

## 2020 Fusion Customer Spotlight: Oscar Morrell from Raycross Interiors



### 2020 Customer Spotlight

Oscar Morrell, winner of the 2020 Fusion Inspiration Awards in the Decorative Cloud category, has always been focused on product design and technology from school onwards. "Building Lego models when I was younger was my first foray into engineering and design," says Oscar, "and from there I developed a passion for 3D design, prototyping, rendering, and along with my hobby of cooking, designing kitchens was a very welcome development stage in my career."

#### Question & Answer Session

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

I've been using 2020 Fusion for the last 6 months, having seen it in use at previous furniture manufacturers. We are currently planning to stick to 2020 software as we can see effort that is being put into regeneration of features and photorealistic rendering.

**What do you consider the most helpful features you use in 2020 Fusion and why?**

Photorealistic rendering, first and foremost, is the most important feature we rely on. This will only continue as the software grows. We also rely on realism created by props, 2020 Cloud products, manufacturer catalogues and colours.

**What has been your experience working with 2020?**

Support has been fantastic whenever I've had to call up if I've ever experienced any niggles.

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

The design I submitted wasn't a huge project, but we put a lot of effort into it as the client had received bad renders and plans from other companies. We wanted to stand out head and shoulders above the rest. We pride ourselves on selling 'a dream and a lifestyle' rather than a product. The customer loved their technology, minimalist colour palette, and the odd organic touch, which is why we added wood/concrete effects along with a few metals like copper.

**Describe your creative process. What questions do you ask your clients? Where do you get your inspirations from?**

We always spend time to get to know the client's lifestyle first, understanding their requirements for the kitchen and what would make it work for them, before jumping into colours and styles. We then look at creating the perfect layout, followed by aesthetics and colour palettes.

**Do you design spaces other than kitchens and bathrooms?**

Yes, we design kitchens, bathrooms, studies, media units, general cabinetry and cloakrooms.

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

ALL OF THEM ☐

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

Kuhlmann Kitchens, Silestone Worktops, Universal Lighting, Trimble Warehouse.

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

In today's digital world, where customers expect to be able to receive a first-class service, you need to go above and beyond. The old adage of 'people buy from people' is certainly true in our sector, and I feel designers need to be able to demonstrate their CAD skills to take the customer on their 3D journey.

**Tell us something unusual that has happened in your career.**

I had to design a kitchen with a space for a goose house in the kitchen island. The customer had three pet geese, individually named, and each had a favourite colour. So I designed three little 'kennels' for them!



#### About the Designer

Oscar Morrell  
Raycross Interiors

**Favorite design style:**  
Rustic industrial

**Favorite paint color:**  
[Hague Blue](#) by Farrow & Ball

**Favorite industry site/blog:**  
[www.theverge.com](http://www.theverge.com)

**Favorite book:**  
Wildlife Photographer of the Year (all years)

**Favorite designer:**  
Kenichiro Ashida (Nintendo)

**Quote that inspires you:**  
"The best way to predict the future is to create it." – Abraham Lincoln