ID 40
Residential Design
Furniture Planning Presentation Criteria
Project A...
Where to begin:

● By now you have selected a client and established their profile info.

● You have also determined the Scope of Services based on what this “client” has asked you to do for them.

● Your Design Concept should be firmly in place!
First steps:

There are many things to consider when you begin furniture planning:

- Client lifestyle.
- Gender specifics, (physical size and age).
- Entertainment style.
- Circulation.
- Spatial requirements. Secondary function considerations.
- Budget concerns.
Client Lifestyle:

- Consider the photos that the client has gathered. Is there a common pattern to the furnishings, colors, ambience?
- Observe the client’s current residence. Can you pin-point a style preference?
- Determine a formal vs. informal approach to this project.
- Incorporate this approach into the Design Concept.
Client Lifestyle:

- Consider the client’s stage of family life:
  - Young children and pets are hard on furniture. This is not the time for expensive pieces. Everything will need to be replaced in 5 to 10 years!
  - With older children/no children, you can safely suggest high quality, more expensive lines.
  - High-end furnishings can be customized to your client’s exact specifications.
  - High quality, classic pieces can last a lifetime and should be considered an “investment”.
Selection Criteria:

- **Size and scale.**
  - ▼ Are the pieces in scale with the room and each other?
  - ▼ Do the sizes correlate to the client’s physical needs?

- **Appropriateness.**
  - ▼ Does the price point match the client’s budget?
  - ▼ Does the quality address family needs and lifestyle?

- **Durability.**
  - ▼ Will the fabric selected hold up to children and pets?

- **Maintenance.**
  - ▼ Will the furnishings require any special care beyond periodic cleaning?
Physical Considerations:

- **Gender differences:**
  - **Men** will “sprawl out” on a sofa or chair. They weigh more and are usually taller than females.
  - **Women** tend to sit “folded up” in social situations, and require smaller scale, less deep seating.

- **Seating issues:**
  - **Too high/deep**: short person can’t touch the floor.
  - **Too soft/deep**: older person/shorter person can’t rise easily.
  - **Too short/narrow**: taller person sits with their knees drawn up.
Other considerations:

- **Proxemics and demographics** also play a role:
  - ▼ Americans typically need more personal space than other cultures.
  - ▼ Our social comfort zone is about 18” - 24” for face-to-face interactions.
  - ▼ Physical distances of 4’ to 6’ are the most comfortable for conversation.
  - ▼ A sofa that **should** be able to seat 4 people will typically only seat 2 during a party.
Entertainment Needs:

- Discuss the client’s entertainment patterns:
  - Formal style vs. informal.
  - Large groups vs. small (4 to 6 typical).
  - Which rooms will be used most often?
  - Maximum seating requirements.
  - How often do these larger groups need to be accommodated?

- How much of the design budget should be allocated to these entertainment areas?
Things to consider:

- Large groups will always splinter off into smaller units. **Moveable seating** works best.
- Create **conversation areas** based on your new knowledge of American psychology!
- **Circulation** is very important for the flow of large group entertaining.
  - Consider bar area and buffet style circulation needs.
- Can you design enough **spatial flexibility** to reconfigure the furniture layout for special occasions?
Dining requirements:

- Consider entertainment style.
  - Rectangular/Oval tables = Formality
  - Square/Circular tables = Informal/casual

- Allow 24” to 30” of table space per guest.

- Leave enough room for each guest to push back his chair, *(typically 36”)*.
  - Always draw chairs completely outside of the table (in plan view) to ensure adequate space.
How to begin?

- Match a room’s activity with furniture “cluster” groupings.
- Keep the basic furniture needs of each specific room in mind.
- Always consider circulation paths first.
  - Construct a quick diagram of expected patterns to avoid placement problems.
Secondary Functions:

- Consider secondary uses for primary rooms:
  - Guest bedroom/Home Office combination.
  - Living and Dining areas.

- Which function takes precedence?
  - Assign levels of importance to the functions required.
  - Find compromises that satisfy the majority of all users.
Additional strategies:

- Determine the focal point of each room.
  - Fireplace…Television…Outside View...

