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INTRODUCTION.

Studio HB is an award-winning interior design firm that delivers luxury design services to our discerning clients in a convenient and accessible way. We bridge the gap in the industry between the costly turnkey service and the DIY e-design options by offering premier virtual design that meets high-end needs.

We believe in creating inviting, cohesive homes that are curated, refined and functional for real-life living. With the use of neutral palettes, organic materials and luxurious (yet practical) textures, we infuse warmth into all of our modern designs.



SERVICES.

flat rate, based on project scope

VIRTUAL INTERIOR DESIGN

Studio HB offers premier virtual design services that meet high-end needs. Our virtual platform delivers custom, high-end interiors without the extremely high full-service rates. With a mix of specialty retail and custom pieces, we create modern and streamlined spaces infused with warmth (and practicality).

\$3700 for package of hours

HOME BUILDS + RENOS

Studio HB has extensive experience in managing ground-up home builds and large renovation projects. We work as your hourly consultant, alongside your architect and builder, in helping make the overwhelming number of decisions that match your design (and life) style!

\$1200 per day

DESIGN + INSTALL DAY

Hire us by the day to accomplish your goals in your home! While virtual interior design works for most, we are happy to help you with smaller needs such as floor plan ideas and inspiration, sourcing specific pieces and styling + art curation. We often attach this package to our virtual interior design by conducting a full install day where we manage all deliveries and help style your space!



THE DESIGN PROCESS.

- Style Assessment:** In order to fully understand your design aesthetic and lifestyle needs, we send you a comprehensive questionnaire to make sure we cover all the bases. Do you enjoy eating sushi on your family room sofa? Maybe you have 4 artistic children who love finger painting? These answers, along with a few inspiration pictures from you, will help us make informed decisions on the pieces and materials we choose for your home.
- Concept Board:** Our concept boards present inspiration images that set the mood for your future space(s) and demonstrate a cohesive interior. These boards allow you to envision the possibilities while ensuring that we are on the same page.
- Furniture Plan:** Based on the measurements you provide, we draw a to-scale floor plan of your space with the furniture in place, incorporating any items you intend to keep along with new suggested pieces to give you a better sense of the flow. The final plan will detail specific dimensions you will need for installations including margin around the area rug and exact placement of the furnishings.

— 1-Hour Video Call with Designer —

THE DESIGN PROCESS.

(continued)

Design Presentation: This personalized design presentation will incorporate actual pieces chosen for your home to give you an accurate representation of the final room design and overall feel of each space. These boards will include paint color suggestions, wallcovering options, furniture suggestions and key accessories that will bring your space to life! Multiple options for certain items will be provided per round. Design Fee includes 2 design rounds.

— *1-Hour Video Call with Designer* —

Purchasing: After decisions are made, we will purchase all items on your behalf, passing along our trade discount, which ranges from 10%-50% off retail pricing. We will use your credit card to make all purchases when possible and will supply vendors with your contact information to make scheduling deliveries easy and seamless! You will also receive a detailed floor plan with all necessary dimensions (rug placement, furniture placement, elevations for height of items when necessary). If you have any questions, you can always give us a call.



HOME BUILDS + RENOVATIONS.

Building a custom house or renovating a space brings such an incredible opportunity! You get to build a home that perfectly suits who you are and how you live. And while this time will be extremely exciting, the endless possibilities can become overwhelming and stressful. In the bathroom alone:

- How will you end the tile in bathrooms? With schluter strips? With bullnose tile (yes, over schluter, always!).
- How will you organize the many diverters in your shower so you don't have handles everywhere?
- How deep should your medicine cabinets be?
- Height of the sconces?

Our Home Build service is sold in 20-hour packages, giving you the flexibility to use our expertise as needed. We start at any stage of your project but prefer to be included early on to help set you on the right track.

HOME BUILDS + RENOVATIONS.

(continued)

Architectural Details:

Bring us in early in the process so we can help with every aspect of your build from floor plan layout and RCP to plumbing and electrical needs. While some of these details will be suggested by your architect, it is helpful to have a designer weigh in on these major decisions to make your home both functional and cohesive. We help you with:

- Exterior Style + Materials
- Moldings + Casing Selections
- Window + Door Styles
- Staircase Design
- Fireplace Surrounds
- Custom Millwork
- Recessed Lighting Style + Placement
- Locations for Decorative Lighting J-boxes
- Specialty details such as smart home suggestions, wine cellar, theater, home gym

Specifications:

The specifications you make contribute to the overall feel of the house. We help you make the right decisions to match your design aesthetic and keep the selections cohesive.

- Wood + Tile Flooring
- Kitchen + Bathroom Materials
- Appliance Selections
- Plumbing Fixtures
- Door Hardware
- Tile Layout
- Grout Colors



BILLING + COMMUNICATION.

FEE STRUCTURE

We use a flat fee structure for all of our projects, making the process transparent and easy.

Our Virtual Design service takes into account your unique scope of work and creates a personalized design proposal for your project. Our Build + Renovations consultation service bills in 20-hour increments, allowing you to use our hours as needed.

We send you a design proposal outlining the fees and fee structure. Once the Design Agreement is signed, all billing will be sent through our user-friendly design portal, where you are able to keep track of all project-related items.

COMMUNICATION + HOURS

We strongly believe in being available to our clients when they truly need us, but with all of the various methods of communication, things can slip through the cracks. While we are always available by phone, we prefer to keep important communication and final decision recaps to email to ensure we are always on the same page.

Our studio is open Monday - Friday from 9am - 6pm.

— sam@studiohbny.com

MEET SAM.

SAM POLKOW

SAM@STUDIOHBNY.COM

@STUDIOHB.NY

914.844.3746

WWW.STUDIOHBNY.COM

Hi! I'm Sam - Founder and Principal Designer of Studio HB. When I'm not in my office, forcing myself to the gym or eating with my husband or girlfriends, you will find me at home in sweatpants. On weekend nights, I wear a matching set, but they are inevitably stained from my twin-toddler-mommy life. And while I'm singing those two crazy kids to sleep, I'm pinning a new furniture maker or reading the latest AD article because, the truth is, I love design. Creating a home that relaxes, reflects beauty, and brings joy (thanks, Marie Kondo) is my mission, and everyone deserves it.



NEXT STEPS.

Thanks so much for learning more about who we are and what we do.

If you think we'd make a good team, email us at hello@studiohbny.com to set up a complimentary discovery call where we can learn more about your project.

Looking forward to hearing from you!

xo,
Sam

CONTACT.

HELLO@STUDIOHBNY.COM

General Inquiries

PRESS@STUDIOHBNY.COM

Media & Press

STUDIO

The Studio is open Monday - Friday 9am - 6pm
by appointment only.

FOLLOW ALONG



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