

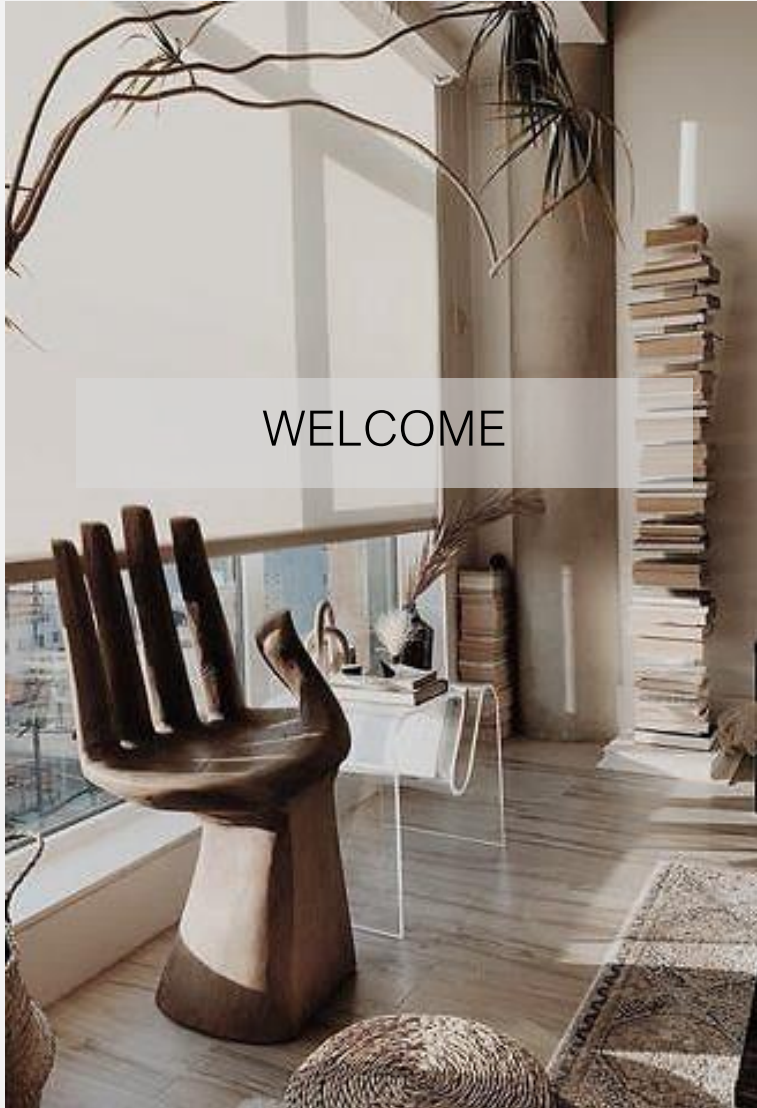
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# WELCOME GUIDE

TO

**Form.** STUDIOS  
International





WELCOME

Hi there!

We're so excited that you're joining with us to form your ideas and shape your dreams. We absolutely love all of our clients, and that includes you too!

In this guide, you will find our mission for being, our services, our processes, and much more. We want for you to fully understand who we are and the life transforming work that we do. Our aim is to make this process as streamline and enjoyable as possible. Our ultimate goal is to ensure that the results are not only beautiful and functional, but improves your overall well-being with every experience.

The client is the soul of the project, an equal partner of our team and the key designer in this journey. We want to extend a warm welcome and we hope you'll be delighted with the results.

A handwritten signature in black ink, appearing to read 'Kezia Allen'.

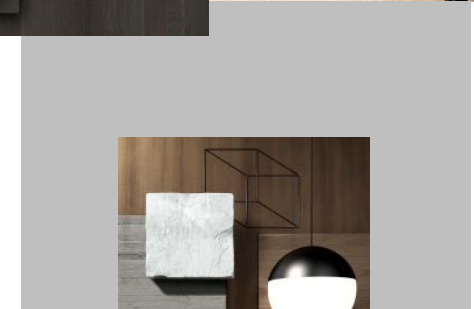
Kezia Allen

CEO

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# INTRODUCTION

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TO ESTABLISH EXCEPTIONAL  
AND AD REM PROPERTY  
DESIGNS THAT MEETS THE  
UNIQUE OBJECTIVES OF  
FORWARD-THINKING  
PROFESSIONALS.

