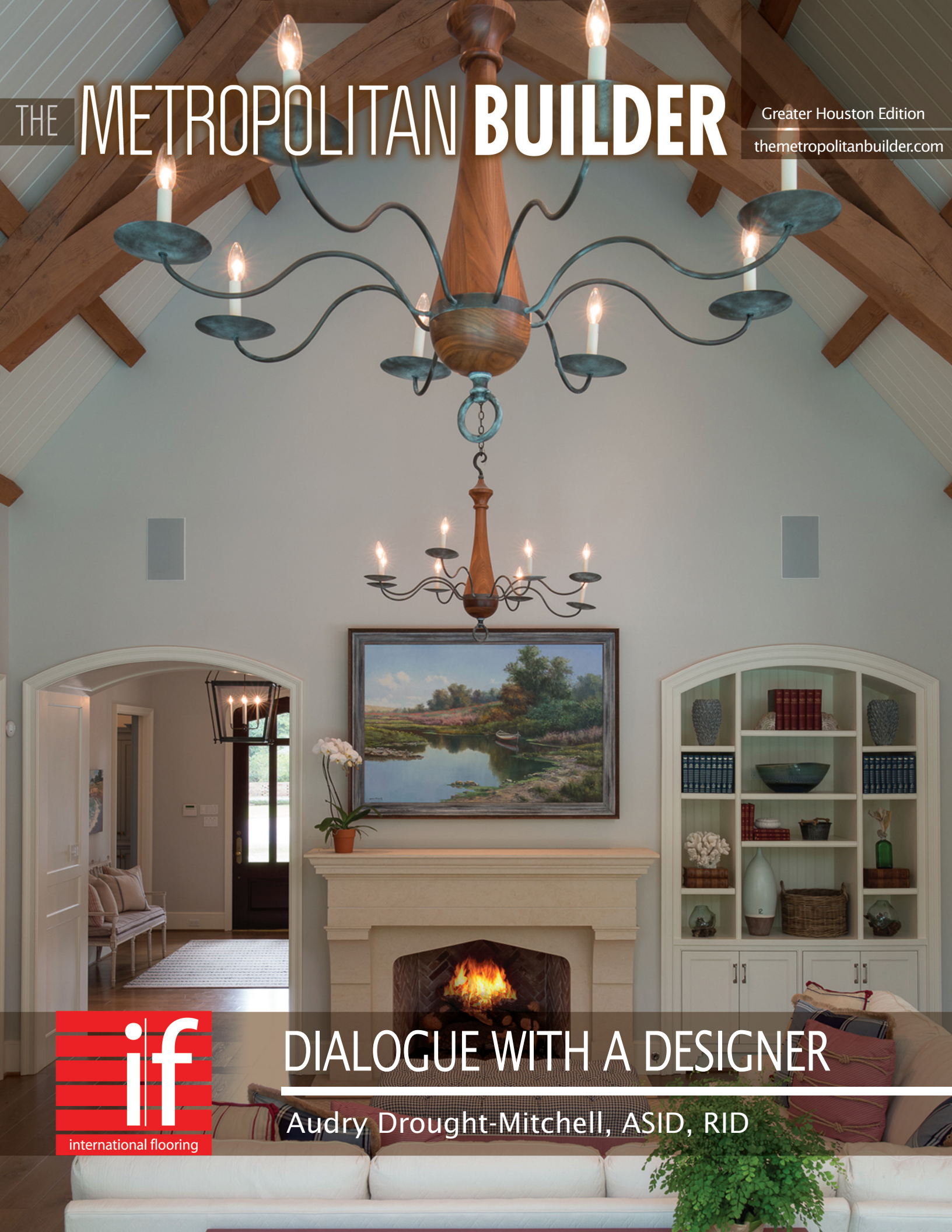


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DIALOGUE WITH A DESIGNER

Audry Drought-Mitchell, ASID, RID



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International Flooring knows that dreams, reality and inspiration make a house a home. It also knows that an interior designer or interior design firm often becomes an integral part of this process. As a National Wood Flooring Association (NWFA)-certified company, International Flooring takes great pride in working with some of the finest professionals in the Houston market, providing the best quality wood flooring and carpets available and superb customer service. International Flooring offers their clients a private showroom full of exotic wood floors not found in retail showrooms. This month International Flooring speaks with Audrey Drought-Mitchell, ASID, RID.

Since founding Audrey Drought Design, Inc. in 2000, Audrey Drought-Mitchell's main focus has been to demonstrate the highest level of professionalism through excellent business practices and thorough collaboration with the myriad of parties involved in each project. She places an emphasis on unique architectural details, proper scale and timeless creative influences and has long been recognized for her ability to incorporate all aspects of design.

As a registered and licensed interior designer, her areas of expertise range from new construction to remodeling in both residential and commercial spaces.

International Flooring: *What sparked your interest or motivated you to pursue the interior design field?*

Audrey Drought-Mitchell: During high school, I began

studying mechanical drafting, which required significant attention to detail. I discovered this was a strong interest of mine and, when combined with a desire to use my creative abilities, I elected to pursue a bachelor's degree in interior design. Subsequently, I then became a registered interior designer within the State of Texas.

International Flooring: *What fascinates you and how have you incorporated that fascination into your designs?*

Audrey Drought-Mitchell: I strive to create designs that will work as a long-term investment for the client. Thus, we implement unique architectural details with proper scale and functionality as well as incorporate timeless creative influences into each of our projects.

International Flooring: *How can an experienced interior designer help custom home builders or remodeling contractors enhance their efforts in building and selling homes?*

Audrey Drought-Mitchell: Collaborating with a designer at the start of every project will benefit long term. With the countless number of details, whether they are appropriate window or junction box locations, these costly mistakes can be eliminated at the beginning when hiring a professional designer.

International Flooring: *How do you decide on themes, fabric and color choices, window treatments, furniture, etc. when decorating?*



Audrey Drought-Mitchell: Each project is first approached with a heavy concentration on budget, lifestyle and functionality. These set the overall realistic parameters and boundaries.

International Flooring: *What are some of the common decorating mistakes made by builders and homeowners that you've noticed when you've walked into a room? What's your advice on how to avoid or correct those mistakes?*

Audrey Drought-Mitchell: Without a trained and experienced eye, a builder or homeowner who overlooks the principles of design is the most common error. A vast majority can be lost in the process, which is why hiring a professional and licensed designer from the beginning can avoid extremely costly and unnecessary mistakes.

International Flooring: *How would you characterize*



your personal style?

Audrey Drought-Mitchell: Bold, energetic and balanced with an emphasis on budget and functionality.

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

Audrey Drought-Mitchell: Professional interior design service is all about education. Clients rely on our expertise and experience to guide them in all the right directions and to provide them with confidence in their decision-making. It is important to stay diligent and maintain the desire to keep improving in order to stay abreast of industry advancements.

International Flooring: *What design books do you recommend? What design magazines do you subscribe to and recommend?*

Audrey Drought-Mitchell: Any publications that feature self-made interior designers who have succeeded and are making a name on their own.

International Flooring: *Any last thoughts, comments?*



Audrey Drought-Mitchell: Being a business owner of an interior design firm, I find that extreme creativity is crucial, but I acknowledge the value of a dollar is the fundamental principal of future continued success.



Audrey Drought-Mitchell, ASID, RID, President

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