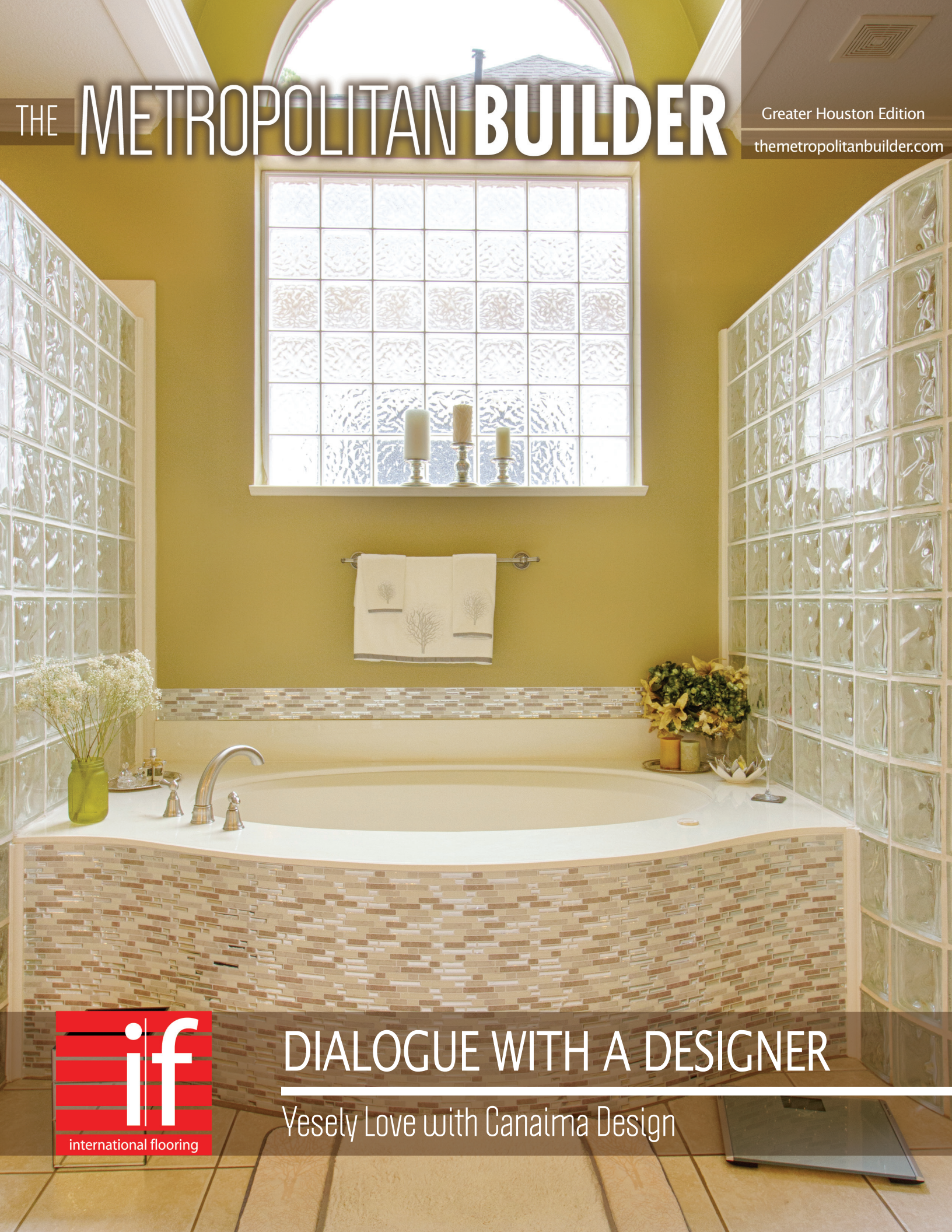


THE METROPOLITAN BUILDER

Greater Houston Edition
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DIALOGUE WITH A DESIGNER

Vesely Love with Canaima Design



Dialogue with a Designer

Yesely Love with Canaima Design

An Interior Designer or Interior Design Firm should be committed to creating individualized and functional designs to meet the lifestyles of their clients' families. They should exemplify an unwavering dedication to open communication, reliable service, and to building a collaborative design partnership with all of their clients. This month The Metropolitan Builder is proud to dialog with Yesely Love with Canaima Design, established in 2016 by The Love & Labrador families to transform spaces into objects d'art in a broad sweep of decorative influence that embraces minimalism and innovation to surprise for its ingenuity.

