

2020 Fusion Customer Spotlight: Yaprak Yalcinkaya from Designer Kitchen Direct



2020 Customer Spotlight

Yaprak Yalcinkaya, winner of the 2020 Fusion Inspiration Awards, was first interested in interior design during her high school years. She then got a full scholarship from one of the best private universities in Turkey, and after four years of completing her BA in Interior Architecture, Yaprak graduated at the top of her class.

During her university years, Yaprak was involved in international workshops and studied at Sheffield Hallam University for six months as part of an exchange programme. She also started working as a freelancer in the design industry, and she finalised more than 100 design projects with several different clients on a freelance basis.

Yaprak was then accepted into the MA Interior Design programme at Sheffield Hallam University, and during her MA years, she worked part time in an architectural company in Sheffield as an interior designer. Yaprak then applied for several jobs and started working for Designer Kitchen Direct (DKD) which specialises in high-end bespoke kitchens. She has been working as a kitchen CAD designer alongside other designers for over two years now.

Question & Answer Session

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

I first started using 2020 Fusion when I started working for Designer Kitchen Direct in 2017. One of the reasons DKD chose 2020 Fusion is because it's the perfect kitchen designing software that meets our needs. We needed a software that could provide realistic and detailed visuals and accurate 2D technical drawings in a short time.

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

I used many different 3D software during my university years and later on in my professional career - what surprised me the most is how user-friendly and easy-to-use 2020 Fusion is. I also love the idea of 2020 Cloud; I can easily show 3D appliance models of the manufacturers we work with in our 3D visuals - it is so accurate!

What has been your experience working with 2020?

I can't thank the 2020 Fusion support team enough for the quick help they provided with problems I have had in the past, and I fully trust them with any problems that I might encounter in the future. I also had online training with 2020 Fusion, and even though it was a couple of hours long, by the end of the training session I was able to plan a kitchen from scratch!

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

We wanted to create a luxurious kitchen with dark cabinets and ambient lighting that would add some depth to the kitchen, and with the help of industrial features like exposed bulbs and brick walls, we achieved a modern kitchen with a polished look.

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

We start with the proposed plans, ask questions about the type of kitchen the clients like or don't like, then we design a layout that fits their space and needs. It should be functional and beautiful at the same time, and most importantly, it should work for them. We get our inspirations mostly from our clients; they are really excited about their dream kitchen and they have an idea of what they want, inspiring us to achieve the best for them. We also follow current trends, but we do not stick to them very often as we want our kitchens to be timeless.

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

We design offices, kitchens and bedrooms only.

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

Yes - I use bowls, plates, books and jars.

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

- Farrow and Ball
- Egger
- Silestone
- Multiwood
- Neff
- Universal Kitchens

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

Make sure the 3D CAD tool that you are using specialises in the type of design you do.

Tell us something unusual that has happened in your career.

I have been involved in projects from all around the world, including China, USA, Australia, UK, Russia and many others during my freelancing years.



About the Designer

Yaprak Yalcinkaya
Designer Kitchen Direct

Favorite design style:
Industrial

Favorite paint color:
Railings by Farrow & Ball

Favorite industry site/blog:
www.dezeen.com

Favorite designer:
Kelly Hoppen

Quote that inspires you:
"Inspiration exists, but it has to find you working." - Pablo Picasso