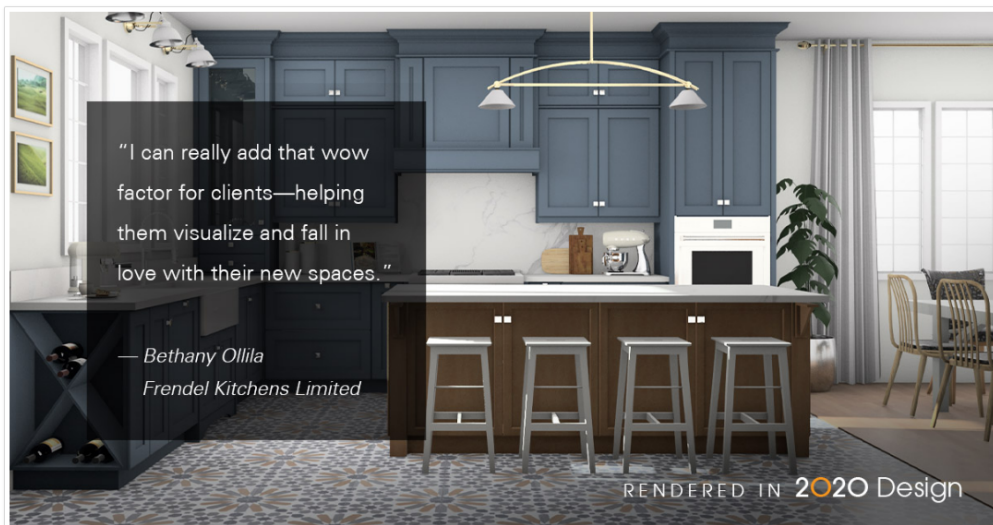


2020 Design Customer Spotlight: Bethany Ollila from Frendel Kitchens Limited



2020 Customer Spotlight

Art and design have always been passions for me, and my interest in them led me to pursue a course in Interior Decorating. Following graduation, I explored many aspects of the design industry, learning everything I could and narrowing down my interests to really focus on what I loved. For the past several years, I've worked with **Frendel Kitchens** and have had incredible opportunities to design unique and creative spaces for homes as well as being able to connect and learn from builders, artisans and other designers. I enjoy the daily challenges of design, not only to create a breath-taking space, but also to creatively meet the needs of my clients and produce a result that checks every box.

Question & Answer Session

When did you start using 2020 Design/2020 Design Live?

After learning 2020 Design in my post-secondary education, I started using the program daily when working for Frendel Kitchens Limited.

What were some of the reasons for selecting 2020 Design Live?

The ability of the program to not only produce accurate floor plans and technical drawings, but also stunning 3D renders, custom design elements and finishes and the ability to add those finishing touches—accessories and decorative pieces.

What do you consider the most beneficial features of 2020 Design Live to help improve your business?

Being able to produce an accurate 3D render of a client's space.

Do you use 2020 catalogs? If yes, what values have you gained?

By utilizing the appliance catalogs to reflect the clients' selections, or by adding in decorative elements, I can really add that "wow" factor for clients and help them to visualize and fall in love with their new space.

What has been your experience working with 2020 (support, training, sales, etc.)?

The 2020 support team is great to work with and is always quick with a reply, helping to problem solve or troubleshoot any issues that come up.

Tell us about a 2020 Design Live project you've completed that makes you proud. What was the inspiration behind the design? What tools and techniques did you use to close the deal?

Working closely with a home builder and a team, I recently planned the complete cabinetry for a newly built luxury home, including designing the kitchen to accommodate airy 11' ceilings and incorporating a beautiful transitional decor style. The use of 2020 Design Live's 3D rendering capabilities was essential in order to pitch my designs and show the potential for the space. I also used the program to complete technical drawings and floor plans in order to help me to space plan efficiently and design for custom pieces and built-ins.

Describe your creative process. What questions do you ask your clients before you begin a project? What information is most helpful to you?

I love to ask for a "wish list" and then find creative ways to include everything my clients are looking for, whether their space is big or small! It's also very important to me to investigate how the client will use the space, in order to ensure functionality as well as beautiful aesthetics. I enjoy researching other design projects that inspire me to think outside of the box and help me to generate new ideas.

What guidance would you provide to any designer who is considering 3D CAD tools for interior design?

The ability to view an accurate 3D visual of a space is not only incredibly useful when pitching your final designs, but also during the design process. It helps to guide the designers, as they can view every stage of the design in 3D and see how all the elements of the design work (or don't work!!) together.



About the Designer

Bethany Ollila
Frendel Kitchens Limited

Favorite design style:
Industrial and Mid-century Modern

Favorite color:
Tarrytown Green, Benjamin Moore

Favorite industry site/blog:
Architectural Digest

Favorite designer:
Leanne Ford

Quote that inspires you:
"All we have to decide is what to do with the time that is given us." – J.R.R. Tolkien