



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

real
comfort,visual
and physical,is
vital to every
room

Interior
decoration
partly thrives
on being social

Design for the
present,with an
awareness of the
past,for a future
which is essentially
unkowns

The home
should be the
treasure
chest of living

A house is much
more than a mere
shelter, it should
lift as emotionally
and spiritullay

Design is not
just what it
looks like and
feel like design
is how it works



URBAN
AURA
INTERIORS

We often think of
the principal
responsibility of a
modern interior as
staying out the
way

Architecture is
really about well
being.with in that
people want to
feel good in a
space

Quality design
must have a
sense of
authenticity

We want to
create a
place like the
little island

Nothing is
pasee if you
really love it

An interior is
the natural
projection of
the soul



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?