

# DESIGN FOR BETTER LIVING

The team at **LKW Design Associates**, located in Edwards, Colorado, combines expertise and love of design with their clients' needs and personal taste to create beautiful results.

*At LKW Design, do you have a divide and conquer strategy or are your projects intertwined?*

The easy answer to that is...both. A very important part of our structure, which we feel sets us apart from other firms, is that we work as a team. The day-to-day work involves a divide-and-conquer strategy and a primary point of contact, but even through that process we are constantly bouncing ideas back and forth and working closely together. This allows a cohesiveness to our work and also brings depth and diversity to our work. Over the last decade, we've continued to evolve and perfect this strategy as the business has grown, but the foundation of working as a team still stands.

*Does LKW Design have a signature look?*

Approachable luxury with clean lines and a welcoming vibe make our clients feel at home and excited to entertain family and friends to share their mountain adventures.

*The Vail Valley has a large population of second home owners. How do you work with clients that live out of the area?*

Working with second home owners is one of our areas of expertise as 95% of our clients don't live locally. We've perfected our design process to include digital presentations, shipping samples to clients when necessary, and hosting large project presentations in our Edwards studio when clients are in town. Advances in technology for video calls have added another layer of ability for us to connect with clients more consistently and move through the design process with fewer in-person meetings.

*What is the key to a successful design project?*

Communication. There are many important factors in a successful project, but without good, clear communication between all members of the design team and the client, the chances for success are more limited.

**LKW DESIGN ASSOCIATES**

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