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WEWORK™ FOR THE DESIGN INDUSTRY A SEISMIC SHIFT

Written by ALICE GARBARINI HURLEY

The RED BANK DESIGN CENTER (RBDC) offers a seismic shift in how the design industry creates: a collaborative workspace for the interior design community to come together, create and drive volumes. A formula in which interior designers, their clients and vendors work towards a common goal and all benefit.



Photo credit: Peter Janosi

You can tell from the moment you meet Amy Manor, an interior designer with over 15 years' experience, that she is on the cutting edge of what's stylish — both on your back and in your living room. Even her short, dark bob has an architectural edge, and a strapless, midnight-black top with lace-up back is the perfect foil for her skinny jeans.

RBDC is the manifestation of businesswoman, Amy Manor's, vision of how the design industry can evolve with the times and thrive in years to come. Drawing on Amy's 20+ years of diverse & senior level industry experience with high profile organizations, RBDC was created to generate a community where a loose band existed before and to work together to make the process a more efficient one.

Manor is a trendsetter. Formerly a regional manager for Guess, opening 500 stores nationwide, she poured her talent into a collaborative venture in Red Bank, NJ that allows interior designers opportunities they never had before. A synthesis of Amy's experiences, RBDC allows members to see a lifestyle and shop concept as well as embrace a community workspace that capitalizes on efficiencies of scale. The designer, the client, and the vendor all benefit.



AMY MANOR, CEO
RED BANK DESIGN CENTER
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732.530.1314
redbankdesigncenter.com

She is ahead of the curve. Manor invests in the finest furniture and home accessory lines, and it's not just designers who reap the rewards. Consumers can also walk in to see items up-close and purchase them at MSRP. The list of 100+ vendors includes Creative Touch Interiors, Romo Fabrics & Wallcoverings, Ralph Lauren Home, Shine by S.H.O., Baker, Burton James, Kate Spade New York, Kravet and Ro Sham Beaux. Manor's discerning eye is reflected in the individual showroom vignettes, which are redone every few months.

"The town is thrilled that we're redeveloping this corner," says Manor. "A lot of businesses have closed, with people shopping online. But brick and mortar can't go out completely. Clients still want to see furniture in person."

She is determined to make a trip to RBDC worthwhile. The advantages to this style of working environment are numerous and obvious, and many of the bright corporate faces of the 21st century have adopted similar practices. An industry veteran, Manor also keeps the focus on the design industry and her members' specific needs, offering private conference rooms for rent, a fully equipped vendor library, rentable technology and assistants for hire. She created a community where members can network and create lasting bonds. RED BANK DESIGN CENTER has now established itself as the premier place to network and market yourself as an aspiring designer, a place where a member's creative efforts can be utilized and promoted by the other members of the RBDC community in recognition of quality work and achievement.

The trade prices at RBDC are at par with the New York Design Center at 200 Lexington Avenue and the D&D Building.

MEMBERSHIP MATTERS

Designer Wendy Buckner of Wyndora Lynn Design is an RBDC member. "I have a studio in my home," she notes, "but for a lot of us, it's important for Amy to do well here. She is giving us pricing that is difficult to get. And we don't have the costs of going to Manhattan and Ubering across town to Lexington Avenue."

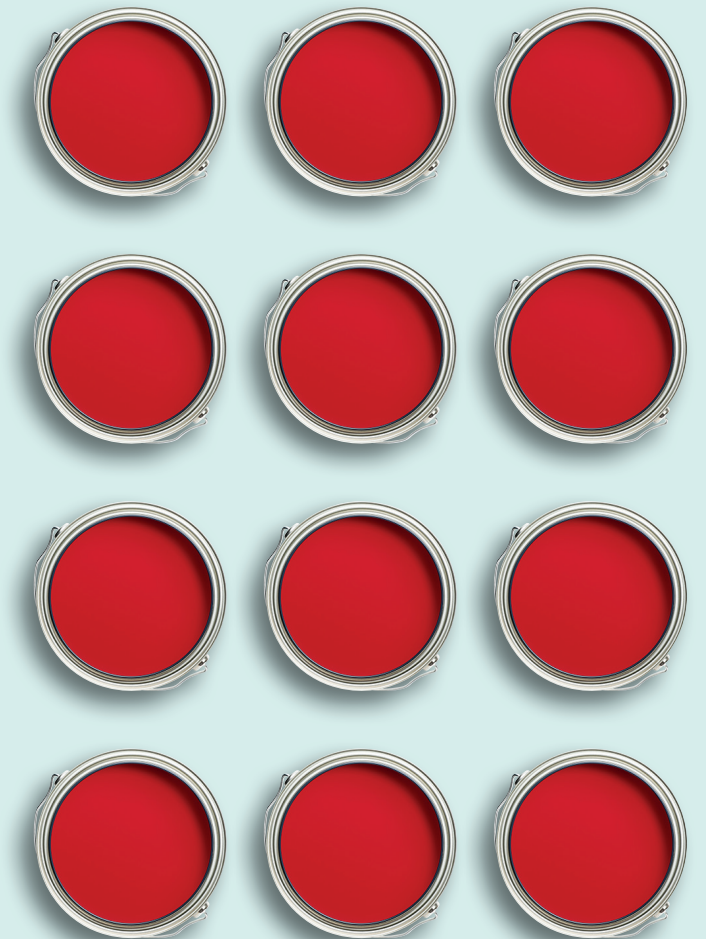
RBDC also offers designers a professional place to share opinions and meet with clients. Other enthusiastic members include Peggy Marchese of Upstaged, Rob Hesslein of The H Group Interior Design Consultants and Interiors by John Henry.

