

REP OF THE MONTH:



Lynda Welte
WASHINGTON, DC

Can you share your story of how you started out in the interior design industry....

After many years of purchasing in the public and private sector, I joined Marriott International's Architecture and Construction division. It is there that I was introduced to the world of hospitality and interior design. Early did I discover the curious interaction between the inspiration, creation and manufacturing of interior furnishings. I had vast experience with the later but not the former. And I was also accustomed to working in highly collaborative teams. The rest is history.

Describe part of the process that is particularly inspiring for you when working with designers.

Whenever I can lead a designer in to the world of "how things are made", I am delighted to see their eyes light up and their energy go pow! It is then that I observe endless possibilities. When they say, "Oh, this machine can make that bend in the metal, on that angle, and I can have my pattern hole punched into it!" Then they conclude, "That's my lamp!" It's like watching a mad inventor. Most fun! What's more remarkable is that they are challenged to create new ideas and designs constantly.

If you could choose 3 favorite aspects of your business, what would they be?

I love the BUSINESS of business - the marketing, the creating, and the empowering that so few companies truly explore. We get so focused on making stuff. The truly successful individuals show themselves with creative marketing and communication. There are talented people out there that really know how to get you to want to buy a rock. Really, beautifully packaged and presented to you, buy your next pet rock!

Finding the funds - finding the cash. We so often hear that there are not enough funds or a big enough budget. People limit themselves. I love finding the money to make things happen. You think you have a limited budget (that's if you get someone to share their budget) but really; there is money all around you. You have to be willing to know your project, know your vendors and have an open mind. Share more and get more is what I say.

The DETAILS! I credit Robert Duban, VP Contract Sales for KravetContract for repeating a well-known expression. "It's all in the details." From budget

development, to specification writing, to knowing how to judge a shop drawing against an actual sample, these are just a few of the many details of creating a new design furnishing. All this has to happen in collaboration with the team of owner, designer, architect, purchasing agent, installation team and more. Try getting all the details from any one of these firms so that you can manufacturer a product correctly, on time and in budget. You would think you were asking for blood. A great rep works hard to get the facts and then make them matter.

PS - May I squeeze in a fourth? Networking! As a dedicated member of NEWH, Inc., I have made the best friends and business connections over these many years. NEWH says it's about networking, scholarships and business!

Favorite custom project(s) to date?

When there are multiple manufacturers that I represent involved in any one project, I am able to increase budgetary savings ...

Morrison Clark Inn designed by ForrestPerkins. Happy to work with ownership that wants long term value in quality casegoods and seating (Kimball Hospitality) and empowers the manufacturing, design and purchasing teams to make it happen. Beautiful traditional design.

Marriott Fair Oaks designed by p3 Design Collective is especially fun. The owners came from one of the toughest and hard-driving high-end design firms in the industry. With that training and skillset, p3 is creative in everyway on a dime. Just about everything in the project is custom developed. The ballroom lighting was carefully discussed with ownership and the design team on site prior to manufacturing. (Talk about detailing the nuances and expectations! Very much collaboration!) Even the bedding was custom designed by Kravet Bedding. This owner is truly getting top value for his investment dollars.

Homewood Suites New Orleans designed by p3 Design Collective. Happy to see custom development in carpeting by Northwest Carpets, Inc. and custom rugs by Luzern LTD. With an eye on strict budgets and on-time delivery, all met purchasing agent's timelines without a problem. I find it amazing that I represent companies who provide limitless resources to ensure that designers and owners see an array of sample possibilities. With the right questions answered, we

do not waste sampling materials.

Are you seeing any new design trends?

COLOR. Who would think that color matters now? (Don't say that to Pantone) I am seeing color used in surprising ways. Kimball Hospitality's Design Director, Deaderia Morris is pulling out the surprises by finishing interior drawers and banding on casegoods with vibrant and exciting lacquer color. Think emerald green and the most royal of royal blue!

