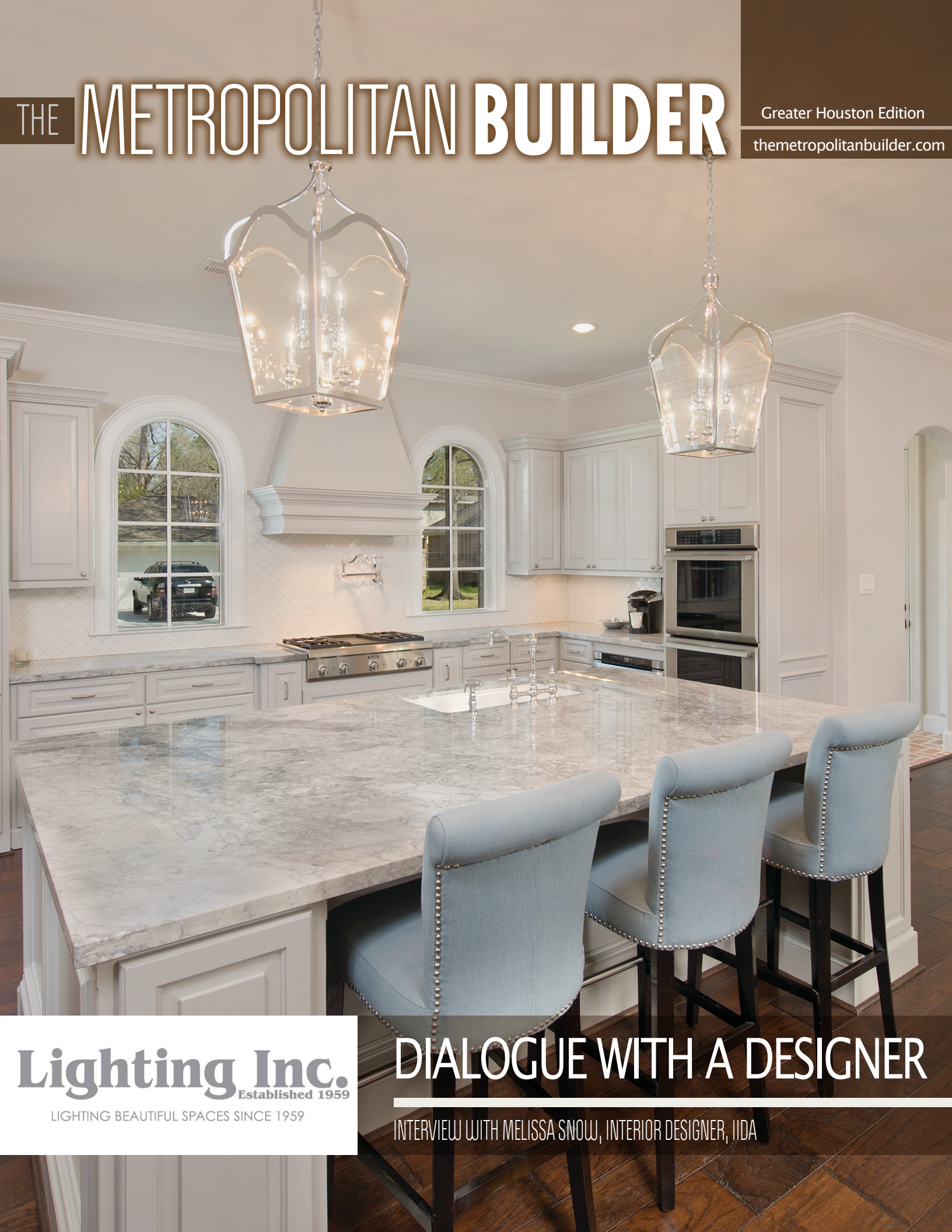


THE METROPOLITAN BUILDER

Greater Houston Edition

themetropolitanbuilder.com



Lighting Inc.
Established 1959

LIGHTING BEAUTIFUL SPACES SINCE 1959

DIALOGUE WITH A DESIGNER

INTERVIEW WITH MELISSA SNOW, INTERIOR DESIGNER, IIDA



DIALOGUE WITH A DESIGNER

MELISSA SNOW, INTERIOR DESIGNER, IIDA

Photo by TK Images

Customer service and product quality have always been the top priorities at Lighting Inc. The second generation family-owned business' belief is that through hard work and dedication, it can be second to none when it comes to lighting options.

The staff members at Lighting, Inc. understand that the top design professionals in the Houston market are committed to creating individualized and functional designs to meet the lifestyles of their clients' families. That's why they diligently work with the area's top interior designers and design firms in order to assure their clients' gratification when it comes to realizing their dreams, reality and inspirations in making their house a home.

