



## How Can Interior Design Help The Bottom Line?



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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 Worn and outdated furniture, colors schemes that were yesterday's hot choice but look stale today, inefficient use of space, and overall poor presentation are just a few of the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



**Capital Printing Systems, Inc., NYC :** This Executive Board room, with its 40 ft. custom cherry conference table, seats 34 people, planked with two large, adjustable flat screen televisions. The table has state-of-the-art built-in teleconferencing, voice and data capabilities accompanied by ergonomic, mesh and leather seating.



**Monmouth Medical Center, Pediatric Unit, Long Branch, NJ:** This newly renovated pediatric patient room was designed with a bright color palette and a playful beach theme.



**Pfizer, Inc., Senior Executive Office, NYC:** This elegant office was designed with a sophisticated neutral palette. Rich java wood furniture, fabric wall panels and custom millwork create a timeless space.

**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, and Capital Printing Systems, Inc., NYC.

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](mailto:insadesign@aol.com)



**Private Residence, NYC:** ASID Gold Award Winner of Excellence entrance features gold leaf ceilings, silk wallcoverings, brass insets in a Brazilian wood floor. The luxurious oval shaped dining room features a custom pleated silk fabric ceiling, a French antique chandelier, cove lighting, and painted faux wall finishes.