The stripped down trend that is emerging is for hotel guest rooms bothersome to me. I am hearing more and more people echo that they love a richly furnished room. You can follow the millennials and throw away carpet in the guestroom but that is not where I will be staying. This affinity for this trend comes from kids whose parents couldn't get them to make their beds. Back to elegance is what I say. I want to experience a room that is equal to or better than what I have in my own home. I am not alone in reacting negatively to this new trend that is being touted to be new design and to save furnishings dollars. An elegant design principal explained to me that every generation has their unique way of expressing themselves but they come in to maturity with the guidance of history, beauty and art.

Any interesting new products from your manufacturers?

It's about D E S I G N. A dresser is a dresser. A carpet is a carpet. It's the DESIGN that matters. The manufacturers that I represent are getting better and better at anticipating trends.

Elegance that is beyond that in your home is what I think one likes to see in their respite space.

We are seeing more and more requests for LED lighting so we getting new and exciting LED lighting. High performance carpeting that can last some 10 years or more is what is accomplished with highly technical yarn systems, thanks to Aureus by Northwest Carpets, Inc. I love the exciting designs from exterior lighting and furnishings Spanish company, VONDOM. Edgy and all about design! Who thought that plastics could be so incredible? (It's about design).

Stay/Eat/Play in DC – Best places to visit while in DC?

Sorry to sound redundant but this IS Washington and what treasures we have!

The White House, The US Capitol, Arlington National Cemetery, Georgetown, Union Station, The National Cathedral. Dash out to Annapolis and to Old Town Alexandria. Go further out to Loudoun County and enjoy the countryside and countless vineyards. Only available in May, are the EU Embassy Open House Tours in DC. Time a visit for May.

Favorite restaurants in DC?

Blue Duck Tavern, in the Park Hyatt, 1789, in Georgetown, Matisse, NW Washington neighborhood favorite, Restaurant Eve in Old Town Alexandria.

Cool DC fashion or interior shops?

Saks Jandel at Mazza Gallery, Brooks Brothers and Ike Behar in Georgetown, A Mano, in Georgetown, Anthropologie, Georgetown, Emmissary

Personal

How do you recover from a long day at work?

I don't. I love what I do and I represent excellent. Our industry is fully engaged and electric. Since the dark days in 2007, we are all happy to be collaborating and working. My goal is to get back on my feet. Literally. Missing 70 mile a week runs is what I hope to return. No THAT is my outlet for recovery.

Favorite Vacation Spot....

San Francisco. My former home is a place to enjoy family and friends. Next is The Greenbrier. Love golf, nature and the West Virginia countryside. Of course, my best friend joins me on these trips. That's Pete (the dog).

Your Personal Home Décor....

Please do not ask. We have a beautiful piece of heaven on the highest point of Loudoun County. The view is incredible. When I can slow down, I will ask one of my most favorite designers to come out and make my vision a reality. Because I have favorite styles, I have rooms that reflect Eurasian, country French and traditional furnishings. The thing that I want to

Linda's Favorite Fashion Accessories

Hats hats and more hats. Tahitian pearl necklace by Karen Holland (Kansas City, Seaside, NYC)



really concentrate on next is lighting. Lighting is the most neglected furnishing whether commercial or residential..

Fashion Style....

Last description of me by a friend was "our lady of perpetual Chanel". No, I do not own Chanel but I wear a classic style. ■

Lynda Welte

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|-------------------------|-------------------|
| Kimball Hospitality | Kimball Seating |
| Kravet Inc. | Brunschwig & Fils |
| Lee Jofa | Ralph Lauren |
| Luzern, LTD | Renaissance |
| Northwest Carpets, Inc. | VONDOM |
| Wonderly's | |

To learn more about the fine manufacturer's represented by Lynda Welte and her team at Blueprints for GREEN Design, check out www.bfdGREEN.com.



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