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- FRIENDLY SERVICE
  - PROFESSIONALISM
  - EXCEPTIONALITY
  - INTEGRITY
  - EFFICIENCY & EFFECTIVITY
  - INTEGRATION
  - CREATIVITY
  - BALANCE/WELLNESS
  - ZEAL
  - GIVING
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SERVICES + PACKAGES

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## DESIGN + FULL SET DRAWINGS

Professional and efficient development of new construction plans that successfully resolve your planning and design requirements. Our architectural approach consist of a unique blend of our modern outlook with your design style - meticulously crafted to compliment each contour of your acreage.

## EXTERIOR REDESIGNING

This is a face-lift for your building exterior, The involves adding finishes and aesthetic materials to achieve your new architectural style.

## CONTRACTOR DRAFTING ASSISTANCE

Professional assistance with the selection of General Contractors or Construction Managers. This may include the collection of competitive bid packages, review of bids, and recommendations for award of bids.

## ILLUSTRATION RENDERING + 3D MODELING

Conceptual renderings of realistic images that reflects precisely what your project will look like based on a final design incorporating selected materials. Our 3D prints are white resin based models that demonstrates the outcome of the project's exterior design.

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## 1. CONSULTATION

Meet with us! We want to get to know you and discuss how we can help.

## 2. CONTRACTUAL AGREEMENT

This is your official welcome to the team and our promise to help you design your dream.

## 3. DESIGN SCHEMATICS

This is the first phase of the architectural design process – where we work together to conclude on a design. To help you better visualize the finished product, these options are provided in the form of sketches and or plan drafts. This phase will also provide an estimate of the overall design cost. A deposit is required before this phase begins.

## 4. DESIGN DEVELOPMENT

This is an extension of the schematic design and also your final opportunity to get any last alterations in before construction documents. During this phase, the designer finalizes the design agreed upon with you based on the requested changes, and starts working on the general structural details of the building, like the placement of the doors, windows, and the materials to be used. The cost provided at this stage is still an estimate and can increase or decrease by the time the construction documents are completed.

## 5. CONSTRUCTION DOCUMENTS

When the construction document phase begins, the design has been finalized by the designer and approved by the client. The designer now starts working on construction blueprints, permit applications, and other project-related notes. There are two building applications to be filed for approval in which a fee will be required by both departments prior to approval.

## 6. BIDDING

The goal of bidding is to identify a construction company to work on the project. It's part of our job to help you find the best-suited contractor based on their expertise and cost.

## 7. CONSTRUCTION OVERSIGHT

We will work along side the contractor to ensure that the building is being constructed as per the design specifications.

## 8. POST EVALUATION

We want your feedback. We would like to know what's going well or not so well with your design. This may happen one year post completion. Note that any request made during a post-occupancy evaluation is not inclusive to the prior contractual services and is therefore a request for additional services.

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## FULL SERVICE

Management of your interior design project from concept to completion. Our team specialise in creating bespoke spaces, which ranges in scope from cosy residential home to beach side condos and hotels.

## DESIGN CONSULTATION

We examine your project space and advise the best solution in moving forward. This includes form, function, and aesthetics.

## SPACE PLANNING

You tell us the purpose of the space and its objectives, and we'll assess and compose a functional layout that best maximises the use of the space.

## SEASONAL DÉCOR

We evaluate and discuss holiday design concepts for your space, and create skilful, distinct, and beautiful designs that delivers a warm, inviting, and stress-free Holiday.

## HOME STAGING

Let us prepare your home for potential buyers! This involves redecorating, furniture arrangement, cleaning and other aesthetic strategies that presents your home at its best.

## HOME ORGANISING

Let us help you declutter, sort, and organise any space in your home. We'll help you identify the best way to store or arrange items, and create a long-term strategy that works best for your lifestyle. These solutions may or may not include buying things like closet kits, storage containers, or other items to make your home's space more functional.

## CUSTOM FURNISHING

There's only one alternative that allows you to closely match your vision and acquire one-of-a-kind pieces; bespoke furnishing. It excludes standardised solutions and give you the power to choose every detail of your design piece.

## ILLUSTRATION RENDERING

Conceptual renderings of realistic images that reflects what your final design will look like based on selected materials and furnishings.

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## 1. CONSULTATION

Meet with us to discuss what you're trying to achieve and how we can help.

## 2. CONTRACTUAL AGREEMENT

This is your official welcome to the team and our promise to help you achieve your goal.

## 3. PROGRAMMING

This phase is all about asking questions and defining goals. We want to understand as much information as possible about your vision and desired outcome. We survey and explore how your space functions or doesn't function, how it needs to function in the future, who will use the space, and how their needs impact the design. A deposit is required before this phase begins.

