

BLUEPRINT

NJ CHAPTER AMERICAN SOCIETY OF INTERIOR DESIGNERS

DESIGN IMPACTS LIFE

THE TRADE SHOW ISSUE

DOITDESIGN IT

IT'S IN OUR DNA

GHISLAINE VIÑAS
ON PROCESS, INSPIRATION & PRODUCTS



BLUEPRINT

LETTERS

4 President's Letter
6 Editor's Note

5 BOARD OF DIRECTORS

7 CALENDAR AT A GLANCE

8 COMMITTEE CHAIRS

12 NEWS FROM HQ

Leadership Experience in Washington, D.C.

16 GET TO KNOW

Holly George, Allied ASID

18 PR REPORT

21 DESIGN IT

ASID NJ's Design Symposium and Trade Show

26 GET HAPPY!

Ghislaine Viñas brings her unique approach to Design, Color and Problem Solving

29 2018 DESIGN EXCELLENCE AWARDS

Celebrating Excellence in the New Jersey Chapter

37 VIEWPOINT

Diane Durocher, ASID

38 WILL WE OR WON'T WE?

Qualifying Potential Clients

HAPPENINGS

41 Midsummer night soiree

43 IP's UP Close

benjamin Moore

FAB FIND

44 RockStar Bar by Buster + Punch



GET HAPPY!

KEYNOTE SPEAKER: GHISLAINE VIÑAS

THE ENVELOPE, PLEASE The 2018 Design Excellence Awards

CONTRIBUTORS

ASPIRE ONE
coMMunications, inc.

Publisher
steven Mandel

Associate Publisher
Sophia Koutsiaffis

Project Manager
Valerie Mangan

Art Director
Lenore Knoller

ASID NJ
Editor/Committee Chair
Nicole Heymer, Industry Partner
Blueprint Committee
Nancy Conner, Industry Partner

ADDRESSES

ASID
HEADQUARTERS
1152 15th st. nw, suite 910
washington, D.c. 20005
† 202.546.3480
F 202.546.3240
www.asid.org

ASID NJ
CHAPTER OFFICE
ASID NJ
Po box 6865
Freehold, nJ 07728
† 732.787.5981
www.nj.asid.org

CHAPTER
aDMinistrator
Tara Pazinski
administrator@nj.asid.org

BLUEPRINT Magazine is published by ASPIRE One Communications, Inc. copyright ©2018. Any reproduction or other use of the articles, contents or photography without express written consent by ASPIRE One Communications is strictly prohibited. ASPIRE One Communications 246 Main Street, Cornwall, NY 12518 ©2018 All Rights Reserved

Ghislaine Viñas brings her unique approach to design, color and problem solving to **DESIGN IT**

CONTENTO



Photograph by Bill Zules

A firm believer in the aesthetics of happiness, Ghislaine Viñas runs a unique and successful design firm in NYC that thrives on collaboration and experimentation. Bold colors and playful functions lend themselves to beautiful forms that consistently solve even the trickiest design problems. Her International background allows Ghislaine to design with an eyes-wide-open approach, one in which she is constantly collecting inspiration from the everyday, everywhere. Like design off-roading, her designs push the boundaries of color, scale, and form in ways that continue to innovate, inform, and inspire.

In preparation for her keynote speech, entitled "Creating Happiness", at the ASID NJ Chapter's DESIGN IT Symposium and Design Fair on September 12th, Ghislaine gave us some details on her history and creative process.

Left: Skyhouse, New York, NY project designed by Ghislaine Viñas in collaboration with architect David Hotson. Photograph by Eric Laignel

KEYNOTE

The Beginning

I had always wanted to be an interior designer ever since I was young. I used to turn my closets into full apartments for my Barbie dolls. I then studied interior design in Pennsylvania as a foreign student and moved to NYC as soon as I graduated. I didn't have many contacts in the design world but I did have tenacity and I have never been fearful. It was a mixture of luck and hard work that led me here.

Creative Process

I think that our best work always has a strong narrative behind it. I've always enjoyed the process of creating unique narratives based on our clients, and then looking for the right visuals that follow that story. Without fail, this is how we start the process.

Finding Inspiration

The textile line was inspired by sea slugs. We were researching jelly fish and came across these tiny sea slugs that completely stole my heart. Nature is amazing! I couldn't stop my fascination or intrigue so the shapes and decoration of these aquatic slugs completely informed the look and naming of the textile line.

On New Ventures and Product Lines

It's like dating... we find people who are attracted to us and then we see if a relationship feels right. It's a lot about working with like minded people, and of course people who see and understand our look and attitude and really want that as a part of their collection.

"Which Ideas Makes the Cut?"

Anything that makes me smile or just simply piques my interest. Sometimes its art or other interiors, sometimes fashion or nature, or it can be as simple as a vibe that someone has created in a cafe I'm in. I appreciate people with a unique point of view, and I appreciate things that are happy and light hearted. I'm an optimist so I'm always looking to smile.

Advice for New Designers

Never be lazy. Be willing to start at the bottom and put in the hard work to keep climbing. I'm still learning every day and I get better every day. The key to being a good designer is experience—something they just can't teach you in design school.

Above: Los Feliz, CA project designed by Ghislaine Viñas in collaboration with architect Chet Callahan.

Photograph by Art Gray

Middle: Ghislaine Viñas' In The Hood rug collection for Aronson's Floor Covering, Vestry rug in Blush color way.

Photograph by Paul Godwin

Bottom: Warren Street Townhouse, New York, NY designed by Ghislaine Viñas. Photograph by Eric Laignel

www.ghislainevinas.com

