

DESIGNS BY HUMAN.

Design and Curation at its Best



Design Guide



#DETAILSMATTER
...THIS IS THE BEGINNING TO BEAUTIFUL DESIGN



WELCOME.

Designs By Human., Inc (aka DBH) was created to bring impactful design to everyday life. We specialize in complete interior decorating and detailed design for both residential and commercial projects. Using our professional design and construction experience, we will personally guide our client through every phase of the design process. Comprehensive project services include: design development and concepts, schematic design, construction drawing and styling. Let us assist with oversight in contractor bidding, the selection process, construction, and trade management.

Our design process and overall business motto stems from classical architecture and design where designs and architects were essentially one entity to fulfill the design goals of their projects. With an architectural and construction background it allows me as the designer to influence design choices at an early stage while we are implementing all the choices. I work with trades from all over the world sourcing materials and crafting items we design for our projects. Our focus is bespoke options, if we cannot find it we will make it.

- INTERIOR DECORATING & DESIGN -
- RESIDENTIAL DESIGN - COMMERCIAL DESIGN -
- CONSULTING - EVENT DESIGN - PROJECT MANAGEMENT - STAGING -
- DEVELOPER/INVESTOR RELATIONS - NEW DEVELOPMENT DESIGN -
- FURNITURE DESIGN - FURNITURE PROCUREMENT - CUSTOM INTERIOR SIGNAGE -

DBH partners with many qualified contractors, consultants and vendors to bring together a unique project just for you.

WE ARE EXCITED TO WORK WITH YOU.



JOE & MAYRA HUMAN

& OUR COLLECTIVE TEAM HAVE NUMEROUS YEARS OF EXPERIENCE.
IF YOU HAVE A QUESTION, JUST ASK US, WE ARE MORE THAN
HAPPY TO HELP.



THE DBH DESIGN PROCESS.

EACH AND EVERY PROJECT IS UNIQUE, BUT WE TRY TO KEEP OUR PROCESS AS STREAMLINED AND ORGANIZED AS POSSIBLE. THESE STEPS OUTLINE THE OVERALL PROCESS THE AVERAGE PROJECT WILL TAKE.

01 The initial site visit is the starting point of every project. During the first consultation we want to get to know you and your goals for your space! We want to learn about your tastes, preferences, and how you intend to use a space. We will discuss your goals and budget to figure out what can be achieved within your financial comfort level. We will also determine the scope of work for your space and take note of the areas in which you would like to utilize our design services.

**DESIGN
CONSULTATION**

WE WANT TO GET TO KNOW YOU AND WHAT DESIGN STYLES ARE BEST SUITED TO YOUR PERSONALITY AND YOUR NEEDS.

02 Once we have discussed your taste, goals, and budget we will write a personal proposal for your project.

**WRITTEN
PROPOSAL**

Before we start any design work, we produce an individualized proposal tailored to your project which will include fee structures, policies, and procedures. We lay out our responsibilities as the designer, the responsibility of all parties involved, and your responsibilities as the client. Our goal is to lay out what work needs to be done to ultimately achieve your desired outcome - a beautiful home!

The written proposal will layout design fees and the structure in which DBH will receive payment. We want you to feel comfortable and understand what design services you will be receiving and when our invoices will be due. We are always as upfront as possible regarding billing so that you do not receive any unexpected charges.

Along with signing the proposal, you will be expected to pay a retainer fee. This retainer fee will be credited toward any outstanding invoices. You can pay your retainer fee either through our online payment service or by check. Once your proposal has

been signed and the invoice has been paid in full we will contact you and begin working on your project!

03

**SITE VISIT
& NOTES**

Once we have received your signed proposal, we will schedule an appointment with you to come measure, take photos, and gain a full understanding of your space. If needed, we will also arrange for contractors and trades people to come take and measurements needed in order for you to receive an accurate estimate.

Once we have accurate measurements, we will create a base drawing of your space then generate a digital model in our system to aid us with the design process. If you are renovating or filing with the Department Of Buildings, we will begin a full construction set for your project with everything needed to get your project approved. An accurate floor plan of your space is crucial because it allows us to determine what can fit in your space, how it is arranged, and the scale of each piece. The base plan will also help us formulate demolition plans, construction plans, lighting plans, power plans, etc. To increase efficiency, we like to include detail drawings to provide the contractor with clear instructions of what is expected in each area of the project.

04

**SCHEMATIC
DESIGN**

At this phase of the work there are a lot of moving parts happening. We will be developing simultaneously parts and pieces of the construction set (Phase 5) as well as finalizing base plans and initial ideation's (Phase 3). Ideas will begin to coming to you in the form of moodboards, sketches and renderings to fully explore the plethora of options available for the project type we are working on together. The deliverables for this phase (and all phases) really depends on the project and it's overall scope and budget as all these tasks require a lot of time and focus.

RENDERINGS

As part of the schematic design process we work heavily on renderings to aide in the visualization of the finished space we are proposing. This also allows us to work through the mountain of complex details in a three dimensional environment.