- Levels of Natural light.
  - Bright windows and skylights can create unwanted glare for television viewing and/or task work.
  - Placing the client’s back to glare can create difficult shadows on the work area.

- Storage considerations.
  - Determine client’s storage needs. (TV, stereo, books, collections?)
  - Will built-ins be a better solution than free-standing units?
  - Which idea fits the overall budget?
Additional Strategies:

- **Furniture sizes:**
  - ▼ Consider all clearance dimensions.
  - ▼ Can movers deliver new pieces through existing door openings, stairwells, and halls?

- **Will existing furniture be incorporated?**
  - ▼ Take photos of each piece, record dimensions.
  - ▼ Create a furniture inventory.
  - ▼ Discuss which items may need reupholstery. Suggest new uses and locations.

- **Always remember the Budget:**
  - ▼ Offer several price point options for consideration.
Space Planning:

- You have been given a hand-out with generic furniture symbols.
- To facilitate quick schematics, trace these pieces or use a furniture template.
- **Never** use a furniture template for the final furniture plan.
  - ▼ Use exact dimensions to represent the actual furniture you are specifying.
Clearances:

- Good design is based on the interaction of positive and negative space.
  - Furnishings vs. the circulation around each piece.
- Proper furniture selection relies on the balance of size and scale.
- Establishing ample clearance between furnishings is the difference between a welcoming space and an over-crowded room.
Clearance Guidelines:

- **Traffic patterns:**
  - ▼ Major circulation requires 4’ to 6’ clear passage width.
  - ▼ Minor pathways require 24” to 4’ clearance space.

- **Foot room:**
  - ▼ Always leave 18” to 24” between seating areas and the edge of a coffee table.

- **Leg room:**
  - ▼ 18” to 32” is the recommended floor space for someone to stretch their legs from a sofa or chair.
Clearance Guidelines:

- **Dining clearances:**
  - ▼ Someone seated requires 18” to 22” from the seat back to the table edge.
  - ▼ Allow 22” to 36” of open space for a guest to get into their chair with ease. (The optimum guideline requires 36” of open space between the chair back and any wall directly behind.)
  - ▼ Consider circulation around the table to serve food to the seated guests. 18” to 2’ is recommended. Always opt for the more generous dimension if possible.
Bedroom Considerations:

- A bedroom can require secondary functions:
  - Study, Den, Playroom, Home Office, Dressing room.

- Consider spatial requirements:
  - Dressing areas typically require a min. 42” diameter area for standing, stretching, bending over, turning around, etc.
  - Consider space in front of closets. Leave enough room to fully open drawers and doors.

- Consider storage needs:
  - Allow a min. of 5 lineal feet of hanging space per person.

- Consider seating and tabletop needs:
  - People will sit to put on shoes or make-up.
  - How much tabletop space is needed for personal items?
Furniture Clearances:

- **Standard bedroom requirements:**
  - Allow 18” to 24” for a person to make their bed.
  - Twin beds require 18” to 28” between each bed.
  - Remember to allow about 4’ of clearance on one side of the bed for cleaning underneath!

- **Consider closet circulation:**
  - Allow 3’ of clear space in front of each closet and/or dresser.
  - Allow 3’ to 4’ (in both directions) as dressing space.
  - Include a full-length mirror somewhere in close proximity to the dressing area.
Record Keeping:

- Keeping accurate records and staying organized is vital to the success of any design project.
- You have been given several forms specific to furniture planning.
  - Furniture Specification
  - Quotation Request
  - Reupholstery Checklist
- Let’s review each one separately...
Furniture Spec. Sheet:

- Everything you specify for a client must be cataloged and recorded.
- All of these forms will be collated into a binder called a “Spec. Book”. We’ll discuss this in detail later…but for now SAVE EVERYTHING!
- A spec. sheet contains all the technical info. pertinent to each piece of furniture. It includes:
  - Project information
  - Furniture dimensions and finish specs.
  - Upholstery specifics and any special fabrication instructions.
  - Pricing and contact info.
Project Information:

