



Commercial Interior Design

Interior Design As An Investment



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When does the *inside* of a business matter?

In this tough business climate, investing in Interior Design can often mean the difference between success and failure. Many businesses invest heavily in technology, equipment, labor, space and real estate, among other things, but don't always pay enough attention to the interiors of their spaces. In some cases, they invest in everything else, but improvise when it comes to the interiors. Yet, this is what the customer sees most once they get past the front door!

The Professional Interior Designer is qualified by education and experience to enhance the function and quality of interior spaces, especially commercial interiors. Every time you enter a well designed store, restaurant, office building, school or hospital, odds are a Certified Professional Interior Designer has been contracted to lay out the space and select the furniture, colors and finishes. All selections must adhere to code and regulatory requirements.

When looking for that competitive edge, it pays to start from the inside. Worn and outdated furniture, colors schemes that were yesterday's hot choice but look stale today, inefficient use of space, and overall poor presentation are just a few of the mistakes that an Interior Designer can remedy. Many companies that invest in refitting their interiors find that customers are happier, employees are more upbeat, work better and more efficiently, and the company actually produces a better bottom line.

Since its founding in 1993, InsabellaDesign of Red Bank, NJ



Monmouth Medical Center, Pediatric Unit, Long Branch, NJ: This newly renovated pediatric nurse's station was designed with a bright seaside cabana wall mural and a "boardwalk" wood vinyl floor to complete the beach theme.



Monmouth County Child Advocacy Center, Freehold, NJ: MCCAC was created as a safe, child-friendly facility for the victims of child abuse and their caregivers. The Family Waiting Room is a comfortable Living Room setting for children and their families awaiting assistance. All seating is upholstered in child-friendly, stain and bacteria resistant fabrics. "The Caring Wall" is a file wall community project designed by children helping children.



Monmouth Medical Center, Pediatric Unit, Long Branch, NJ: This unique Treatment room was designed for children to "float" on the watery floor tiles with a "sandy" shoreline. A flat screen television playing videos of beach scenes and underwater fish images, a beach wall mural, and a cooler filled with toys, makes it fun for the patients, as well as the parents.

INSABELLADesign

INTERIOR DESIGN • SPACE PLANNING

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has completed over three million square feet of distinctive, functional interiors for companies and facilities big and small. From big corporations to government buildings, from restaurants to car dealerships to law firms, from hospitals to ad agencies to small companies, InsabellaDesign does it all. Our work expresses timeless design and contributes positive solutions to the built environment.

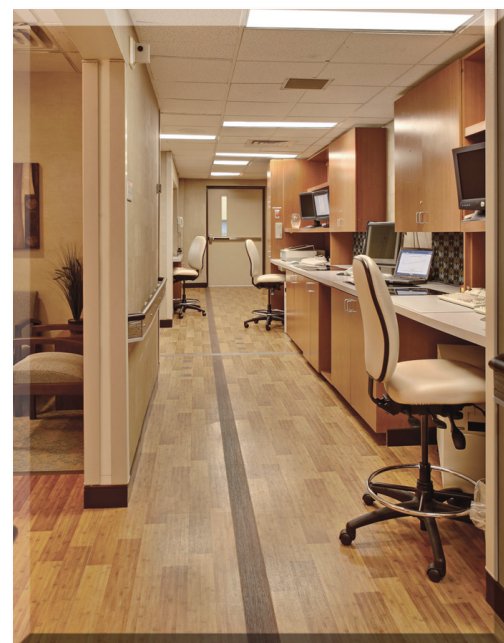
Recent clients include: Pfizer Corporate Headquarters, NYC; Monmouth Medical Center, Long Branch, NJ; HealthSouth Rehabilitation Hospital, Tinton

Falls, NJ; Monmouth County Child Advocacy Center, Freehold, NJ, Mother Mary's Italian Delicacies, Manasquan, NJ, Capital Printing Systems, Inc., NYC and Monmouth County Prosecutor's Office, Freehold, NJ.

Principal Beth Insabella Walsh, IIDA, ASID, New Jersey Certified Interior Designer and ASID Gold Award of Excellence Winner, along with the firm's talented team of designers, work in parallel with the client during all phases of the interior design process.



When it's time to discuss investing in your company's interior, no matter what size firm, call us to discuss your project requirements at 732.933.4344 or email insadesign@aol.com



Monmouth Medical Center, Radiation Oncology Unit, Long Branch, NJ: This newly renovated corridor allows patients to feel like they are entering a hotel, not a hospital. The bamboo vinyl floor accented with Java wood vinyl inserts, and textured wall covering, create a warm environment for all Oncology patients.