

THE METROPOLITAN BUILDER

Greater Houston Edition

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Dialogue with a Designer



SHERRELL
DESIGN STUDIO

Crafting Interiors That Mold
Timeless Elegance With
Contemporary Living



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Sherrell Neal

MWG INNOVATIONS - With a passion for designing and working with glass, Esvin Tista founded MWG Innovations in 2018 on the idea that offering custom bath glass and mirrors for new construction and remodeling projects should fall in the line of an exquisite art job. Esvin takes great pride in creating unique pieces of art designed to bring life to the ideas given to him by the builders, designers, and trades he partners with. His work includes intricate designs of fabricated unique custom metal, wood, and glass pieces for shower doors, vanities, mirrors, handrails, and more. MWG Innovations is committed to providing all clients with high-quality products and services in which yield outstanding customer satisfaction.

This month, MWG INNOVATIONS speaks with Sherrell Neal, owner of the Sherrell Design Studio. Sherrell is known for crafting interiors that mold timeless elegance with contemporary living for local Houston projects and beyond. She masterfully layers comfortable palettes with recognizable textures and patterns, emphasizing quality materials and meticulous craftsmanship, making it a hallmark for today's American family home. Sherrell holds a Bachelor of Fine Arts degree in Interior Design from The Art Institute of Houston and is an Allied Member of her local ASID chapter. Sherrell's planning is greatly influenced

by her goal to assist clients in building connections and memorable experiences in their homes. Her enduring connections with repeat clients attest to her approachability and considerate design solutions, and she finds value in creating multilayered, efficient spaces that reflect her clients' styles.

MWG INNOVATIONS: What motivated you to enter interior design?

Sherrell Neal: I've always had a keen eye for problem-solving and details. My exposure to the field greatly enhanced my educational experience. Having a remodeling company that served both residential and commercial projects was an added benefit for my family. During those years, I gained a great deal of knowledge and developed an interest surrounding the challenges involved in planning, organizing, and executing a project. After earning my design degree, I worked under architects and builders to gain relevant technical experience that propelled me into my career after graduation.

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

Sherrell Neal: Social media has bridged an information gap for design enthusiasts and homeowners. We're sharing



more insight about our field and internal processes with the public. People have more access to information they want to educate themselves about than when I was in design school. Although AutoCAD is still a necessary tool for spatial planning, computer modeling, and fully rendered spaces are gaining hierarchy as a more favorable way to communicate design concepts and finished products.

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

Sherrell Neal: Designers analyze the big picture and determine how every element should fit together. Considering the amount of decisions that must be made, an experienced interior designer can assist the customer at every stage of the project. Our ability to convey the project's technical aspects and components benefits the build team and the client.

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

Sherrell Neal: It's been part of our field of study to find solutions and strategize how to navigate through them. No project comes without its share of challenges.

MWG INNOVATIONS: *How do you begin the materials selection process when working with builders' and remodelers' clients?*

Sherrell Neal: Our process begins with fixtures and equipment at the onset of the selection planning, which





includes flooring, countertops, hardware for cabinetry and doors, plumbing, and appliances. Paint and lighting selections are also weaved into this phase for a complete packet to hand off to the construction teams.

MWG INNOVATIONS: *Speaking about staying current, how do you keep yourself up to date with all the design trends happening in the industry today?*

Sherrell Neal: I enjoy attending trade shows throughout the year, like High Point Market in North Carolina or What's New What's Next in NYC, which also allows our vendor reps to connect with us. I also subscribe to a few print magazines in our related fields and attend local forums as part of my continued learning.

MWG INNOVATIONS: *What is your favorite design style?*

Sherrell Neal: Neo-classicism and all things related to traditional design.

MWG INNOVATIONS: *What fascinates you, and how have you incorporated that into your designs?*

Sherrell Neal: I'm always fascinated with analyzing our clients' lifestyles and how their needs will shape the design. Because we center the homeowner in every functional and practical decision, no two of our projects are alike. As a result, we're consistently pushing the envelope and sharpening our design skills.

MWG INNOVATIONS: *How would you characterize your style?*

Sherrell Neal: My personal style is not far off from my design aesthetic. I appreciate a collected design approach that balances old and new elements for a timeless environment.

MWG INNOVATIONS: *What would be your recommendation for "what to do first" in a decorating project when working with the builders and/or homeowners?*

Sherrell Neal: Review their work before hiring anyone and request referrals from previous clients. I often ask potential clients if they've previously worked with an Interior Designer. It clarifies the expectations from the start.

MWG INNOVATIONS: *Any last thoughts or comments?*

Sherrell Neal: Houston is a city that's fortunate to have a diverse pool of designers and builders. Thank you for this opportunity to share with your community!





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