

# About Polly

Polly Zeleny, President and Creative Director

Polly founded Concept360 in 1998 based on her pioneering idea that understanding a person's personality is the key to successful design. Polly is the creator of the LifeSpace™ series and LifeTraits™ quiz, a personality-based process for meeting individual needs through carefully balanced design. Her creations cover the spectrum from commercial to residential environments and products. She has worked for Walt Disney MGM Studios and has studied Feng Shui under master Joseph Yu. Today Polly travels throughout the country consulting and presenting workshops for developers, designers, selection centers, and their customers. Polly holds a BA in theatre & design from the University of Colorado and is CAPS certified through NAHB.

Polly Zeleny's work as an author, ASID industry partner and publisher for her design firm gives her experience in making creativity profitable, along with a strong understanding of how personality affects design and merchandising. Creating Your LifeSpace™ is available nationwide through Barnes and Noble and provides the basis for the Jungian study of personality through design. The LifeTraits™ quiz, developed and tested over a period of five years, is DISC validated.

Designer and speaker Polly Zeleny provides training for organizations in corporate America. Her clients include Village Homes, IBM, The Group Real Estate Company, Home State Bank, Hospice, Group Publishing, Stoner Development Company, Northern Colorado Medical Center, Poudre Valley Hospital, Curtis Strong Low Vision Center, Netvion, Front Range Internet, Inc., Northern Colorado Rehab Hospital, Covenant Healthcare, and Alliance Airlines. Her presentations are remembered for their content – personal connection with hands-on application and strategies while providing tools for design, branding, and customer service excellence.



## LifeSpace Design

“As I have entered peoples' homes, I have also entered their lives and experienced their life spaces. I am in awe of how amazing these clients are. They have offered their experiences and their trust. From that we all continue to learn about our environments. My friends and my clients have taught me so much. They have encouraged me to share my experiences. The lessons I have learned in my design work are here for you.”

–Polly

“GRASP ALL YOUR OPPORTUNITIES TO FIND OUT WHO YOU ARE, WHAT YOU WANT TO BE, AND HOW YOU WANT TO LIVE.”

