

How to Write an Interior Design Concept Statement

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What Is a Design Concept Statement?

An interior design concept statement is the essence of an interior design proposal. If you are bidding on a project or entering a design competition, the design concept statement lays the groundwork for the visual components of the presentation. Never assume that your design can speak for itself!

An interior design concept statement must effectively convey your inspiration and vision for a space. It briefly addresses how you went about creating the design and handled specific design challenges.

The statement should also articulate the room's overall ambience.

It tells your client the origin of the design and demonstrates your ability to create a symbiotic relationship between physical elements. Think of your design concept statement as a mission statement or the "Eureka" moment of the project.

Each designer has their own way of composing and formatting an interior design concept statement. Just make sure you include a few essential pieces of information. You will become more confident in your ability, as you do more proposals. Follow these basic pointers and your concept statement will surely impress!

Keep It Simple

Be succinct. Write several descriptive sentences that communicate the purpose, focus and fundamental concept of your design. Resist the urge to sell yourself. Your design concept statement is not an advertisement.

First, state the intent of your design and then explain how you accomplished your objective. Example: The intent of this design is to take advantage of the home's classic architecture, bring in additional natural light and utilize a combination of vintage and contemporary furnishings and accessories.

You can elaborate on your selection of specific design elements and the principles employed when covering the visual presentation portion of your proposal.

Address Client Requests

Sometimes you may need to adjust your design concept statement to conform to client guidelines. You may have a killer design and spot on concept statement, but don't forget to follow special client instructions.

Often times a client will have input which greatly influences your design direction and concept statement. If your client has a specific vision in mind and wants a lengthy account of the design concept, follow their wishes and instructions to the letter.

Things to Avoid

Avoid using overly descriptive and flowery language. Even common adjectives such as "beautiful" and "marvelous" are ambiguous and do not aptly describe the look or feeling of an interior space.

Avoid long, drawn out statements. Use short sentences for your design concept statement. This may require sidelining your creativity while you put on your editor hat. As with any proposal writing, long sentences dilute the effectiveness of your core concept. Brief statements are much more impactful and will hold your audience's attention.

Avoid being egocentric. Do not write your design concept statement in first person. Your personal opinions and desires are not relevant to this piece of information. A design idea, vision or solution should not be about you. It should reflect what works best for your client.

Helpful Resources

If you are unsure of your ability to write a compelling interior design concept statement, check with your local ASID chapter for suggestions. You may be able to find a mentor willing to help you with your first few design concept statements. The Internet and local library are also great sources of information for interior design writing.

<https://toughnickel.com/self-employment/How-to-Write-an-Interior-Design-Concept-Statement>