



THINKING OUTSIDE OF THE BOX

THE HISTORY

When Rose Willey and her husband decided to make a change, they started small. They wanted a three-season room to bring some of the outdoor beauty inside. With plans in hand, the architect recommended three designers; Rose interviewed all three. “This is the fourth time we have used a designer and each time, although the end result was beautiful, it wasn’t exactly as I had envisioned it,” she shared. “I seemed to get a version of what they wanted instead of exactly what I wanted.”

Rose did extensive research and first fell in love with ADJ’s website, and then April Jensen’s personality—and then that of her right-hand, Meagan Cooperman.

THE DIFFERENCE

“April and Meagan looked at my space differently; it wasn’t a blank canvas to them,” said Rose. “It was all about listening to what I wanted to keep and incorporate and then strategizing on how they could make that work while still delivering a modern aesthetic.”

And it was decidedly modern that Rose wanted. “Before, I told designers I wanted modern and what I received was transitional,” she shared. “I always liked what I ended up with, but knew it wasn’t completely what I had envisioned.”

Rose said that the ADJ team’s connections with specialized vendors made a difference, too. “I would ask for a special finish in past projects and get pushed into something that was easy or readily available,” Rose said. “Meagan and April think outside of the box—and so do their vendors. I felt freedom and flexibility to truly express what I wanted—and comfort in knowing that they were going to make it happen.”

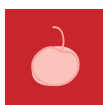
THE APPROACH

Although the project started with one interior space, it quickly expanded to an outdoor area and the kitchen, bar, hearth room, laundry room, and powder room. “The project expanded because they were making my vision a reality,” Rose said. “They really listened to what I wanted in order to make it a visual showstopper, but also livable.”

THE BENEFIT

Rose and her family are now enjoying a modern space that wows—but is also supremely functional. “I learned to trust them throughout this process,” said Rose. “Because I was continually seeing what I had envisioned. For example, I’m usually a bright wall color person, but Meagan talked me into a neutral color in one space and I ended up loving it. Everything they suggested worked together to create the livable modern aesthetic I wanted. It was fun working with designers who think outside of the box and I got exactly what I wanted.”

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