

REAL HOMES. REAL DESIGNS.

ASID Pasadena's Philosophy of Design

By Mary Goodstein



Jennifer Fong, ASID
2006/07 Outgoing President, ASID Pasadena Chapter

Jennifer Fong, ASID Pasadena Chapter president (2006-2007) and sole proprietor of Transform Design Studio, always had an interest in art, architecture and design. While living in Japan in the 1990s, she obtained a job in a design-build firm as a translator. After a brief stint there, she returned to the United States, where she enrolled in UCLA Extension's four-year Interior and Environmental Design Program. The rest is history.

While president, Fong's focus has been to advance the goals outlined in the Pasadena Chapter's Mission Statement: "to define excellence in the practice of interior design; to improve the value of the profession; to work for a favorable environment for the right to practice interior design and to continue to increase membership." Fong believes that this year's main ASID fund-raising event, the 21st Annual Home & Kitchen Tour—co-chaired by Joy Wolfe and Christine Santana—is a stellar opportunity to view the diverse talents of their ASID designers to the general public.

The ASID Pasadena Chapter has tried to increase and strengthen its membership by showing potential candidates the value of ASID membership by creating networking opportunities with fellow designers and Industry Partners; implementing a mentor program that partners student members with practicing designers and offering such opportunities as continuing education classes and free meetings.

ASID members also participate in pro bono community projects, such as Hillside and the Girl Scouts' House in San Marino, that underscore the importance and value of the interior design profession. Recently, ASID renovated a cottage for Hillside, a private, non-profit center that shelters abused children. In the near future, the Pasadena Chapter is looking to renovate the historic Blinn House as a joint-venture project, and has introduced the property to the Pasadena/Foothill Chapter of the American Institute of Architects.

"Every project starts with an idea or dream of transforming one's space into a better place to work, live or play," Jennifer says. "However, the transformation must be twofold. First, the successfully-designed environment has to be aesthetically pleasing. Second, and more important, the atmosphere it creates should inspire or nurture, soothe or invigorate – depending on the use of the space."

Fong's personal design philosophy—and that of Transform Design Studio—is not tied to any specific style. "Our approach is to listen to the clients' ideas and needs and help them articulate these in visual terms. A successful project is one where we have created an interior that reflects the clients' visions while reconciling different agendas and conflicting ideas with limited time and resources."

Jennifer Fong has been a member of the Pasadena Chapter of ASID for 10 years. No doubt she will be for another ten as well.