With more than 100 years of employee experience at Lighting Inc., the staff aspires to stand out in the industry by assisting designers to find the perfect lighting fixtures for their needs. Their passion for lighting, home décor and customer service has been the driving force behind their business since 1959 and are eager to serve.

This month Lighting Inc. speaks with Melissa Snow of Melissa Snow Designs, LLC. Melissa started her

company by wanting to bring a personal touch to an often cookie cutter process and by recognizing a need to make consistent, timeless designs attainable for those who seek the services of a qualified professional who will work with clients.

Because of her unique background and expertise, Melissa is able to execute original distinctive, yet timeless designs while also delivering solid, reliable service to her clients. She strives to bring her clients' visions into reality, while at the same time providing the highest level of quality in their design with the best return on their design investment.

Because all clients have a unique vision, Melissa Snow Designs embraces each project individually, providing fresh, innovative ideas and creative concepts for all project types regardless of the project size or budget. Melissa Snow Designs delivers a custom professional approach to meeting both commercial and residential interior design needs.

Lighting, Inc.: *What motivated you to go into the interior design field?*

Melissa Snow: *I enjoy the creative challenge of walking*



Photo by TK Images



Photo by TK Images



Photo by Builder Heavenly Homes, LLC

into the space with a client and having them describe to me what they want, and then we make it reality. I love several aspects of design – anything from the various finishes to selecting the perfect accessory for a client. I enjoy rethinking the space with a client, whether it is selecting a new piece or knocking down a wall to open up a space. I enjoy each challenge because it is unique. There're always new problems and new successes. We take on the challenge, and that's a lot of our motivation.

Lighting, Inc.: *How can an experienced interior designer help custom home builders or remodeling contractors with their building or remodeling projects?*

Melissa Snow: Definitely. We need to be on the same page. We attempt to create a functional design space that represents the beauty the client wants to see. Budgets are a top priority. We can assist them to suggest items to the client or builder that are within the budget allotted. Also, an interior designer can keep the project on track to meet the set deadlines for when the selections are necessary for the homebuilder or contractor.

Lighting, Inc.: *What sets you apart from other designers?*

Melissa Snow: Melissa Snow Designs is a customer service business. A key characteristic that sets good customer service apart is not just to hear but listen to what the client needs, wants and desires for their space. It is important to have a beautiful functioning space. I feel the client should have the final decision since they will be the one spending the most time in the space that is designed. The client truly leads the process in the way we approach each aspect. Our company is very flexible in the process when working with a client. The client may desire to work hand-in-hand with Melissa Snow Designs. The client may allow our company to select and then bring options to them to view. Sometimes we put a space together and show the client the final space completely designed. It is all up to the client.

Lighting, Inc.: *What has been your most challenging project and why?*

Melissa Snow: We designed a 20,000-square-foot restaurant project that was a historical property and truthfully that was the most challenging. As the design team conferred onsite daily about balancing what we could rehab compared to what we needed to replace – think mechanical, electrical, plumbing, structural – and to keep it within the historical landmark guidelines took a lot of patience, and we acquired a lot of knowledge.

Continued from page 9

As always the most challenging things in life and in design end up being the thing that brings us the most joy. We face challenges daily from items not being installed correctly to a paint color that needs to be tweaked a bit. In the end, how you handle your challenges tends to say worlds about you.

Lighting, Inc.: *What would be your recommendation for “what to do first” in a decorating project when working with the builders and/or homeowners?*

Melissa Snow: For the client or builder, visual references such as pictures are one of the best first steps. Think of a collage. You may not like everything in the pictures, but by bringing several pictures together, they end up having an overlapping continuity that can take a lot of the guesswork out of it.

Besides saving ideas and pictures of what the client would like the space to become, I would also suggest to take some time to educate yourself on some of the costs. For example view some granite slabs at a supplier to get a gauge for what the material costs per square foot of what the client might prefer. This also helps to know sometimes what we want just isn't in the budget.

Lighting, Inc.: *Any last thoughts, comments?*

Melissa Snow: The remodeling or building of a home is a large task. Take it day by day but be prepared to have the selections the builder or remodeler needs to make sure your project stays on track. Select an organized, creative and personable interior designer. Whoever you choose will hopefully listen to your desires and incorporates them into your space. It is good idea to have a key individual to lead you in your final selections so there aren't any costly mistakes.

For more information contact Melissa Snow, Interior Designer, IIDA, at Melissa Snow Designs by calling 281-639-0039 or emailing melissa@melissasnowdesigns.com or visiting www.melissasnowdesigns.com. You may also follow Melissa Snow Designs on Facebook at <https://www.facebook.com/melissasnowdesigns/> or Instagram at <https://www.instagram.com/melissasnowdesigns/> or Pinterest at <https://www.pinterest.com/msnowtxdesigns>.



Photo by Builder Heavenly Homes, LLC



Photo by Builder Heavenly Homes, LLC

