

The **PRO**[®] GUIDE

For everyday home and garden

Enhance your home with cut flowers

Sizzling tips for a romantic bedroom

Is it a good time to buy real estate?

Hennessey + Ingalls Book Reviews

Hot rods from Top Drawer Hardware



Design Talk



From Bland to Grand

The Norman Design Group strives to present a comfortable, sophisticated and timeless design for their discerning clients' lifestyle. Encouraging honesty about the way they truly live, Phil persuades, "If your dog sleeps on the bed, tell me. The goal is for you to be happy and comfortable in your space," noting that a home should be livable, not a museum.

Throughout the process, Phil strives to help his clients make educated decisions. Acting as a liaison throughout the various phases of design and range of service providers, he also serves as a comprehensive resource regarding industry trends, value, products and practicality. The Norman Design Group offers assistance for the challenges of multitasking such a huge project, regarding the planning, budgets and decisions.

Constantly staying up-to-date on industry development, Phil offers his expertise from plumbing to pillow trim. He is confident that design is not about what's hot today and gone tomorrow. Instead, it is about modifying fads into timeless products. Turning polished granite into a kaleidoscopic original by burning and tweaking or introducing new products like Sunbrella® fabrics for outdoor entertaining, his solutions address design challenges and create a completely unique space.



Project Feature

When Phil Norman and the Norman Design Group team first encountered this room, it was stuck in the 1980's, with little personality and a dull white hue. Challenged by furniture arrangement, Norman would typically highlight the fireplace as the room's prominent feature. However, in this case, the views of the ocean and the outdoor living space proved more enticing.

The Norman Design Group created and installed this Living Room for a couple desiring a casually elegant room for their friends to gather. Phil Norman, ASID CID added time worn finishes, handmade built-ins and custom upholstery to update the very tired and seldom used room. Rich hues, wood beams, refurbished fireplace, tapestry pillows and a beautiful area rug make this room an inviting place to visit. The room features many other unique furnishings, such as ostrich suede chairs, a hand-forged iron cocktail table, custom mantle and distinctive lighting to enhance the room's architecture. Compromising the front row seat of the fireplace, it now presents a warm backlit ambiance that is the "gentle giant in the room."

Passionate about the challenges and vision of design, the Norman Design Group creates sophisticated and classic interior styles that complement a colorful life. ■

— Casey Benson

After graduation from Iowa State University with a degree in interior design, Phil Norman left the Midwest with a loaded car and \$400 to realize his dreams.

Starting his career with firms in San Diego, Phil moved to the South Bay with his family to start his own company, encouraging others to "make their world reflect their personality and style." Serving the greater Los Angeles area, the Norman Design Group now offers more than 15 years of experience to their clients. Phil Norman, ASID CID, acts as a liaison with architects and contractors while providing the discriminating client with interior architectural detailing, decoration and fine furnishings.



Phil's creative efforts and expert advice have been featured in *LA Home & Décor*, *ASID Los Angeles*, *LA Design*, *Long Beach Home Improvement* and *San Diego Home & Garden* magazines.