*Rendering of Longboat Key Residence
Master Bedroom.*

**SEE
OUR
VISION**





05

DETAILED DRAWINGS

At Designs By Human, we see construction drawings as the road map to your project. We take pride in our attention to detail when creating construction drawings and understand that the more detailed we can be, the less mistakes will be made throughout the duration of your project.

We have extensive experience working with contractors and are usually able to predict what questions or concerns they may have before they arise. With this knowledge, we like to produce detailed construction drawings that can answer any questions from the contractor on their own. Things are done right the first time and the project is less likely to slow down or stop because of a question or inconsistency.

Much like previous phases our drawings often run parallel to various scopes of work to integrate design details into the project.

06

PROJECT
ADMINISTRATION

PRODUCT PURCHASING & MANAGEMENT FOR OUR CLIENTS

Purchasing for a project, whether it be big or small, can easily become an overwhelming task. Purchasing involves specifying product, receiving quotes from vendors, placing orders, storing order info, tracking shipping and scheduling delivery times. At Designs By Human, we have an ordering process that keeps your project more organized, efficient, and cost effective. We are able to place all items for your project in one proposal. Once in the proposal, you can purchase your furniture all at once and let us handle the rest!

WE ARE ALWAYS PRESENT AT TRADE SHOWS AND VENDOR EVENTS TO MAINTAIN GOOD RELATIONSHIPS WITH OUR VENDORS.

We are always visiting showrooms, events, and trade shows in order to stay savvy on the best pieces for your space. Our close relationships with vendors allow us to receive quotes and make purchases quicker and more efficiently. With a longtime and current presence in markets such as Manhattan and Brooklyn, New York we keep access to all the showrooms and brands that keep their hub there as it is a design mecca. This allows us to bring in more exclusive products and even services / craftsmen that may not be able to fulfill the design vision set out.

"TURN KEY / CONCIERGE" DESIGN SERVICE



Moving to a new place, buying another property, or just want a fresh start? We offer a "turn key" design service, in which we design and furnish your entire space. We take care of all of the ordering, deliveries, and setup. All you have to do is move in- we handle the rest! This is the perfect solution for those who travel often or live out of town.



FURNISHINGS: SPLURGING VS. SAVING

We want our client's home to be personal - rich with heritage and unmatched quality. We always encourage our clients to invest in timeless pieces that will adapt to their family's needs for years to come. At Designs by Human, we have an arsenal of vendors who carry beautiful pieces that represent generations of craftsmanship and can be perfectly tailored to your taste.

THERE ARE MANY REASONS TO INVEST IN QUALITY FURNITURE:

- **LONGEVITY:** Investing in higher quality pieces will always pay off in the long term, as you will spend less money in the future replacing items. In almost every case, we find that clients save money in the long run when they pass on cheaper options. Cheap furniture will often fall apart or it will end up costing more to clean/ repair.
- **QUALITY:** High end furniture is more expensive because they are made by artisans who have mastered their craft over generations. Exceptional quality will allow you to really use and enjoy your pieces - as oftentimes they are much more sturdy, functional, beautiful, and stain-resistant.
- **PERSONALIZATION / PERSONAL VALUE:** Luxury furniture is far more customizable. Most pieces we select can be perfectly tailored to fit your needs - in all different fabrics and finishes. Investing in pieces to fit your family will allow you to pass down furniture for generations.

We understand that every client is different and everyone has different budgets and expectations. We will work with you to achieve your furniture goals within your budget.

WHEN YOU SHOULD SPEND AND WHEN YOU SHOULD SAVE:

- **SPLURGE ON HEAVILY USED PIECES:** High-quality furniture will be able to withstand whatever you and your family put it through, from dinner party spills to kids who like to color on everything! We find that our clients much prefer the high-quality sofas that can be easily cleaned and don't show wear. We will help you select options that work best for your budget and your family.
- **SPLURGE WHERE THERE ARE HEALTH CONCERNS:** With joint pains and muscular issues on the rise, it is important to take your health into consideration when choosing furniture. We recommend investing in couches, beds, and chairs that give you proper support and will maintain their shape and structure.
- **SAVE ON STORAGE:** Storage needs are dependent on your stage in life and the layout of your home. Oftentimes client's storage needs are constantly changing, especially for growing families. We advise clients to purchase cheaper organizational solutions, so if they move to a new home or when their children get older, they can easily change their storage methods.
- **SAVE ON ACCESSORIES:** We love to go to markets and antique shops to find beautiful, cost effective accessories to give your home a personal touch. We also encourage clients to accessorize with personal photos and items from their travels.
- **SAVE ON OCCASIONAL USE ITEMS:** Cheaper furniture can look beautiful but lacks durability. You can get away with furnishing with budget friendly items if you do so strategically with items such as side tables, guest room furniture, garden furniture, etc. Cheaper items can always be upgraded, and we will always keep your project on file. Please reach out if you would like us to help you make larger purchases in the future- we will be more than happy to help!





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