

2020 Fusion Customer Spotlight: Idil Sindir from Designer Kitchen Direct



2020 Customer Spotlight

Idil has always been passionate about interior design, as well as architecture and sustainable design. She studied architecture at degree level, followed by a master's degree in sustainable architecture. After graduating she started working at Designer Kitchen Direct working on kitchen/interior design projects. Currently, Idil mainly works on architectural design and interior design projects.

Designer Kitchen Direct is a Sheffield based company that specialises in high-end bespoke kitchens. The company aims to design homes rather than just a place to live for its customers.

In April 2020 Idil was named Voter's Choice in this year's 2020 Fusion Inspiration Contest.

Question & Answer Session:

When did you start using 2020 Fusion and what were some of your reasons for choosing that software?

I started to use 2020 Fusion when I began working for Designer Kitchen Direct in January 2019. The main reason we use 2020 Fusion is that it provides us with everything we're looking for in a design tool. We can provide high-quality renders as well as detailed 2D drawings just by using 2020 Fusion!

What was the inspiration behind the design you submitted for the 2020 contest?

We wanted to create a unique and peaceful kitchen using darker colours, but lots of natural light. Creating an open space like this allowed us to combine the dining area and the kitchen together seamlessly.

What are some of the most helpful features you use in 2020 Fusion and why?

The most helpful feature of 2020 Fusion is 2020 Cloud. We can find any appliance that we need, allowing us to create even more realistic and accurate visuals for our customers.

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

As I use the software regularly, I get in contact with the support team whenever I need help or have any issues. I am genuinely impressed and thankful for all their help. They solve every problem in no time!

Describe your creative process. What questions do you ask your clients?

We start by analysing the architectural drawings of the space and discuss the colours, styles and appliances that our clients are looking for. Once we have all the information we need, we work on the layout and create a beautiful and, most importantly, well-functioning space that serves our customer's needs. Since the uniqueness of our designs is very important to us, the design process is led by the information we receive from our clients.

Where do you get your inspirations from?

We get our inspiration mostly from our clients and the space that we're working on.

Do you design spaces other than kitchens and bathrooms? If so, which ones?

We design offices, kitchens and bedrooms at Designer Kitchen Direct.

Do you use any 2020 Cloud decorative items? If so, which ones?

I do! I mostly use appliances, taps and sinks from 2020 Cloud.

Which catalogues were used in the design you submitted for this contest?

In the design I submitted for this contest, I used Rangemaster Range Cookers, Rangemaster Sinks & Taps and Franke Selection.

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

Keep on trying! Everything seems very complicated and unfamiliar at the beginning but if you keep trying, it will get easier and you WILL get better!

Tell us something unusual that has happened in your career?

I have worked in different fields of design in different countries, which has allowed me to widen my perspective!



About the Designer

Idil Sindir
Designer Kitchen Direct

Favorite design style:
Industrial

Favourite paint colour:
Studio Green – Farrow & Ball

Favourite industry site/blog:
Architectural Digest

Favourite book:
Kafka on the Shore by Haruki Murakami

Favourite designer:
Ilse Crawford

Quote that inspires you:
"I always believed that if we only have this one life, then let's experiment with it." – David Bowie