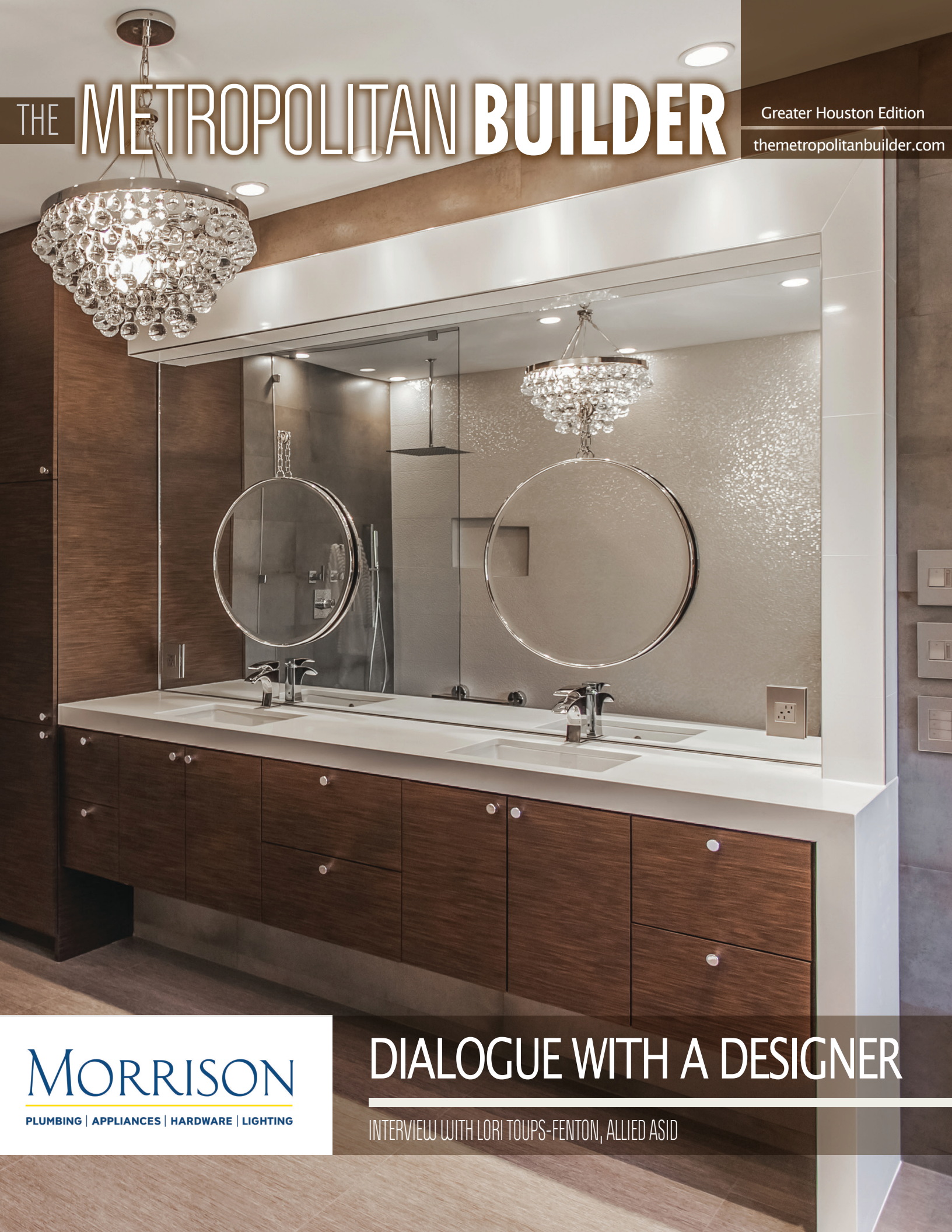


THE METROPOLITAN BUILDER

Greater Houston Edition
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DIALOGUE WITH A DESIGNER

INTERVIEW WITH LORI TOUPS-FENTON, ALLIED ASID



DIALOGUE WITH A DESIGNER

Sweetlake Interior Design, LLC

Morrison knows that dreams, reality and inspiration make a house a home. They also know that an interior designer or interior design firm often become an intricate part of this process. Design professionals should be committed to creating individualized and functional designs to meet the lifestyles of their clients' families. Morrison Showrooms work to inspire these ideas and is conveniently located in the heart of Houston. Morrison offers many brands and designs, all exhibited in unique settings with interactive displays. Whether it's appliances, plumbing, hardware or lighting, they have brand to fit every budget and a style to fit every design. Contact Morrison's Showroom Manager for more details at 713-861-2343.

