



## YOUR SPRING NEWS FROM PYE INTERIORS

Are You Looking for Ways to be 'Green'?  
LEED Green Associate design team.  
Work with our

100 10th Street, NE  
Suite 201  
Charlottesville, VA 22902

PI PYE INTERIORS

### Name That Color Contest

*Blushing Coral...*  
or.....  
*Pink Dawn...*

Send us your most CREATIVE color name for the color swatch below and you can win a \$30 gift card to Lowe's or Home Depot.



You've always chuckled at the audacious, and sometimes downright silly, names we have for colors. Now's your chance to see if you can top our color names!

Send your entry to [info@pyeinteriors.com](mailto:info@pyeinteriors.com) or fax us at 434.971.1785.

We can't wait to see your answers!

### LET'S HAVE MORE FUN WITH THIS

The goal of our newsletter is to connect with you, our client, while providing some relevant interior design news. We have a lot of info to share but we get easily intimidated with the self-imposed burden of trying to write polished and professional articles. So please forgive us for not being writers and enjoy this "lighter" version of our newsletter. We vow to have more fun with this going forward!

### Check Out the Basement Giving Back

#### Design House Benefiting Shelter for Help in Emergency

There is a house in Charlottesville that is undergoing a major transformation and Pye Interiors has signed on to refresh the basement. (Anyone who knows about my personal aversion to basements will realize the level of dedication we have for this project!) It's a Design House that benefits the Shelter for Help in Emergency and all of the funds raised will directly help women and children escaping violence in their homes. I'm including a "before" photo so you can appreciate the enormity of our design challenge...YIKES...and I invite you to tour through the house, which is open to the public from May 7th to May 16th, to experience the dramatic makeover first hand. Thanks to the numerous product and labor donations from many generous companies, we now understand the power generated by joining forces to help others.



Here's a look at the dark and dated basement room that we're transforming into a high-energy yet relaxing fitness center and spa.

-Linda Pye



### Come On Out!

Saturday May 8th - Sunday May 16th 2010

Ednam Forest | 533 Rookwood Place | Charlottesville, VA

Saturdays & Sundays 10am-4pm  
Monday-Wednesdays 10am-2pm  
Thursdays & Fridays 10am-2pm, 4pm-7pm

Tickets are \$ 20 for One Time Admission.

All proceeds benefit the Charlottesville community's Shelter for Help in Emergency.

2010 Design House tickets are available to purchase online via [www.cvilledesignhouse.eventbrite.com](http://www.cvilledesignhouse.eventbrite.com)



### Refer a Business to Pye Interiors and Earn \$50

We want to show our appreciation to our clients who refer businesses to us. If you send a potential business customer our way, we'll give you a \$50 Barnes & Noble gift card or donate \$50 to your local Habitat for Humanity. Your choice.

### 3 Things You Didn't Know About Us

**Linda's** first job was as a crew member at McDonald's. Want fries with that?

**Sheila** grew up in Illinois and she'd like to clarify that it's pronounced i-le-noi (not i-le-noiz).

**Susan** took 8 years of piano lessons and contemplated minoring in music performance.

An Exterior View of the Design House. Photo Courtesy of Robert Radifera Photography



# Can you afford NOT to renovate?

Okay, we all know that the economic outlook hasn't been so promising for the last few years, but according to several business magazines and news reports, things are looking up. A recent Forbes magazine article states that the economic recovery is spreading to most parts of the country and in Business week, the Federal Reserve Bank see's "positive momentum" in the U.S. economy. That's great news and now is the time to start planning for the upswing. After all, nothing lasts forever.

Now that we've heard some good news, what are the questions you should ask yourself? Are you lagging behind your competition? What are your clients saying about your company? What are your employees saying about their workplace? Is your building in need of renovation? Can you afford to renovate? Can you afford NOT to renovate?

If you're a corporation you know that business changes as fast as change itself nowadays, which means that your workspace will need to be flexible and more efficient. In a hospital, there is constant demand for facility upgrades, to expand capacity and for aesthetic enhancements to reinforce the public's perception of quality and brand identity. For education, in a time where state budgets are still being cut, sustainable initiatives are arising to make buildings more energy efficient and to promote learning through healthier interior environments.

So, while you are waiting for the economy to return to "normal", Pye Interiors can help you plan for your dreams. Let's meet to talk about your ideas!

