



END NOTE



INTERIOR DESIGN *is about you*

Kim Williams, founder and owner of Kim Williams Designs, has carved a niche for herself as a creative behaviour strategist focused on designing interiors spaces

I started my career in the corporate world focused on business strategy and the impact of behaviour in business, so I spent a lot of time studying behaviour. I ran my consulting practice for 13 years before having the opportunity to develop my interior design skills. I never stop learning about people and what they need from a space, and why. In addition, innovation and evolution in materials and technology continue to impact my approach and what I do.

Interior design is not about the designer, it is about you, the client. It is extremely important that you partner with someone who understands what you want and what you need to achieve, who is a good listener and who can evolve their process to improve the outcome.

One key theme this year will be expression: the combination of old and new objects, styles, and colours to create unique expressive aesthetics that reflect the persona or brand. It is about "Who am I and what am I about?" It's about using what is and what was to articulate something new and different. Furniture is rounded, irregular or simply an interesting shape, and can stand alone as an art piece. Palettes can be bold or more muted, but colour is important. Materials may be ombre, mixed

The Jessica Jane Noluthando designer fabric print is applied in interior spaces to elevate new expression.



with movement, or solid when the object itself makes a statement. Textured fabrics, nostalgic prints, wallpaper, interesting lighting, and the incorporation of technology to create an experience may also be prevalent.

Another continued movement is the use of local craft and natural materials, such as rattan, wood, stone, weaves, and pieces of leftovers to create quilts and wall hangings. Palettes here are natural and soothing or mystical and engaging. Glass and translucent objects and furniture reflect light, engaging the eye. Representing spirituality and consciousness are important aspects of this trend. Interiors craft a nurturing, comforting experience or an esoteric, elevated outcome. These are reassuring interiors with a meditative, balanced focus.

The world is constantly changing, trends come and go, new movements begin. Our realities and experiences are influenced by this fluidity, as well as by disruption, as the ebb and flow of life around us evolves. As interior designers, our thinking is always about how spaces can be improved, changed, and elevated so that we can positively affect how others – and ourselves – live, work and play. While these external trends are important in interior design, there is a behavioural component to our work that we cannot ignore.

This means examining what people want and why. People become our insight and inspiration. Their story matters. By understanding what people want from their lives, their work and play, and examining the world around us, we gain enormous insight into behavioural changes we can anticipate and how that impacts our spaces.

The world has become smaller, and we have access to more information, networks and people, all of which influence our thinking. We will always be influenced by what is happening in the world. Technology and online worlds also influence our aesthetics and what we want in our spaces.

Kim Williams Design Studio is all about understanding our clients' stories and how their spaces should deliver a lifestyle, a return, or an experience. Our focus is to keep evolving and help our clients achieve this, delivering something special and unique. 🏡

