

Pizazz

Lisa Santy

Success Magazine: Lisa, Pizazz is a full-service interior design firm. What are your areas of specialty?

Lisa Santy: My expertise spans across residential and commercial in the following areas: interior and exterior design, home staging to entice new buyers and help sellers, space planning and organization, mood enhancement through color and texture, accessory placement, lighting consultation, and holiday decorating.

I enjoy transforming environments into a space that fits the personality of my clients. No job is too small and I cater to a variety of needs. No two clients are alike. We can work within an existing living space or we have the means to work with clients who choose to reconstruct and or expand their living space.

I enjoy taking a "thinking out of the box" approach. I find that most people are willing to step outside of their comfort zone to experience a new dimension in their home. I like to bring new ideas and concepts that will give my clients an added spark to their home. Mixing old and new is interesting to me and I like to present options that fit that motif. In addition, I take pleasure in mixing textures and patterns to create interesting visuals in a room. My ultimate goal is to provide the best service, attention to detail, and to provide an environment that makes my clients smile.

SM: How did you get your start in the design industry? Have you always had an artistic eye and creative spirit?

LS: Throughout my entire life I have had a passion for design. No matter where I am, in my head, I am redesigning the space. I graduated college with a design degree but, more importantly, know that it is something inherent to my being. I believe it's a characteristic that has been with me since birth. When I am in the mode of creating and working with my clients, I find great joy.

SM: How would you describe your creative process? Where do you get your inspiration?

LS: My creative process kicks in immediately as I enter a home, room, or open space. That combined with my conversations with clients helps drive the outcome. My process starts by visiting the site and consulting with my clients to understand their objectives, their living style, and trying to get a feel of how open they are to implementing new concepts. I feel that the consultative approach to sharing ideas is most impactful. I never try to impose my ideas on the client. It's also important for me to help clients understand why I am recommending certain design elements.

Once I understand a client's needs, I provide a proposal for their review and acceptance. Once approved, we begin the process creating floor plan options, creating the project plan, choosing colors, and finding the right mix of elements. Clients are very involved throughout the process. Their approval gets me to the next steps.



SM: What can a client expect from Pizazz? What makes you unique to the industry?

LS: Attention to detail, reliability, commitment, creativity, and determination to do the right thing by the client. Pizazz will undoubtedly help bring a new dimension to your living space. Use of color, texture, patterns, uniqueness, and the combination of interesting elements together will bring new personality to any space.

SM: What is the most rewarding aspect of your work?

LS: Happy clients and a fabulous finished product. I truly enjoy the process. To be able to use my creativity and have my clients be receptive is extremely rewarding.



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- Interior and Exterior Design
- Home Staging to Entice New Buyers and Help Sellers
- Space Planning and Organization
- Mood Enhancement through Color and Texture
- Accessory Placement
- Lighting Consultation
- Holiday Decorating

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