## 4. DESIGN SCHEMATICS

In this phase, information gathered during the programming phase is applied to initial design concepts, layouts, and product or material solutions. There is continued dialogue between you and the designer in order to refine the project goals and narrow the path to appropriate solutions.

## 5. DESIGN DEVELOPMENT

Design Development is the phase in which a single path forward has been identified, but the details still remain to be worked out. It

is a time of refining solutions and gathering more information on items specific to the design. Dimensions are still in flux as exact items are being reviewed and recommended by the designer to the client. For example, a kitchen layout will include space for a refrigerator, but the exact model of refrigerator is still being determined and dimensions are being adjusted to fit the exact appliance as that information becomes known.

## 6. CONTRACT DOCUMENTATION

This is the time to nail down loose ends and answer as many questions that can be predicted as possible. Detailed notation on your project are specified with as much information as is necessary for the project to be constructed. The documents needed to get bids from contractors are created and they will construct your project and any necessary building permits as required.

## 7. POST EVALUATION

This is a complimentary follow-up. We want to hear from you and analyse what's going well or not so well with your design. Note that any changes requested during a post-occupancy evaluation is not inclusive to the prior contractual services and is therefore a request for additional services.

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## BRAND DEVELOPMENT

We believe every business should be branded as an un-paragoned force. Here at Form Studios, we develop images, feels, and voices for your brand. We want your clients to feel bold and confident in choosing you.

## GRAPHIC DESIGN

Great design is the key to a successful marketing strategy. We cleverly craft high-impact, quality graphic designs that tells the story of your brand and entice future and potential leads. This includes decals, flyers, brochures, and more.

## 2D ANIMATION

Bring your business promotions to life by opting for a 2D animation. Capture the eye of your targets, prompt them to focus on what you're business is focusing on next. 2D animations work best for digital billboards, social media, and YouTube.

## PRODUCTION & PRINTING

We extend your brand to uniforms, business cards, office stationaries, retail packaging, and more.

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1. CONSULTATION

Meet with us to discuss your creative vision. We want to hear about your business and what your aiming to accomplish .

2. CONTRACTUAL AGREEMENT

This is your official welcome to the team and our promise to help you create your vision. A deposit is required upon agreement to proceed to the next phase

3. DEFINITION PHASE

Step 1: Creative Brief  
Step 2: Graphic Design Research  
Step 3: Brainstorming

4. CREATION PHASE

Step 4: Sketching  
Step 5: Design Building  
Step 6: Testing  
Step 7: Refining

5. FEEDBACK PHASE

Step 8: Presenting  
Step 9: Revisions

6. DELIVERY PHASE

Step 10: Final Delivery

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## 360 DESIGN MERGER

A comprehensive merge of architecture, interior design, and landscaping. This allows for a cohesive flow throughout the design and the process. This is a holistic and complete move in ready approach.

## DESIGN BRANDING MERGER

This merger is a perfect blend of interior design and branding into one solution for your business. This is ideal for retail spaces, reception areas, and storefronts that prides themselves on being more than just a business, but a brand.

## DO-IT-YOURSELF BUNDLE

We consult, assess, plan, and deliver a full roadmap package to a successful completion and a transformed space. This includes material and furniture sourcing, mood boards, and a budget guide. Please note that bidding/contractor administrative assistance is not included in this service.

## BRAND EXPERIENCE + EVENT DESIGN

Creative-led experiential event productions that helps brands connect, engage and evolve. This includes lighting design, AV, and set building. Whether it's a pop up or a retail activation, our creative and production team ensures the event is extraordinary in every way.

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## ARCHITECTURE

Residential	\$1.25 per sq.ft.
Commercial	\$1.60 per sq.ft.
Retail	\$1.50 per sq.ft.
Hospitality	\$1.75 per sq.ft.