- Always include the project name/address.
- List the room this piece will be placed in.
- Assign a furniture code to the piece. This number will go on the spec. sheet, on the floor plan, and in a legend. (We’ll discuss all of this a little later this semester)...
- List the item name, (ie. Bernhardt, Van Gogh sectional sofa). List the quantity needed.
- Add any notes, (ie. Lead time, deposit required, etc.)
Furniture Information:

- Include the **item code** assigned to this piece.
- List the **manufacturer**.
- List any **item/catalog no.** assigned by the manufacturer.
- Give a brief **description** and/or include a catalog photo or line drawing of the piece.
- Always include **finish** specs. and **dimensions**.
- Include the showroom/sales rep. **contact info**.
Upholstery Instructions:

- This area is used to record the COM or COL material being used for fabrication.
- List all the pertinent info. about the fabric selected.
- You may want to have a separate spec. sheet for the fabric.
- Always include any special fabrication instructions, (ie. fabric to be railroaded, return extra fabric to designer, etc.)
- Include fabric vendor contact info.
Pricing Information:

- Always include net pricing information.
- Delivery and freight are typically charged after the order is complete.
  - Advise clients that they will be invoiced separately for these items.
  - Have the showroom estimate these costs for you. Advise the client that these are approximate figures.
- During the semester, investigate as much pricing as you can.
  - Knowing how much things actually cost helps you to become a better, more informed designer!
Quotation Request:

- Compiling pricing is a huge part of furniture planning.
- Always provide the client with various price points and different options when furniture planning.
- Allow them to see the difference that money can buy. Offer budget guidance.
- Allow the client to make an informed decision.
- Before placing a furniture order, always reconfirm the initial quotation pricing.
Reupholstery Checklist/Work Order:

- This checklist is used to help detail the reupholstery process.
- The form can be submitted as the basis for:
  - Assessment of labor charges.
  - Fabric yardage estimates.
- Once completed:
  - Assign an invoice or project number to the form.
  - The checklist now becomes the fabricator’s “Work Order”.
Review Materials:

- Continue to review and utilize these materials throughout the semester.
- Re-format these materials with your own business name and logo.
  - Submitting customized documentation creates a more professional image.
  - Showrooms will respect your authenticity and offer more helpful service.
- Begin designing a collection of your own professional practice documents.
Presentation Criteria:

- You will invest many hours of creativity, careful planning, and investigation on every design project.
- The next and most important phase is describing your vision to the client.
- The most incredible design in the universe can fall flat if you can’t express yourself clearly and enthusiastically!
For this project:

- Introduce your client to the class.
  ▼ Briefly describe this client’s lifestyle/special needs.
- Outline the Scope of Services you were “hired” to address.
- Describe the Design Concept you developed for this client.
  ▼ Elaborate on how the concept evolved based on your intimate knowledge of the client.
- Quickly describe how you approached the implementation of the concept through style, colors, ambience, etc.
Sell This Design!

- Things to consider in your presentation:
  - Spatial Organization and circulation patterns.
  - Overall use of 3-D spaces and volumes. How do different ceiling heights and floor planes enhance the flavor of the space?
  - Why were certain colors used in this design? Relate your design decisions to your knowledge of color theory.
  - Why were these particular furnishings selected and how do your choices relate to your concept?
  - How does this design answer your client’s needs and enrich their life?
Now... Wrap It Up:

- Presenting a “real” project to a “real” client would involve a much more detailed meeting, but...

- You will be given 10 minutes to present your design to the class:
  - Be prepared and organized. Stay focused.
  - Practice your presentation in advance.
  - Write critical information on a 3” x 5” card so you don’t forget to present key design elements.
Final Presentation Pointers:

- Bring whatever props or extra materials you need to adequately describe your design.
- Remember to restate the design concept.
- Provide a quick summary of the most important aspects of your design.
- Dress in a professional manner...you will be taken more seriously and shown respect.
- Remember to talk to the class (not just the instructor). Show your enthusiasm....

Remember you worked hard on this design!!