

BUSINESS OF HOME



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5 designers on managing the ins and outs of install day



By *Lizzy Reisinger*

From managing movers to choosing the right coffee table book, a successful installation relies heavily on execution. We asked five designers—Jaimee Longo, Swati Goorha, Lauren Svenstrup, Karen B. Wolf and Guillaume Coutheillas—how they nail the process, including creating an efficient schedule and adding small details.

STEP BY STEP

“We schedule installs in the most compact and comprehensive way possible. Day one includes myself and the primary designer overseeing big-picture items and placement. The second day is more about the details, and the rest of the team joins and completes everything from making beds to leading the art installs. I’m typically out on that day, in vintage stores and boutiques to pull a few final pieces as the design takes shape. Day three is tying up loose ends and accessorizing. Cleaning crews come in to ensure everything looks fresh and polished, and fabrics are sprayed with a protectant. For the final reveal, it’s just me and the design director there, but we make it a point to recognize all team members for their efforts as we’re walking the client through the finished space and are very vocal about what went into the process. We mandate that clients cannot be there during the final install, as we feel it’s important for them not to see the finished product until it’s fully done—that way, they imagine everything came together seamlessly. All the client should see is the bottle of champagne and charcuterie board on the counter.” —*Lauren Svenstrup, Studio Sven, Chicago*



Lauren Svenstrup Courtesy of Studio Sven