

Design duo mark 25th anniversary

George Interiors, a Bridgnorth based interior design company, is celebrating 25 years in business.

The company, founded in 1986 and run by couple Tim Williams and Pam George, was located for 17 years in a landmark building in the Chapel Ash area of Wolverhampton.

The couple bought the condemned building and renovated it fully, transforming each floor into design showrooms, offices, workshops and studios for their business.

Wulfrunian Tim, born just down the road from the Chapel Ash studios, and Pam, a New Zealander who worked as a designer in Dubai before meeting Tim, work across the UK providing interior consultancy, specification and refurbishment for domestic and commercial clients. Many of their customers are local to Wolverhampton and the West Midlands, and Tim and Pam specialise in providing a complete turnkey service to their clients.

"Business is going well again", says Tim. "I think one of the problems we have is in describing exactly what we do. Interior design is a slightly maligned term and doesn't cover everything that George Interiors offer. Unlike many interior design companies, that might only provide soft furnishings, we cover everything, from the initial detailed drawings to project managing everything from demolition and building work to plumbing, tiling, electrics, decorating, bespoke furniture and soft furnishings.

"People are surprised to find that they don't always need to employ separate trades, such as an architect, builder or a structural engineer, as we provide all of the back room work for the job. We will even apply for planning permission on behalf of our clients. We do a lot of bespoke furniture design and making and will source everything, from a single item of furniture or metre of fabric to a complete refurbishment of an entire hotel or home."

Tim has noticed a marked upturn in



Tim Williams and Pam George of design company George Interiors

the amount of enquiries from people prepared to pay for quality. "Our thorough approach and attention to detail from the outset ensures that our clients know what they are going to get", says Tim.

Detailed

"If you don't have detailed drawings to show the client, they are basing what they are going to get on what you have done for others - it can be a giant leap of faith for them. It's that personal level of service that has been a trademark of our success, and 90 per cent of our new work comes from recommendation."

Pam George has been a designer since leaving school in New Zealand, and has worked around the world,

including three years in Dubai, when the city was just starting to develop. "It was in the time before interior design had taken off", says Pam.

"My thorough grounding in draughtsmanship and plan drawing means our scale drawings ensure that every aspect of the job is taken into consideration at the outset, so consequently there are no hidden surprises for the client.

"The builders and trades people are all kept happy as the information is all contained in the plans. This enables us to cost up the job fully and give complete peace of mind while showing the client exactly what they are getting."

George Interiors' commercial work includes golf clubs and leisure centres, as well as hotel and restaurant design.