

avenue



OUT OF THE CLOSET

50 YEARS AFTER HOMOSEXUALITY WAS DECRIMINALIZED, A COMMUNITY STILL FIGHTS FOR ACCEPTANCE

AUSTEN CITY LIMITS

WHY IS EDMONTON SO OBSESSED WITH JANE?



MADE IN ALBERTA AWARDS

FROM JEWELLERY TO VODKA, OUR JUDGES SELECT THE BEST

GARDEN STATE(MENT)

FALL FASHION BRINGS BOLD COLOURS, PATTERN

It's the responsibility of a designer to make the experience as seamless and enjoyable for the client as possible.



What a Design Professional Can Do For You

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Photo Andrew Shaw
Place The Raymond Block

Design is more than just decorating. Design is the overall essence of the things around you. It's a combination of elements and principles that evoke an array of feelings, in an aesthetically pleasing way. A professional designer knows how these elements and principles work together cohesively, as they take into consideration the style preferences and lifestyle needs of their clients.

All too often, designers hear from clients about the stresses they have experienced when working on projects independently. There are many variables when trying to complete a DIY design project. It can become an overwhelming process that is mentally, physically, and financially draining for a client. This is where the designer comes in. Designers can act as a one stop shop for all the design needs a client is looking for. With their training, experience and resources at hand, a skilled professional will take a lot of the burdens and stresses away from the designing process.

From colour consultations, material selections, and window coverings, to space planning, 3D renderings and project management, there are a multitude of details and services that come into play when creating

a final vision. A professional designer will bring this all together in a cohesive manner.

The first and most essential part of the design process is the connection between the designer and the client. Designers meet with their clients to establish a successful working relationship based on mutual trust and respect for one another. This is also where they create an all-encompassing design plan, with a unified vision for the client. The design and building industry offers a multitude of options when it comes to materials and services. To simplify the decision-making process, professional designers utilize their knowledge and expertise to make selections that are functionally and aesthetically pleasing, and within the client's budgetary means. No matter the size or type of design project, it's the responsibility of a designer to make the experience as seamless and enjoyable for the client as possible.

This design collective has come together to support one another in the design community. It's their vision to educate Edmonton and its neighbouring communities about the valuable services they offer, and to help bring any residential or commercial design vision to life. *

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