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from house to HOME™

The Home Magazine for the Fort Collins Area

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Full Circle:

The Ultimate Energy Efficient Home

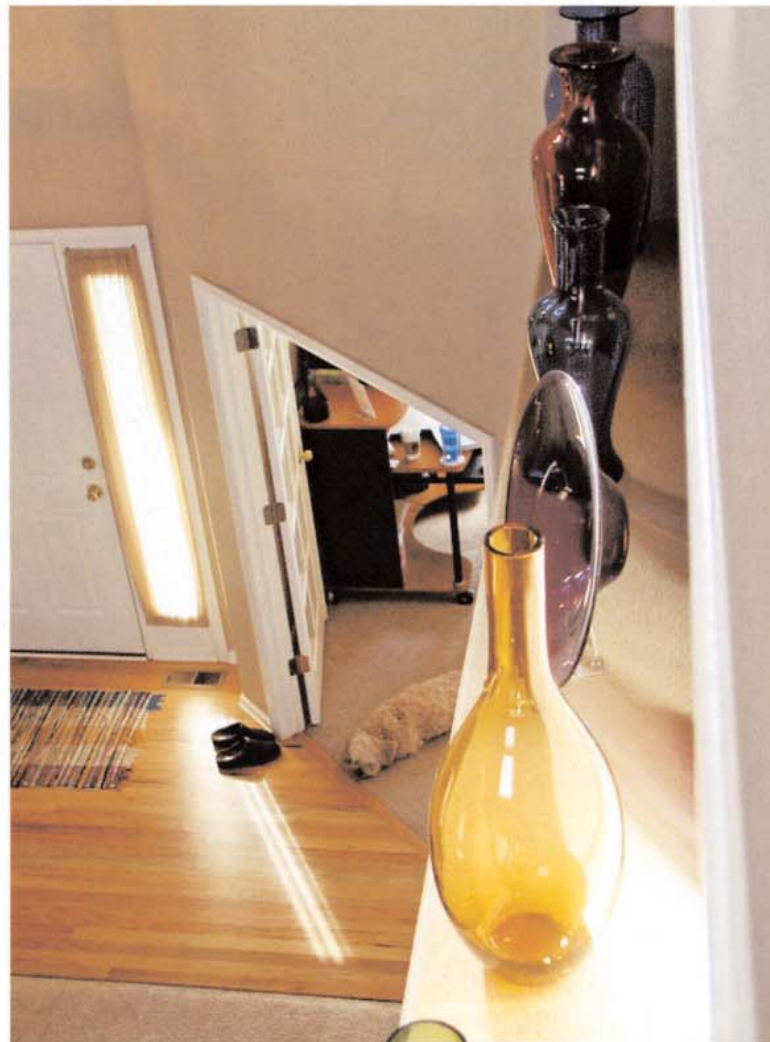
Fabulous Flooring²

LifeSpace: Bringing your dreams full-circle



Picture your perfect room. What have you always wanted, felt you needed, or simply dreamed of having in your very own space? Now remove all inhibiting boundaries; money and time don't exist, it's just you, your space, and anything you want to put up, knock down, splash across, hang, or simply place. Your space makes you content; it relaxes but empowers you because you've got everything you need right there. It allows you to connect with the people in it because there is nothing standing in your way. This may sound like a fantasy, but by using their LifeSpace process, the Fort Collins based Concept 360 personal design and planning company has made this a feasible reality. In helping a client remodel any area, the Concept 360 team doesn't merely ask them what they might like (this is no reality remodel show), they make sure that they know and you know exactly what you want and need to achieve the ideal end result—your dream.

