



Sponsor
SPOTLIGHT **Kirk Nelson and
Design Intervention**

My name is Kirk Nelson, and I was born in Nebraska and raised in the Fresno area. I grew up with a love for art, sports, music and design. My wife Karen and I have been married for 21 years and we live in Laguna Beach. We have a son who is 18 and is a senior at Mater Dei High School.

I have always been an artist, even as a child; that was my passion. When I was 16 I began working as a carpenter, building and designing custom and tract homes. I followed that passion to California State University, Fresno, where I received Bachelors of Sciences and Arts degrees in Architecture and Commercial Art. In 1981, I moved to Long Beach to commence my studies towards a Master of Fine Arts degree in Interior Architec-

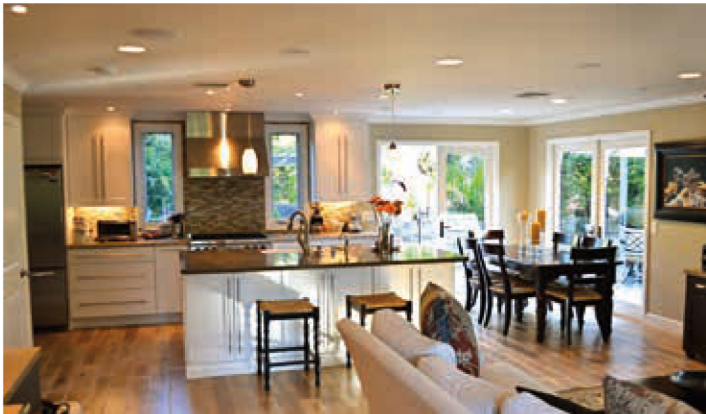
ture at California State University, Long Beach graduating in 1984.

During my time in college I worked for an architect in Fresno that specialized in design build construction. I continued my career at the top firm in Canada WZMH Group in 1981-83 and the top firm in the United States, Gensler and Associates in 1983-86 while completing my MFA and writing a book on natural and non-natural lighting techniques for residential and commercial design. In 1986 I had established an extensive commercial clientele and decided to create my own firm, Design Intervention Inc.

In 1993, I established a construction arm with IA Construction to expand the capacity of Architectural Interior Design services to include design build and general contracting for both commercial and residential work. With precise coordination between Design Intervention and

IA Construction, successful relocation, expansion, and custom interiors were accomplished for Gotcha Sportswear, Virgin Interactive, Baxter Healthcare and many other Office, Banking and Healthcare companies. Through many of these clients I expanded my residential portfolio as the C.E.O.'s and C.F.O.'s of many of these companies requested that I design and build their personal homes and vacations properties.

The ability to work with a designer who is also a builder can provide creative, cost effective solutions to meet the desires of the client. The major advantage of the designer/builder model is that cost analysis can be completed while the designs are being established, thereby keeping the project on time and on budget. Foresight in scheduling while permits are being processed will expedite the project and eliminate many change orders and cost overruns that frequently occur when two



different entities are being used rather than the designer/builder model like Design Intervention. Understanding construction while designing speeds the process of analysis to maximize budgets and minimize costs. Growing up as an artist, creating ideas and solutions flow easily for me. Analyzing client's taste and aesthetics, their design goals make for a successful solution and many satisfied clients. I assume that the biggest compliment that I have had is that many of my clients have used me for multiple houses over the years and say that they wouldn't think of using anyone else.

I love using lighting-indirect, flexible, subtle- you name it, to establish mood and to affect color and highlight areas of image or importance. Lighting has been one of my passions since I was a college student. My master's thesis was on natural and non-natural lighting techniques using site orientation, window and skylight positioning for illumination and passive ventilation. This ultimately minimizes energy use and saves homeowners money. Although being "green" has become a buzzword that is being used a lot lately, I have always been intentional in my efforts to recycle, reuse and repurpose since I first started my career 35 years ago. Now the benefit to green construction being the current trend is that the availability of quality recycled

products is much greater and there is a much better selection for creative solutions.

My nature and diverse experience allows me to be conscientious about accommodating my clients needs whether it be style, efficiency, comfort or cost. Each new project is an adventure and an exciting blank canvas.

My time with my family is what I treasure most. As my wife and I go through this exciting season of college selection with our son, although he is prepared and we are proud of him for all his accomplishments we will probably be "those" parents that still want to hover over him in college! We look forward to seeing all that the future holds for him as he steps into such an exciting phase of his life.



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