

SKELA STUDIO



BREIFING FORM

beautiful commercial interiors



Brief



CREATIVITY
+ EXPERIENCE

The Briefing form which should be completed to the best of your ability, so that we can identify your objectives and design to them. This can be just a few lines and some mood images to a 20 pages and loads of images. We have worked and delivered to either.



*"Design is the silent
ambassador of your
brand."*

Paul Rand

PRIMARY CONTACT INFORMATION

Date:

CONTACT DETAILS:

NAME:

ADDRESS:

EMAIL ADDRESS:

TELEPHONE:

MOBILE PHONE:

How would you prefer to be contacted? (Circle all that apply)

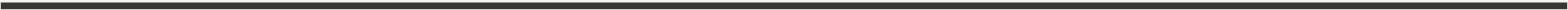
Work Phone	Home Phone	E-mail	Mobile	Day	Eve
------------	------------	--------	--------	-----	-----

Retail Design

PROJECT INFORMATION

Area square footage: _____ Age
of property: _____

Tell us more about the project



DESIGN GOALS

Who is your target audience?

Can you provide examples of shop designs you like?

Would you like to include “green products” when possible?

Yes

No



LIST OF ITEMS THAT YOU WANT INCLUDED :

What kind of work are you considering? (Please check all that apply)

- Furniture
- Flooring
- Reupholstery
- Window Treatments
- Remodel Toilets
- Accents
- Appliances
- Plumbing fixtures
- Space planning
- Room addition
- Wallpaper
- Murals
- Lighting
- Wall finishes
- Color scheme/ Paint



Priorities: _____

Are there any pieces of furniture, window, wall or floor coverings that must stay, and be worked into the new plan? Please explain:

Are there any items that must go?
Please explain:

DESIGN PREFERENCES

What “feeling” are you seeking to achieve? For example:

Casual Formal Spacious Clean lines Warm/ cozy Relaxed Boho

Industrial

Light/airy Elegant Sophisticated “Lived in” Contemporary

Scandinavian

Colours you dislike?

Do you have a colour theme in mind?

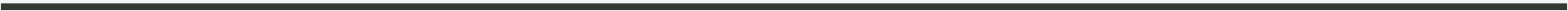
Yes

No

Please Describe:

What's the timescale/deadlines for the project?

Additional information and inspiration images/ links:



Communication

How involved do you wish to be in this project: (Please check)

Very involved (Call you with details and updates daily or weekly)

Involved – (Call to clarify things or discuss ideas occasionally)

Minimally involved – don't call until everything is ready to install

Other:

Thank you



Website

skelastudio.com

Email Address

info@skelastudio.com

