

# Awaken your clients' design senses with designer's INSIGHT<sup>©</sup>



Judy Hallberg, ASID, has been an interior designer for over twenty years. She serves a broad spectrum of clients in their homes and offices through her firm, *Expressive Interiors*. Judy integrates Feng Shui, the Chinese art of placement, and interior design to add an extra dimension to her projects.

Judy is very active in the American Society of Interior Designers (ASID). She has contributed in many ways and was the President of the San Diego Chapter in 2002-2003. Judy received a BA in Art/Interior Design, has completed extensive studies in Feng Shui, and is also a Certified Interior Designer in California. In addition, Judy has been published in San Diego and nationally. Judy received the Ethel M. Siegelman Award in 2006 and the national Medalist Award in 2007 for outstanding service to the San Diego Chapter of ASID.

To enroll for a Designer's Insight lecture, contact Judy Hallberg, ASID/CID, at 619.287.2723 or e-mail [jhallberg@pacbell.net](mailto:jhallberg@pacbell.net).



# Awaken the senses

*Everyone has a sense of what they're drawn to,*

but not everyone knows how to express why they're attracted to a particular color, object or texture. Add to that vastly different design tastes between partners and spouses—and you know too well what can happen—frustration resulting in a project that stalls before it has a chance to start.

Words like “contemporary” or “traditional” may not reflect a client’s true style. Let your client talk about design in their own language with Designer’s Insight<sup>®</sup>, an interactive process that helps clients uncover their true style using visual, tactile, emotional, and memory cues.

*I recently had the opportunity to participate in a presentation of your interior design preferences tool, Designer’s Insight.*

*Selecting furniture, fabrics, paint colors and styles is certainly not one of my favorite things to do. In other words, I was a reluctant participant. . . In a matter of moments, I was intrigued by the various shapes, colors and textures of the small items displayed in the presentation tray.*

*At the conclusion of the quick and easy process I was surprised by the presenter’s assessment of my choices and how accurate they were in determining my design preferences.*

*Very Truly Yours,  
Don Mellon*

## How it Works:

**1** Use the **Designer’s Insight Toolkit** to present your clients with a variety of items reflecting a range of design elements.

**2** Clients select items that they are drawn to, **awakening** their design sense.

**3** Discuss the chosen items with the client to uncover the motivations for their selections—in **their own words**—not words from a designer’s vocabulary.

The selections reflect the kinds of things they need in their environment — for example, geometric shapes, clean lines, warmth, vibrant colors.

Your client knows that you are truly interested in their needs and desires, and has a new understanding of their desired design. And—it’s interactive and fun!

## 4 Design!

Designer’s Insight gives you a launching pad for color and style so you can assemble a design scheme that reflects your clients’ inner design sense.



**“Designer’s Insight takes the territorial issues out of design.”**

—Judy Hallberg, Creator, Designer’s Insight