## BRAND EXPERIENCE + EVENT DESIGN

Full Service	\$100 per hour
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## ILLUSTRATION RENDER

Architecture + Interior Design	Starting at \$300
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## INTERIOR DESIGN + EXTERIOR REDESIGN

Residential	\$70 per hour
Commercial	\$100 per hour
Retail	\$80 per hour
Hospitality	\$120 per hour
Seasonal Décor	Cost Varies
Home Staging	\$250 per room
Home Organising	\$70 per hour

## 3D MODELING

Architecture	Starting at \$120
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## CREATIVE BRANDING

### Logos

Single Draft	\$160	} <i>New drafts created outside the scope of the request will be an additional \$80 each.</i>
Double Draft	\$240	
Triple Draft	\$320	

Brand Development	Starting at \$600
Graphic Design	Starting at \$50
2D Animations	Starting at \$180

## ARCHITECTURE

1. 1ST Instalment As per Contract  
*(Due after contractual agreement)*
2. Application Fee: Permission to Develop Land Provided by Dept.  
*(Town & Country Planning. Due prior to processing)*
3. 2ND Instalment 50% of balance  
*(Due after application submission to Town & Country Planning)*
4. Application Fee: Permit Application Provided by Dept.  
*(Building Authority. Due prior to processing)*
5. 3RD Instalment Final balance  
*(Due after application submission to Building Authority)*

## INTERIOR DESIGN

1. 1ST Instalment As per Contract  
*(Due after contractual agreement)*
2. Ongoing Instalments As per invoice  
*(Due after increments of 10 billable hours)*

\* All Seasonal Décor invoices are due before service begins.

## CREATIVE BRANDING

1. 1ST Instalment 50% of total balance  
*(Due after contractual agreement)*
2. 2ND Instalment Final 50%  
*(Due immediately upon completion of service)*

*\*Additional work requested outside the initial scope of work will be due immediately upon receipt of invoice*

## BRAND EXPERIENCE + EVENT DESIGN

1. 1ST Instalment As per Contract  
*(Due after contractual agreement)*
2. Ongoing Instalments As per invoice  
*(Due after increments of 10 billable hours)*



## INVOICES

All payments shall correspond with the invoice provided and is to be paid in accordance with the due date listed as per invoice.

## RECEIPTS

A receipt will be provided to reflect each invoice paid.

## CHEQUES

All cheques shall be written out to Kezia Allen in the amount noted on the invoice and is to be paid in accordance with the due date listed as per invoice.

## CASH

Cash payments are accepted. All cash payment are to be delivered directly to Ms. Kezia Allen. Cash submitted through a third party is not an official acceptance and Form Studios will not be held responsible for any mishaps.

## OTHER FORMS OF PAYMENTS

Bank transfers and ATH Movil transactions are also accepted.

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**Q:** HOW LONG DOES IT TAKE TO COMPLETE THE DRAWINGS AND DESIGN?

**A:** People like timelines and predictability, but the world of architecture and design is full of unpredictable events and circumstances, from job hurdles to creative blocks. We really don't want you to rush to deliver your design faster or skip any important details to get done sooner. A typical three bedroom home requiring only architectural services takes an average of 2 months design time. The permit approval processes however takes an average of 6-8 weeks combined.

**Q:** WHEN SHOULD I HIRE AN INTERIOR DESIGNER?

**A:** We suggest hiring an interior designer before or around the time of hiring an architect, builder or general contractor. Knowledgeable designers are able to enhance the project and ensure that you receive the end result that is in your dreams. It's best to have all contacts on board from the start. We're here to guide you and be your advocate through the process. Think of us as your trusted advisors, acting on your behalf, to guide you through making all of the design decisions required to build or redesign your home for the desired end results.

**Q:** WHAT IF I WANT TO DO MOST OF THE WORK AND JUST NEED AN OVERALL PLAN?

**A:** We're happy to help you with a master plan for your interior project. Depending on the room size and other details, our **DO-IT-YOURSELF BUNDLE** is right for you.

**Q:** WHAT'S THE DIFFERENCE BETWEEN INTERIOR DESIGN AND INTERIOR DECORATING?

**A:** Many trained designers also offer decorating services, but if your project includes just the furnishings, light fixtures, and some accessories, then "decoration" is the appropriate service for your needs. If your scope of work includes new construction specifications, or you are working on a renovation of your existing home, meaning--an overall plan that takes into account a concept, a budget, and construction, you are looking for an interior designer.

**Q:** I ALREADY HAVE FURNITURE, ARTWORK, AND OTHER ACCESSORIES THAT I LIKE. WHAT WILL BECOME OF MY CURRENT PIECES IF WE WORK TOGETHER?

**A:** That's fantastic! We love reusing or re-purposing pieces you already own and love. We'll take inventory of the furnishings and art in your collection and factor these items into our new design plan. Then, we supplement the design with new furniture and accessories in order to create a home which truly reflects you and your family.

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# Form. STUDIOS International

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THANK YOU FOR TAKING THIS JOURNEY WITH US!

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#FORMYOURLIFE