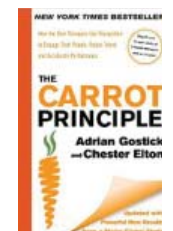
- Sheila Hoopmann



## Top 5 Reasons You Can't Afford NOT to Renovate

1. Keep Your Employees Happy- and save on the time and money involved with training new employees.
2. Provide an Inspiring Workplace to Increase Employee Productivity and Job Satisfaction- this speaks for itself!
3. Let Your Space do the Marketing for You- a well-designed, branded interior tells your clients that you are a trust-worthy, well-established company.
4. Construction Costs are Low, For Now- if you expect to expand in the near future, now is a great time to do it.
5. Go Green & Save Money- lower your energy & water consumption by incorporating higher efficiency heating and cooling equipment and water-conserving fixtures.

# What We're Reading...



Sheila is reading:  
The Carrot Principle by Adrian Gostick and Chester Elton.  
This book is about becoming an effective leader, setting clear goals, clear communication, building trust and being accountable for your actions. Sheila says, "It influences my design work by focusing on communicating my thoughts and ideas clearly. The more clearly we communicate with clients about our ideas and the design process, the more we build trust, the more successful a project becomes."



Susan is reading:  
Ladies Who Launch: Embracing Entrepreneurship and Creativity as a Lifestyle by Victoria Colligan, Beth Schoenfeldt & Amy Swift.  
It's a book about launching your dreams, whether your dream is to change your lifestyle, advance your career, or start a new business venture. Susan says, "It's an inspirational and valuable tool to help women let go of their fears, effectively set goals, and achieve their dreams."



Linda is reading:  
Place Advantage: Applied Psychology for Interior Architecture by Sally Augustin, Ph.D.  
This book is about designing interiors that enrich the human experience through a more in-depth knowledge of how Psychology and Interior Design are linked. Linda says, "I've gained more insight about creating environments that encourage people to work effectively, learn more, get healthy and enjoy life. It's taking design to the next level."

# Your New LEED Design Team

Congrats to us (Linda, Sheila & Susan) for achieving our LEED Green Associate credentials in March.

The LEED Green Associate credential is the first step in the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) professional credentialing program.

Keep an eye out in the Fall newsletter for results of our next step in achieving LEED AP status.

There's nothing like patting ourselves on the back, huh?

Content precedes design.  
Design in the absence of content is not design,  
its decoration.  
-Jeffrey Zeldman

# FAQs

## What's the difference between an Interior Designer and a Decorator?

If you really want to rile up a designer, ask her if she's a decorator. As a profession, interior designers feel strongly about the difference between designers and decorators and are continually working to educate our clients and the public on this matter.

The quick answer is education and licensing (see FAQtoids).

The more detailed explanation is that a decorator's role is to apply color, furnishings and accessories to a predetermined space. There are no educational requirements or licensing regulations for decorators. Interior designers create functional spaces to support people while responding to the location and social context of the project. The interior design process can range from overall layout to the nitty-gritty detail of placing a lightswitch. According to the National Council for Interior Design Qualification (NCIDQ), an

## FAQtoids

	Designers	Decorators
<b>Formal Training/Education</b>	4-Yr. Bachelors Degree	None
<b>Professional Certification Exam</b>	NCIDQ Exam (2 Full Days) Requires minimum 2 yrs work experience	None
<b>Licensing</b>	Required by some states (including VA)	None
<b>Scope of Work</b>	"Protect and enhance the health, life safety, and welfare of the public." - NCIDQ	Applying color, furnishings & accessories to a predetermined space

interior designer's job is to "protect and enhance the health, life safety, and welfare of the public." And of course, we do all of this while delivering beautiful functional spaces.

-Susan Cash



# Q: What TV Shows Are You Watching?

"I don't watch very much TV, but the shows I do watch are Bones and Human Target."

- Tim Roland, UVA Health System

"I am a fan of American Idol and Dancing with the Stars; I also follow Two and a Half Men and Gray's Anatomy."

- Terry deGuzman, Darden School of Business, UVA

"I actually have little time to watch TV - I have two boys that play sports and currently it is lacrosse season.

But when I do watch TV, my favorite is The Office. I set my DVR to record every show - then I can speed through the commercials."

- Patty Irish, Virginia Tech

## WELCOME!

We'd like to welcome our new client, Blue Ridge Medical Center. We're excited to assist Daggett + Grigg Architects with the expansion of your facility in Arrington, Virginia.

## WELCOME BACK!

And welcome back Worldstrides. We can't believe its already been 10 years since we helped you move into your current office. It's time to move again and we're glad to be on your team!

## Fun Fact

Did you ever wonder about the origin of the saying 'Dressed to the Nines'?

Originally this was a British expression 'Dressed to th'y'n eyes.' As in dressed from head to toe.

Leave it to us Americans to mispronounce it and turn the saying into something that makes no sense!