Concept 360 doesn't simply offer a personalized finale. They have "developed a method to qualify an individual, to find out what people want based on who they are," says Steve Wolf of Concept 360. The Concept team has realized that in order to achieve the client's ideal, the whole process must be custom fit, because every individual is so different. Each person will not only have different wants and needs in their space, but also go about the entire remodeling process in a different manner. So before the Concept crew can figure out what someone wants, they must



text | Heather Fried

Top: The bold colors and unique pieces in this room indicate a traditional Explorer.
Photo courtesy of Concept 360

Middle: The perfect order and arrangement of these glass containers, combined with the bright, natural lighting that illuminates them, demonstrates a Director-Naturalist combination.
Photo courtesy of Concept 360

Bottom: This room's simple elegance satisfies a Purist's need for functionality, and a Director's need for control.
Photo courtesy of Concept 360



first figure out who that person is.

Clients take a personality inventory that's similar to the Myers-Briggs test. In this way, the members of the Concept 360 team are more like therapists than design consultants because they counsel people through the process based on the results of their very own personality profile. This 20-question quiz helps the Concept team discover their client's dominant personality characteristics based on four different categories: Purist, Explorer, Director, and Naturalist. A human factors engineer helped develop the quiz questions, and they're all research based. The team found that even before they ever started giving the quiz to clients, people fell naturally into the categories. "We've been told, 'you've broken the code, you've figured it out,' and it is really exciting to know you can quickly help people," says Tara Zeleny of Concept 360.

Once the quiz is over and the individualized results are in, the client has learned about and shared themselves with the team, and in turn the team will share what they know is right for the client. Based on the results, the design team knows what colors and textures to suggest to the client and what to avoid. The team now has an idea of whether the client would prefer to approach a project room by room, catering to all the details in that space, or paint the whole house and move on from there. They'll show a Director every possible option because they know Directors need that type of control, while the Purist will want to stay focused on two options, always keeping the ultimate goal in sight. They'll work with the Naturalist on walkways and gardens because those are important spaces to their outdoors spirit, and they'll let the Explorer's boundless mind roam.

Now clients dare to dream, and share those dreams as they fill out dream and goal worksheets in the Concept stage of LifeSpace. Here's where they forget all limits and put down even what they might think is unrealistic because, "If you talk about reality before you talk about what's important to you, you won't be satisfied," says Polly Zeleny of the Concept team. Reality seeps in a bit at the end of the Concept stage when clients discuss with the team their budget, what's reasonable, and what they think the project might cost.

Narrowing down dreams and ideas is the next step, and part of the Choice stage of LifeSpace. Here's where clients discuss actual costs, and get bids from different contractors that are within the budget for the project.

The last stage is Go. Here's where all the

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dreams and ideas, colors and textures, and lights and shades, come to life in a project that can be as involved as the individual likes, because Concept 360 “care[s] whether you want us to call you five times a day or just call you when it’s over,” says Polly Zeleny with a laugh.

Concept 360 has redefined what it means to make a space genuinely your own; their full-circle approach begins and ends with you. The LifeSpace process takes so much stress out of the overwhelming course of remodeling and interior design by the way the team clearly identifies and consolidates all your needs, creating a comfortable process that’s as rewarding as the finished dream come true. They also want their clients to have a good time with the project, according to Steve Wolf, “We can try to make [the projects] fun for them, rather than reasons for divorce.” |

Purist

- Process information through sensation
- They prefer undemanding, organized and purposeful spaces with classical, elegant atmosphere
- Beautiful and functional accent and mood lighting
- When a Purist walks into a room, they question function: “What am I here to do, work or play?”

Explorer

- Process information by thinking
- They prefer freedom and creativity in their space adorned with unique pieces
- Brightly lit environment
- When Explorers walk into a room they think about what else is going on

Director

- Process information by feeling
- They prefer a private environment over which they have control so that they can process all the feelings they take in from the environment.
- Soft lighting that accents perfection
- When a director walks into a room, they wonder who is there, and what each person is feeling.

Naturalist

- Process information by intuition
- They prefer the outdoors and their nostalgic side is inherent as they love incorporating their memories throughout their living space.
- Natural lighting is a must
- Naturalists walk into a room and want to find out who they know, and then try to establish a sense of community with all who surround them.

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