

What's the story?

The instructions are simple. Please fill in all contact information. Then, answer only the questions you think apply to your project or that you want to. You may execute this however you wish: Copy this into an email, and type in your answers. Reformat and send via snail mail. Print it, tote it around, and write in the margins. The goal is to dig into who you are so we can design the perfect space for you - the more info, the better. There are NO wrong answers, and there is never too much information.

Name(s) _____

Address _____

Phone # _____

Email Address _____

Door code or key placement _____

1. Is this a new construction project, renovation, or decorating project?

2. Why do you want to design this space?

3. Who are we designing for? You? Future buyers (are we considering resale)? Client

parties?

GORDON DUNNING

4. Who uses the space? (Don't forget to include pets and kids, if applicable)
 - a. How old?
 - b. How does each individual use the space?
5. Are you moving? Where do you live now?
6. Why is the space not working for you now?
7. What is the first thing you want to do in the space after install day?
8. What is/are your favorite color/colors?
9. What color do you wear most of the time?
10. Where are you from?

11. What is your favorite childhood memory?

12. Do you admire someone stylish in your life? Who is this stylish role model? Why do you

think they have style?

13. What celebrity do you want to feel at home in this space?

14. Favorite season? Why?

15. Do you travel? Where have you been? What trips/places had the most lasting impression

on you? Do you have photos or trinkets from your wanderings?

16. What brings you joy?

17. What do you keep in a drawer or jewelry box that isn't jewelry? Why do you keep it?

18. What do you collect?

19. What do you think of your parents' house? Your grandparents' house? Do you have anything of theirs? Not necessarily furniture.

20. Why did you choose the house/area you live in?

21. What does Tuesday night look like at your house? 5pm to bedtime?

22. What does Saturday look like at your house?

23. I've always wanted to...

24. Do you cook?

25. Are we designing your bathroom? What does your morning look like?

26. Eat out? Comfort food in? Food is simply for nourishment?

27. I feel most myself dressed in...

28. What movie or TV show or book would you like to live in?

29. Where have you lived prior to your current home? Any particular place that had a lasting impression on you?

30. Where did you meet your significant other?

31. How do you sit when you are lounging?

32. Do you entertain? Do you want to entertain? Who are you entertaining?

33. Are you a tidy person? A clean freak? An occasional mess when life gets crazy? Use your

own words to describe your level of “tidy”?

34. Are you a morning person?

35. What is your heritage? Where do you hail from?

36. When you aren't working, what do you like to do?

37. Who are some of your favorite artists? Famous? Local? Your kids?

38. What are some of your favorite magazines or catalogs that arrive in your mailbox?

39. Do you have any Pinterest Boards, Houzz Boards, magazine cutout or images that would

like to share? If so, please provide links/info here:

40. What is/are your favorite store(s) to shop in?

41. Do you or anyone in your household have any allergies? Scents? Down? Wool?

42. Any other notes? Stories?