



Meet Concept's Driving Force

Tim Price meets Concept Interior's Samantha Morgan – and finds her to be one of those people in life that he can't help but admire. Whether it's her tenacity, the passion for her work, or her sheer drive to get the look perfect - right down to the finest detail - each and every time



After just a few minutes of chatting with her in the sumptuous surroundings of her Weybridge showroom, it comes as little surprise to me that in less than a decade, her business has grown to be such a highly respected company in the world of interior design. I only have to look around and the flair is evident. The beautifully presented showroom manages to combine modern chic with homely elegance.

It is clear to me that behind an infectious smile and a genuinely warm personality is a very focused character, moving with momentum ever upwards.

However, Samantha modestly proclaims to be somewhat fuelled by self-belief and a sheer passion for property and interiors. "There is no grand master

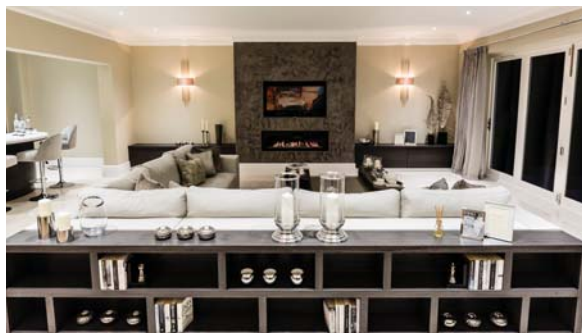
plan," she confesses. "The shape of my business has evolved as we've gone on." The move to the Weybridge showroom four years ago for example was because her business had outgrown their Shepperton roots, and the new space also gave the opportunity to showcase themselves in a public environment. But I believe that her company's work demonstrates a flair and creativity that can't always be taught. Maybe she's one of the lucky few born with such artistic talent and Concept Interiors' growing success is the inevitable result of consistently delivering dream spaces.

But while on the one hand an in-built fearless enthusiasm provides her with the kind of boundary-pushing confidence that enables her to create big

statement interiors that most of us could never conceive, she is also clearly sympathetic and aware of the variations in taste that might come from each client's background, or even the regional locality of a project.

"A commission from a household of Russian or Chinese descent needs to be approached differently to that of a north European client," she says. "Tastes and styles can even differ from one end of Surrey to the other." Giving examples from Concept Interiors' extensive portfolio, Samantha explains how a home in St. George's Hill, for example, will generally differ in style from one in Kingston upon Thames. Likewise, an apartment that the company is working on in Covent Garden requires a far more eclectic





treatment than a large modern family home in Sunningdale.

“The variety in what we do is exciting,” she says, “and the initial consultation is key.” Samantha explains that spending time with the client at the outset, and understanding their lifestyle and tastes are as important as the age, size and location of the property itself – and really helps shape the way she proceeds.

Likewise, when working with developers to create show homes (such as Halebourne and Heritage Design and Build), research is also very important. “I look carefully at the local demand, target demographic, age etc.” She continues, “Working from a floor plan, before any building work has even commenced is like a painting on blank canvas to me. I find it exhilarating”.

After an initial brief, the process of conveying ideas may start with a greyscale sketch and can then progress through first render along with ‘mood boards’ and then go on to final render and even encompass photographic-realistic CGI image of the project too if required.

It seems clear to me that whether it’s an entire 15,000 sq. ft new build on a private estate or a more modest home makeover, for Samantha the excitement of “transforming spaces” is still as strong for her today as the head designer of a 7-strong highly respected team, as it was when she was just a young designer throwing herself (no doubt with boundless enthusiasm) into her first project way back in 2005.

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