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HOW DID YOU START YOUR OWN COMPANY?

"I arrived in Southern California 17 years ago, fresh out of school with a design degree from Iowa State University and \$400 in my pocket. My parents thought I was crazy and wouldn't survive. In 2005, I relocated here from La Jolla and started my firm in the South Bay. Today my design studio has four designers and two project planners, and we are involved in design work throughout the South Bay and beyond."

WHAT MAKES YOUR COMPANY UNIQUE?

"There are two things that make our company different. First, I offer a very approachable and uncomplicated process to what sometimes can be a very intimidating journey for our clients. We want our clients to be comfortable and know that we are easy to work with and part of their team. Secondly, we hold to a very high standard the knowledge of all interior products and quality of work. Whether in the millwork or the furnishings, we want the highest quality for our clients."

WHAT IS THE MOST VALUABLE SERVICE YOU OFFER TO CLIENTS?

"I take the bridge between architectural detailing and interior decoration very seriously. Once we receive the architectural

plans for a house, I draw all of the millwork and architectural details. Dave Baldwin of Baldwin Construction told me that 'when Phil puts his vision on paper, he provides a road map for both the contractor and client, saving the client so much money because it's so well-planned from the beginning.' In addition to the millwork details, we specify all finishes and lighting for a home, as well as the interior furnishings."

DESCRIBE THE HOME FEATURED.

"We were brought in during the conception stages of the home with Tomaro Architecture, so we were able to plan this home comprehensively. Additionally, we added tremendous architectural details, such as the coffered ceilings, moldings, doors and lighting. We paid special attention to the visual axis of the house and were able to create great vistas. Finally, we completed the project with comfortable, inviting interiors."

WHAT'S ON THE HORIZON FOR YOUR COMPANY?

"We just moved into an amazing new office that has great light and more space for designing. However, we're so busy that we've almost outgrown it, but that's a great problem to have. I have an incredible staff of creative people and look forward to designing some amazing homes that are on our boards."