This month Morrison speaks with Lori Toups-Fenton, owner and principal designer of Sweetlake Interior Design, LLC, who has provided some of Houston's most fabulous properties with unique custom designs since 1996. Sweetlake Interior Design, LLC, a full-service, high-end residential and commercial design firm and a licensed general contractor, is owned by award-winning interior designer, Lori Toups-Fenton, an allied member of ASID (American Society of Interior Designers).

Sweetlake designers are experienced in all aspects of interior design, which enables them to provide a variety of design services. By assisting clients with architectural details, construction specifications, new construction and remodeling projects, they provide an attentive level of service from start to finish. Sweetlake Interior Design is able to provide this level of service consistently, which is expected from a client during the design process. They are dedicated to fulfilling each client's vision. Whether it is a large scale home restructuring, an in-house remodeling project or specialty design and decorating, let Sweetlake Interior Design make your design dreams a reality!

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

Sweetlake Interior Design: Having a passion for creating beautiful and functional modern spaces

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

Sweetlake Interior Design: In many ways such as using AutoCAD to do 3D, scaled renderings which are extremely advanced and it helps clients to visualize a room and all of its features prior to the demo phase of



any project.

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

Sweet Lake Interior Design: By designing all aspects of the space with scaled plans and detailed specifications on how to build out a space

Morrison: What sets you apart from other designers?

Sweetlake Interior Design: We are a design and build firm for both residential and commercial projects. We start with the planning phase, then bid out the entire project, down to the hardware (such as knobs for cabinetry), while avoiding any allowances. This ensures we stay on budget, and it prevents most unforeseen overages/obstacles. Then we enter the building phase and watch the design come to life.

Morrison: What has been your most challenging project and why?

Sweetlake Interior Design: That is hard to answer. We love the challenges that arise from a client's wishing for a dream kitchen, spa-like master bath and complete home renovations. Every project teaches us something new about the industry, keeping our designs fresh and original. In the end, designing and building is always exciting. The greatest challenge is to make no two homes alike.



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

Sweetlake Interior Design: We speak and/or meet with the client to determine their needs and style. Then, we digitally create the selections/space in AutoCAD for the client to review for approval. Once approved, we purchase the client's selections and have it professionally installed/delivered.

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

Sweetlake Interior Design: Not planning or pricing out a project prior to starting

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

Sweetlake Interior Design: By constantly being involved and up to date on the latest trends and materials in the world of interior design. Also, through completing CEUs that are relevant for designers and builders.

Morrison: What is your favorite design style?

Sweetlake Interior Design: Clean lines and mid-century, functional modern

Morrison: What fascinates you and how have you incorporated that into your designs.

Sweetlake Interior Design: Creating a new design for every client and not using the same materials over and over again.

Morrison: How would you characterize your personal style?

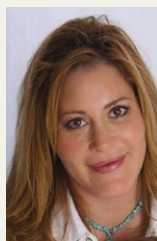
Sweetlake Interior Design: Modern, with a transitional twist.

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

Sweetlake Interior Design: Floor plan layout and placement

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

Sweetlake Interior Design: By attending markets and keeping up with my obligations to ASID



Lori Toups-Fenton, Allied ASID

You may learn more about Sweetlake Interior Design, LLC, by contacting Lori Toups-Fenton, Allied ASID, owner, at 1935 Springwell Dr., Houston, TX 77043 or by phone at office/fax 713.861.5444 or at cell 281.808.1281.

*You may also visit the websites
www.sweetlakeinteriordesign.com and
www.loritoups.com .*