

DESIGNNY TAKES AN INSIDER'S LOOK AT...

Robert Reeder Interiors

Creative interiors take time, vision and expertise. That's precisely what clients can expect from Robert Reeder Interiors, where the design process is carefully and thoroughly planned, never stingy or rushed.

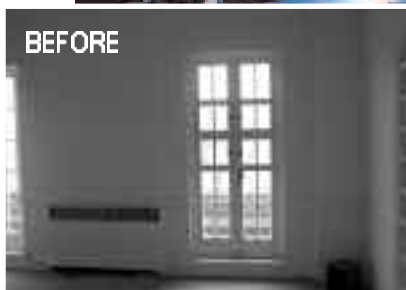
Owner Robert Reeder has more than three decades of experience in designing eclectic spaces for homeowners and businesses alike. A graduate of the New York State School of Interior Design, he has worked alongside such industry icons as Florence Cooper of Buffalo and Sister Parrish of New York City. Now, his own clients are reaping the rewards of the vast knowledge and professionalism he perfected along the way.

"I have been in this field a very long time, and I have worked not only with interior designers but also architects. So I have a great deal of background," Reeder says. "I am a designer, not a decorator. A trained, educated designer understands the orders of architectural design and how it relates to the stately homes of Buffalo or any elegant new-build. I think a designer has to have a real understanding of architecture and how it applies to everything."

No matter the size or budget, each and every project requires careful consideration to achieve an end result that pleases both the client and designer. No one knows that better than Reeder.

"Design is a process," he says, "and in that process, you're working with a client and understanding their needs. You always start with floor plans: understanding the layout of the space and the balance of pattern and its application in design. One thing the designer needs to know is how to be able to mix pattern and scale together in the process of design – and sometimes add the unexpected."

Every project presents unique challenges, he says. "I will walk into someone's home and they may have some sensational pieces that we can reuse, refinish, repaint or move from one



*“after”
photography
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space to another. We can incorporate it totally different from the way they see it. I walk in and I’m opening my mind to a whole new palette. Whereas the client sees it the way it’s always been, I see it anew.”

There’s something else required for a successful project, he says: a client/designer relationship based on trust.

“For the most successful interiors, the client has to rely upon the professionalism of the designer. The designer, then, is able to be creative. He is trusted because of his professionalism and also because of his success rate,” Reeder insists. “I tell clients all the time that the best, best, best relationship is when the client and the designer become one design team. We are working together to formulate the

best that can possibly be done within that budget, within those parameters.”

He cites a recent project in downtown Buffalo as a beautiful illustration of that concept. The yearlong renovation project involved 5,550 square feet of space on two floors of a high-rise apartment building. Walls were knocked down; archways were added along with a grand staircase, family room and large kitchen; color was infused throughout the space; and lots of elegant trimwork completed the look.

“When the client and designer become one, the designer becomes so much more involved in the process and it ends up being, by far, a much better project,” Reeder says. “You would actually look at this and say, ‘My gosh, it’s Fifth Avenue in New York City.’ That is how sensational this apartment turned out.”

*Robert Reeder Interiors
For appointments call 716-634-9134*