Tristate designer Henry raves, "RBDC gives my design team access to a collaborative atmosphere of creative, intelligent minds in the industry. It's the key to a broad array of major vendors, plus greater buying power, the chance to work with other designers, and a showroom where we can meet our clients. Through our RBDC membership, we share talents and ideas and gather inspiration from one another as a team. RBDC continues to help grow my business."

Soon to be comparable to WeWork (the company that offers shared workspace, community and services), the Center offers a place for all designers, vendors and clients to congregate and work together in a professional, clean environment. RBDC offers what every designer dreams of, and what Amy dreamt of for 15 years: A single place where a designer can do every part of his or her job, from start to finish, without having to deal with the arduous ordering process.

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INFLUENCE ON DESIGN

"The emotion we are seeing in fashion at present is an edgy baroque romantic vibe."

“ Fashion is the emotion of the style conscious. If they are feeling light hearted and playful or heavy hearted and serious it's obvious in trend and palette.

”



Cascades



Anchors Aweigh



Cyberspace



Icelandic



Spatial White



Mature Grape



Poised Taupe



Marea Baja



Black Swan



Alchemy

FROM COUNTERTOPS TO CLOCKS

Fashion shapes our concepts as a society, it stimulates and cultivates the way we interior designers approach design. Marble was huge at this year's NY NOW showcase. Now it's all about small touches of luxury in your home accents or clothing.

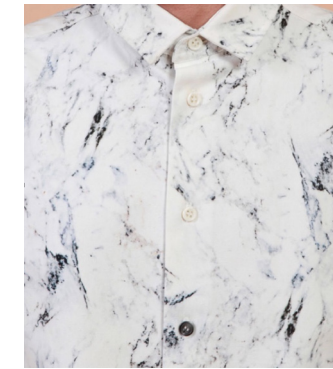


Photo by greattakesgm.com

BAROQUE ROMANCE

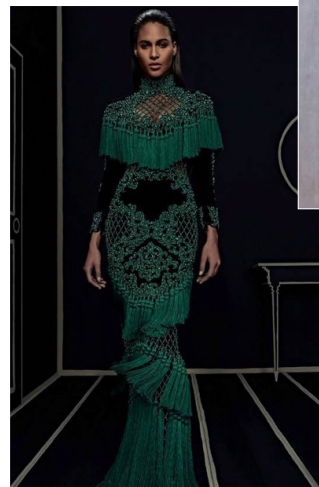
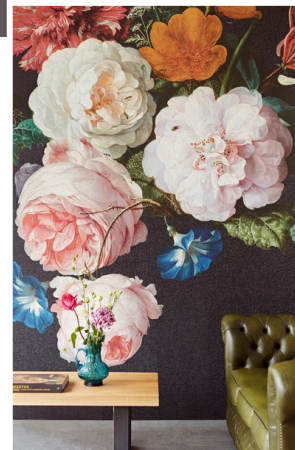
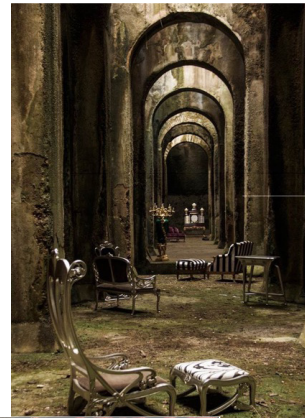
The emotion we are seeing in fashion at present is an edgy baroque romantic vibe with bold over scaled patterns and jewel toned palettes using lots of texture and detail.

FASHION INFORMS

Each season fashion helps give interior design a glance at the new and fresh colors, patterns and textiles, which help establish a mood that can be conveyed in a room setting.

THE RENAISSANCE ERA IS BACK—WITH EDGE

Fashion shapes our concepts as a society, it stimulates and cultivates the way we interior designers approach Design. Filling fashion runways and homes with blooming florals. Great way to create a focal point in an interior or make a memorable impression.



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