

# Hello Friends!

It's nice to see you again! This month, Nicole shares a personal note on experiential design and a new collection of recycled fabrics from our partner, Sunbury Design. We also caught up with designer and entrepreneur Erica Williams from Perkins Will to see how she handles work-life balance and to share some fun things we've been up to. We hope you are enjoying our newsletter, and we look forward to seeing you next month!

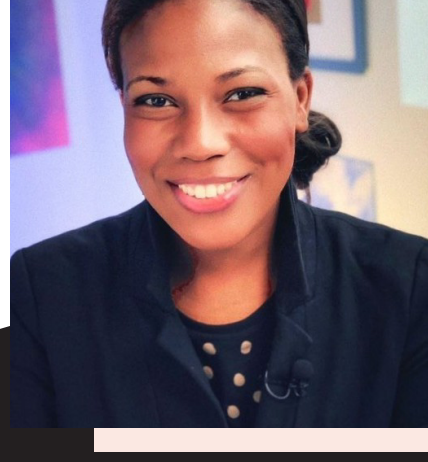


*Nicole*

## Designer Highlight

MEET ERICA WILLIAMS

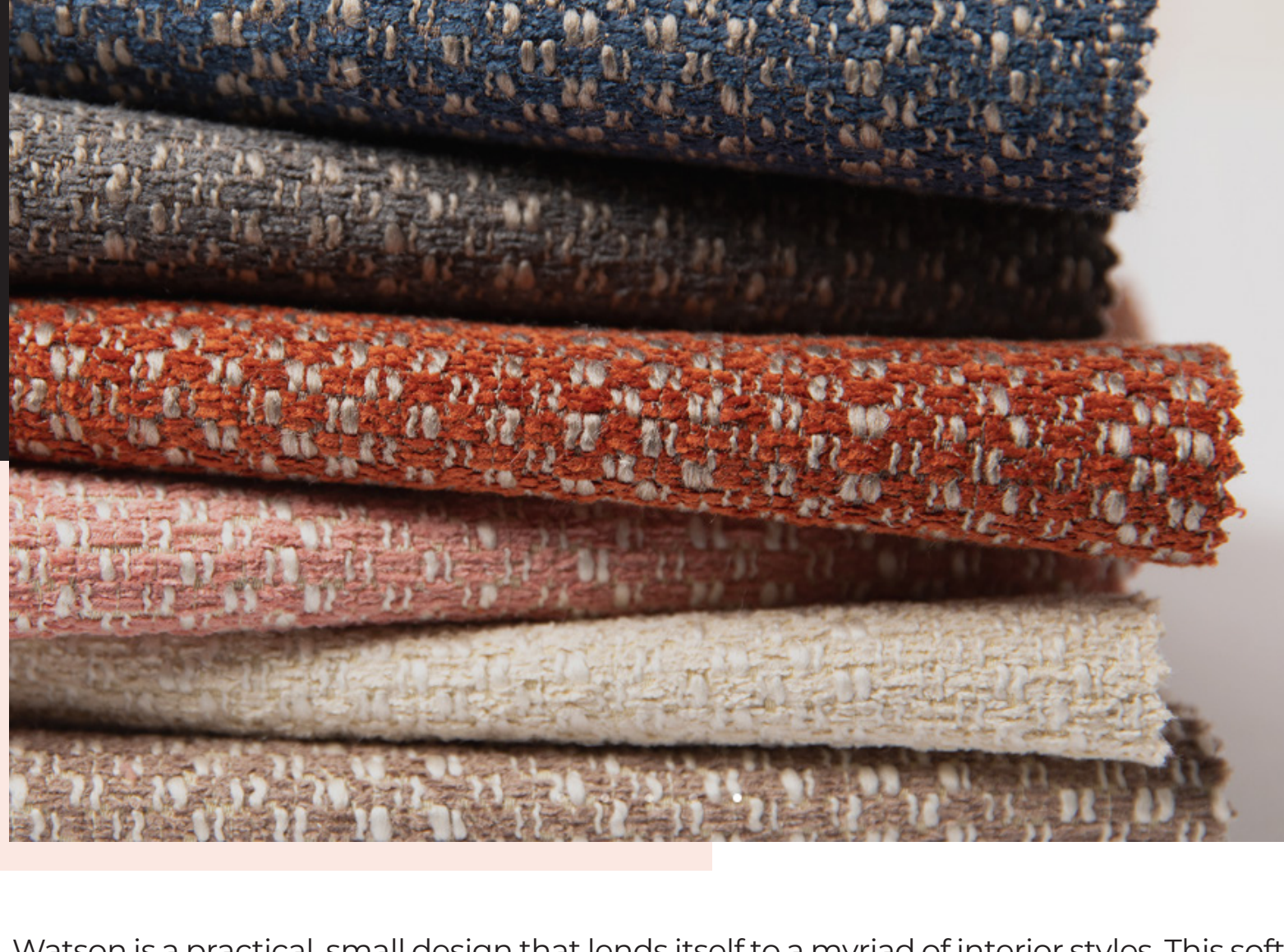
We had the pleasure of sitting down with our friend Erica Williams, a Miami-based designer with Perkins&Will and the creator of Design Life Smart and The Design Bloc. Click the link below to watch our interview and hear about the classes she offers and how she gives back to the design community!



[WATCH NOW](#)

## New Product Alert

SUNBURY DESIGN'S WATSON  
FIRE RATED RECYCLED FABRICS



Watson is a practical, small design that lends itself to a myriad of interior styles. This soft chenille quality is woven using Repreve recycled polyester and Acrycycle from acrylic fiber waste. Contact us to learn more about this product!

[CONTACT US](#)

## Recent Happenings

FDCP LUNCHEON

Nicole had the pleasure of attending last month's FDCP luncheon, where one of our favorite clients, IDDI, spoke on the very topic of experiential design! They also gave all attendees a fabulous book featuring some of their amazing projects! Stay tuned for a sneak peek of a very special project we are working on with IDDI next month!

**Design Construction Professionals**  
Florida Networking Group

**August Luncheon!**

August 15, 2023  
11:30 AM - 1:30 PM  
Tower Club

**"THE EXPERIENTIAL JOURNEY"**  
- Designing consumer-centric spaces that amplify engagement and increase profitability & brand equity.

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# Experiential Design



Nicole recently embarked on a trip to the SuperBlue museum in Miami with her daughter, son, and their spouses. There, she had a firsthand encounter with the profound impact of experiential design on emotions.

One of the initial rooms they explored boasted towering ceilings, accompanied by melodic music and breathtaking digital imagery featuring flowers, birds, and waterfalls projected onto the walls and floors. As they traversed the space, the imagery appeared to grow and evolve with their movements, creating a captivating and immersive experience.

Nicole couldn't help but notice the profound engagement of her son and his wife, both of whom are deaf, in this visually stimulating environment. They were fully immersed in and thoroughly enjoying the experience. Her son even shared that he felt like he was walking in a dream and had never felt such calm and tranquility. For her daughter and her wife, the experience was deeply contemplative and spiritually enriching. For Nicole, it was even more meaningful because it was an unforgettable shared experience with her family.

This eye-opening encounter ignited Nicole's curiosity about experiential design. She came across a book that delves into various facets of experiential design and wanted to share it with others. In the spirit of National Read a Book Day (Sept. 6th), she plans to give away a copy to some fortunate designers. If you're interested in exploring experiential design practices further, you can find the book through the link below. The book is currently available for pre-order, and Nicole will distribute it to those lucky designers as soon as she receives it!

[CHECK OUT EXPERIENTIAL DESIGN SCHEMAS](#)