

Dream Décor



Photo Special to the Insider
Shane Inman of The Inman Company.

TC, Chicago design firm featured on HGTV

By **BROOKS VANDERBUSH**
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NORTHERN MICHIGAN—Sometimes, the recognition takes its sweet time in coming. But, when it comes, that wait often makes said acknowledgment all the better.

Such is the case at The Inman Company.

After years of hard work and dream building, Shane Inman received word that one of the biggest names in home décor and design, HGTV, had not only noticed his company's designs but had fallen in love with them.

"The Inman Company was



Photo by Shane Inman

The Inman Company recently wrapped up this redesign for a client who lives in Manhattan and owns the pictured home on Lake Michigan.

approached by HGTV.com and asked to be a featured designer on their website," said Inman. "They came across my website while doing research. I corresponded with their team for a couple of weeks while they

approved all the designs and professional photography.

"HGTV.com stated that to be asked was a 'privilege' and that there were less than 100 designers across the country that have been invited. For that I am so

grateful."

Inman's path to this point in his career has been full of twists and turns. From San Francisco to Africa, Inman has earned every accolade.

"My design career began

in San Francisco and the neighboring communities of Sausalito and Mill Valley where I began my specialization in custom kitchen and bathroom design," he said.

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7&4/29&8, to name a few.

The payoff

Inman says that this recent recognition from HGTV makes all of that hard work seem worthwhile.

"Having my designs showcased on HGTV.com allows me to feel as if I have been doing something right within the vast world of interior design," he said. "I am blessed to have such amazing clients and industry partners, and this is a testament to all of those (clients and industry professionals) that have believed in me and supported me throughout the years.

"Having my designs viewed by the entire world allows The Inman Company to continue to be considered by potential clients outside of Traverse City and Chicago. We are looking at this as a positive stepping stone to catapult us to our next platform across the country — our long-term goals of hotel and restaurant design."

Now that The Inman Company is being presented as one of the nation's leading design firms, Inman's inbox will soon be full of questions about his vision.

"My personal style is contemporary mixed with minimal-

ism," he said. "When it comes to servicing my clients I say one thing; whatever my client's style is, is what my style is at that time. I never want my personal style to influence those that I am shaping an interior for.

"My goal for all of my clients is to have an interior that motivates and inspires them and their family. Their style has to be the most important part of the overall picture. If my client is not sure of their own style, I help them to discover and define it before we begin."

As for The Inman Company's future with HGTV, Inman is vague.

"As far as whether or not I will be involved with HGTV in another capacity; I have been asked and we are working out the details. Nothing that I can say as of now. You will just have to wait and see."

More information on HGTV can be found at HGTV.com. For details about The Inman Company, visit theinmancompany.com.

Shane Inman can be found on ChicagoNow.com, Letstalkbuilding.com and his own blog on The Inman Company's website.

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"In the next phase of my career, I held a five-year partnership with a prominent Fortune 500 company as director of design, on-site designer, project manager and senior interior designer. It was in this capacity that I designed interiors for private residences in Miami, Miami Beach and Key West. Soon after that, my expanding expertise in export services allowed me to include projects in Turks and Caicos, the British Virgin Islands, the Bahamas and Puerto Rico.

"After returning from Africa, where I acted as Good-Will Ambassador for the United States Peace Corps, I launched The Inman Company in 2006." Inman continued. "When I started my firm I had to diversify my talents since I wasn't yet known as an interior designer in the local community.

"Even with 10 years of interior design experience, I started from the ground up by organizing homes, event planning, real estate staging and performing major pro-bono work to get my infant company noticed.

"Now, five years after tremendous amounts of hard work and perseverance, I practice residential and commercial interior and exterior design — specializing in custom kitchen and bathroom design — focusing on new construction and remodeling in both the Traverse City and Chicago markets. I am also a past adjunct professor at my alma mater, Michigan State University, for the School of Planning, Design & Construction."

The Inman Company has worked with Hagerty Insurance, American Waste, the law offices of Gerald F. Chevalo, Living Light Massage & Wellness Center, Marigold Productions, Miner's North, Northern Vision Eye Care, Grand Traverse Ophthalmology Clinic and WPBN-WTOM TV