

HOW DO YOU STAY TRUE TO YOUR STYLE WHILE SHOWCASING YOUR CLIENT'S QUIRKS & PERSONALITY?

INTERIOR DESIGNER SHANE INMAN AND ACTOR-TURNED-DESIGNER
JOSEPH PARISI DISCUSS HOW THEY BALANCE CLIENT REQUESTS
WITHOUT SACRIFICING THEIR CREATIVE INTEGRITY

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SHANE D. INMAN

works around the clock—up to 20 hours a day—to ensure that his clients are satisfied. Putting ego aside, he focuses on old-fashioned customer service.

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JOSEPH PARISI

approaches each of his projects with the same passion he's applied to all of his life's endeavors, whether it's a personal home renovation or an acting role.

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“THE FIRST THING I TELL EVERY CLIENT IS THAT MY OWN PERSONAL STYLE MEANS NOTHING ... IT’S ALL ABOUT MY CLIENTS.”

SHANE INMAN, AS TOLD TO KEITH LORIA

Personality and quirkiness are what make individual style so spectacular. There are no rules for interior design anymore. As a matter of fact, this is how the eclectic style became so popular. Within every space that I design I push the envelope with my clients to think outside the box in order to make their project unique by interjecting their own thoughts, ideas, and pieces into the space. When all is said and done you want to have a design that is one-of-a-kind, and that induces the “wow” factor and not the “seen-it-all-before” factor.

The first thing I tell every client is that my own personal style means nothing. I am not contemporary or traditional, it doesn’t matter what I am or if I live in a doghouse or a mansion. It’s all about my clients. There is a process in assisting clients with determining their own personal style in order to productively move forward. My company has spent years collecting a plethora of pictures, examples, and ideas, meticulously cataloguing them to help aid our clients in understanding what it is that they like and dislike. We look through them together, and I take copious notes to pinpoint a style that will be our foundation to start the project at hand.

As an interior designer, I am also an educator. When my client wants to do something really tacky and really ugly, it is my job to use my power and influence to educate them and help them understand that I am the one who can see the project already done. I have ability of vision—they do not. If they did, they wouldn’t need me. If they are adamant and want to do it, it’s my job to take that ugly chandelier and camouflage it or accentuate it and really make it work.

I understand that every lifestyle is different and so is each space. With every design style we must represent the uniqueness of the individual or family who inhabits it, whether residentially or commercially. Through education and experience we listen to clients, and we create a personal style that’s not only beautiful and comfortable, but also that promotes efficiency and productivity.

A coherent design throughout is object number one. One of the first things that a new client asks for is “cohesion.” Many projects start with a traditional framework, [while] the new vision may be contemporary. Should the project not include the entire square footage, there will have to be middle ground, as we want everything to flow seamlessly and for there not to be any evidence of a remodel when the project is over. ●



ABOUT SHANE INMAN / As president and principal interior designer of The Inman Company, Shane Inman brings almost 15 years experience to his clients with offices in both Michigan and Chicago. Inman earned a BA in interior design from Michigan State University in 1997 and began his career in San Francisco, specializing in custom kitchen and bathroom design for Home Depot and its offshoot, The Expo Design Center. He is a certified interior designer by the National Council for Interior Design Qualification and also holds the highest-ranking memberships in both the American Society of Interior Designers and the International Interior Design Association. Inman is currently a featured blogger for *The Chicago Tribune*, and his portfolio is showcased on HGTV.com.



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01-02 LAKE MICHIGAN RETREAT
Earthen hues accentuate the nature prominently featured in this project by The Inman Company. The renovation took cold neutrals and warmed them up with richer wood tones, resulting in a space that is comfortable and casual, yet elegant and full of luxurious texture. The client’s love of cooking and entertaining put the kitchen and dining areas on center stage.