TMB: What motivated you to go into the interior design field?

Yesely Love: I'm coming from a family that has been always in the design and build business, besides Oil & Gas in the country that I'm from, my roots were always stablished in designing since I was a kid, I was the "crafting girl" that always help grandma to do her sewing, floral, scrapbook, décor and any handmade item that she wants to create!

TMB: How has the field of interior design changed since you graduated?

Yesely Love: Since the beginning of the 2000s we have witnessed technology take over more of our lives than ever

before but the interesting thing is that classic furniture designs have made a huge comeback into the home but since I graduated in 2008 I consider that we are seeing more and more people embracing classical or mixing contemporary and traditional together.

TMB: How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?

Yesely Love: An interior designer listens to the needs and tries to understand the lifestyle of their clients, paying attention to details such as "Who will be staying in the house?", "Will that be safe for the children?", to even questions like "Where can I place the onions and potatoes?". They also tend to work systematically, from sketching to rendering and then to the final build-up. Interior designers are nothing but 'design consultants'.

TMB: What sets you apart from other designers?

Yesely Love: I am a great believer in teamwork that multiplies the skills of every member of the team; I'm very enthusiastic about what I do because this is something that it's been in my life for a very long time since I was young and I like to bring to life my clients dreams. I also think that it doesn't matter how big or small is the scope of a project, I dedicate 100% without thinking that is a business, I don't stop until make sure that the site is absolutely



perfect and everybody is satisfied.

TMB: *What has been your most challenging project and why?*

Yesely Love: Each project comes with a challenge and this is where you get to test your creativity and technical skills. You get to tackle various projects right from office spaces to homes to restaurants. In this way you not only meet the requirements of the client but also develop a bond. I believe that the most challenging (and I have been discussing this with another designer colleagues) is to know your client, to understand their life, their needs, the “psychology sense is key”. If you don’t know your client, you will never, never be able to meet their requirements, needs and make them satisfied. Our first step is interviewing our client in the most natural way possible, and I’m not referring to what is their favorite color, design, finish, etc... No.. We need to picture the best possible how they think every day and what they really like, we know what is their favorite sport, what is their favorite travel destinations, what food they like, their priorities in life, their career, what they like to read, if they have kids, pets, etc... And of course, not only what they like, also what they don’t like too.

TMB: *How do you begin the materials selection process when working with builders’ and remodelers’ clients?*

Yesely Love: We have a full package that create ourselves





will fall apart.

- Codes: We need to follow the building codes, many builders doesn't follow. It's important to protect health, safety and general welfare as they relate to the construction and occupancy of buildings and structures

TMB: *How to you keep yourself up to date with current design trends in the market?*

Yesely Love: I follow many design companies and designers, I disconnect from networks to interact more with what happens around me (you can find a lot junk in network that can confuse you too...) I participate in many forums, conferences and markets that keep us up to date (Salone Di Milano, Las Vegas Market, High Point Market, etc). Also, in every trip that I have going on, I always stop by to check some vendors to see what's in!

TMB: *Any last thoughts, comments?*

Yesely Love: Interior Design is still improving in Houston. It's still a lot more to do. Thank you for help us to make a more stunning city.

for the builders, it's with the hand of technology and needs of Texas standards. The finishes selection packages is very friendly, easy to understand from a worker to the CEO of the construction company. We have a vast selection of finishes in hands and great tools to present to the end user.

TMB: *What are some common mistakes made by builders and homeowners?*

Yesely Love:

- GC: Do not act as your own general contractor. You have probably heard that all houses are basically the same and all you need to do is hire a plumber and a roofer yourself and you will save 10% or more on the cost of your house... After many headaches, waste of time and sometimes you not even end gaining that 10%
- Space: Make sure that you are building the right house for your lot, space planning is key, if the sq ft is not measure accurately and comfortably the complete project



For more information, contact Yesely Love by visiting www.canaimadesign.com or by email at yesely.love@canaimadesign.com





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