



Minding the Gap

From concept to construction, **Fitch Design Company's** streamlined process sets clients on a harmonious course to achieving their design dreams

Designing stunning, award-winning spaces is Selena Fitch's passion, but the metaphorical space between where a design begins and how it is constructed is one in which she also excels.

"There's often a gap between imagination and execution when it comes to designing an addition or renovation," she says. "Designers design and then hand off the plans to a builder, and that's that. But there are crucial steps between those two phases that are so important to the successful outcome of a project."

As principal designer at Fitch Design Company, Fitch has made it her mission to fill that gap. From the first consultation through the design, rendering, and permitting processes, Fitch shepherds her clients through their project, with an eye on keeping the experience joyful and positive.

"I focus on what I consider a healthy way to remodel. I want our clients to know exactly what to expect at every step of the process," she explains. "And when we get to construction, the contractor is going to know exactly what needs to be done and how to do it."

Fitch honed her skills working with contractors over the years, and that experience is one of the many reasons clients with older homes often seek her out. Respecting period architecture while bringing in a contemporary design concept presents aesthetic, permitting, and building challenges. Fitch skillfully streamlines the process, delivering her signature, jaw-dropping spaces to clients who've enjoyed peace of mind throughout.

"When we are all friends in the end, I know I've succeeded," Fitch says. "I take great pride in that."

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CLOCKWISE FROM TOP LEFT: A classic silhouette and color palette combine for a timeless kitchen. A symmetrical, cohesive bathroom is brightened by purposeful window placement. Electric green chairs provide a modern pop to a sleek, monochrome island. A solitary bath is framed by thoughtful geometry. Distinctive wallpaper brings liveliness and charm.

