



the DO YOU KNOW Secrets of design?

LENA FOMICHEV is an award winning Interior Designer that I have discovered. Lena can unlock the secrets of a great design for you with her engaging personality and unique approach. I have asked Lena to share her secrets with you. Here is what she says:

The most important element of the designs I create is the focal point. The focal point is the center of interest that draws the eye to an area or object and holds the interest of the viewer. This could be a window, a fireplace, a television or a piece of art. If the room doesn't have an emphasis then it needs to be created. Once the focal point is created, then all of the seating areas in the room can be designed around it and the rest of the design elements can be layers around it.

Very often my clients ask me to repeat a particular design they saw elsewhere - it could be a chic hotel they stayed in or a picture of a gorgeous room they found in a trendy magazine. Unfortunately, I often have to explain that repeating the same design would not be practical or even possible. The reason being that the design they admire doesn't take into account their cherished possessions like the piano, lovely armoire or their big screen plasma. I can however, use the colors, materials and the style to create an overall design for the home incorporating the elements that they, the items they cherish which results in a wonderful design unique to them.

Naturally flowing from focal point is traffic flow. All of the items in the room need to be easily accessible. If this is a pass-through area, then there shouldn't be any obstructions.

After traffic flow comes light. A well-designed room has a variety of lighting placed in layers. Floor and table lamps, recessed lights, chandeliers,

pendants and wall lighting can be used. Light affects all of the other elements of design. It can make a space appear large or small, friendly or cold. It can emphasize the curtain fabric or the beauty of the wall tile or painting. Light can change the apparent identity or a color, which is the next element of good design.

Color is the most emotional and personal of all the design elements. Color reflects a client's personality the most. I get to know my clients and how they are going to live in the house-what style they prefer, what their hobbies and tastes are. Their house is their home and it should be about their personality. I believe that homes should not be experienced as fixed spaces - they should reflect your entire life, the memories of the journeys you take and places you love, the emotions you experience, the books you read. My goal is to create a harmony in every design so that my clients can come home and say that their newly designed home is the one that they have always dreamed of!

If you would like to know more about Lena Fomichev and her design philosophy, please call Lena at 425-466-9515. If you would like to have any information related to real estate, please call me, Patricia Wangsness at 425-941-4841 or visit my website at PatriciaWangsness.com.



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