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JANE PAGE CRUMP

Texas Home & Living: How did you get your start in interior design? Did you decide to pursue your business degree before or after entering the design field?

Jane Page Crump: My love for fashion design was my first love. I started sewing when I was ten years old, with a Singer sewing class in which my mother enrolled me. Sewing and private art classes, I pursued until my first year in college. After my undergraduate degree, I lost interest in fashion design and returned to graduate school and received an MBA in Finance. Upon graduation I worked as a tax accountant for Price Waterhouse, got married, and had two boys. Shortly thereafter a friend encouraged me to get into interior design. I contacted NCIDQ to see what I needed to be a professional member of ASID. In 1987 I passed the NCIDQ and have now practiced interior design for 31 years. I definitely feel that I owe the success of my business to my great clients and talented staff in addition to my MBA. I love people and I enjoy the creative opportunities that interior design provides. I also like the challenge of balancing the desires of my clients with quality design and affordable costs. It is always my desire to exceed my client's expectations. To lead my clients through the building process - exposing them to new products and unique design opportunities - is a learning experience for all involved.



TH&L: Discuss the biggest challenges of your career. Has there been a particularly challenging project that taught you something?

JPC: Every project is challenging! I always find it challenging to provide the client with what they want and/or need to make them happy. My goal is always to have clients whose expectations were exceeded by our designs. Designing a home for discriminating, knowledgeable, well-traveled clients is always challenging.

TH&L: What is the first thing you do when beginning a new project? How can clients most effectively communicate their wishes to you?

JPC: Initially I ask my clients about how they want to use each space, how many people will be using the space, and how they entertain. It is very helpful when clients have pictures of rooms they like. Pictures help in communicating style and color preferences, and affinity for textures and contrast. Their explanation of pictures of rooms helps define the level of detail that is important to them.

TH&L: Is there one particular type of project that really inspires you?

JPC: Most of our projects inspire me whether the inspiration comes from the architectural design of the project or from the client's hopes and expectations for the lifestyle in which they envision their new home. I love the opportunity to do something different. One time a client's only request was "make it a Jane Page house". Wow, did that make it personal and very challenging. I wasn't sure what a "Jane Page" house was since our projects are mostly geared to create a home that meets the vision of the client's self image.

TH&L: What are your most memorable field trips? How have these influenced your designs?

JPC: My most memorable field trips were when I took my design staff to France and Italy. The objection was to expose the designers to the architecture of France and Italy as well as to search for new products and ideas. They were to observe ironwork, doors and



designer profile



window designs, interesting features, etc., and to photograph these items for future inspiration on design projects. These field trips were a huge success and very memorable for all.

TH&L: Who are your influences and inspirations?

JPC: My mother had the biggest influence on my career. She loved beautiful things and she was always teaching me about quality. She believed in buying quality and taking care of what you have. Her philosophy was that if you buy quality you should never need to replace it. When I turned 13, my mother, as well as, both of my grandmothers helped me design my bedroom. They were all ladies with a lot of style.

TH&L: Describe Houston's design culture. How has it evolved during your career?

JPC: Houston's design culture is varied since Houston is truly international. It is always interesting to work with foreign clients and to accomplish a design that respects and envelops their culture and traditions.

Houstonians are friendly and very hospitable, so while they love sophisticated, beautiful, and timeless designs they always want the design to be comfortable and inviting. Many of our client's homes are quite large, but the casual elegance of the interiors is always welcoming.

I love working with and developing friendships with people from all parts of the world and from all walks of life. This is one of the benefits of being an interior designer in Houston. Since starting my business 30 years ago, I have seen the desire for good interior design grow by leaps and bounds. With the continual growth of Houston and the high-end housing market, I see the need for design experience, especially with my firm's technical construction expertise, to continually grow.

TH&L: What will always be in style?

JPC: Good design will always be in style. It follows the same rules that define a fine painting—a balance of color(s), proportion, visual weight, and interesting subject matter. Every good design needs maintenance whether it is fresh paint, new lampshades, new flooring, etc. My designs are known for their attention to details and it is the design details that maintain the integrity of the home's interiors. Whether the design is contemporary, transitional, or traditional good design is timeless and is qualified by the eyes of the beholder. TH&L

