

patience

DESIGN | STUDIO



Hello From The PD Team

Our clients are the heart of our business, and their feedback motivates us to keep designing amazing homes that we can all be proud of.

We are a family-run interior design studio with over 12 years of experience. Led by Sam, we've built a studio specializing in interior design, bespoke furniture, project management, and architectural services.

We understand the importance of optimizing every space, allowing your home to maximize its potential. With 3D VR rendering, we can bring our concepts to life, giving our clients the opportunity to fully immerse themselves in the design process.

With our knowledge of design and renovation, we take a collaborative and informative approach to every project. We truly value the relationships we build with our clients, and our goal is to make the process as smooth and seamless as possible.

The result is creative and functional homes that bring joy to everyday living.

Our Services

Interior Design

FF&E Procurement

Project Management

Architectural Services



Our Process

How we approach our projects is characterised by four key stages, designed to simplify the process and provide clarity from start to finish.

1

INITIAL CONSULTATION

We begin with a discussion to explore your aspirations for your home or project, including your budget and time line. We'll also identify key collaborators, such as engineers or contractors, to ensure a cohesive approach.

Together, we'll define the project goals to set a clear direction. Initial consultations can be conducted over the phone, or if preferred, we can arrange a meeting on-site.

Ahead of the consultation, we usually provide a project on boarding questionnaire. This helps us understand your preferred style and budget, making the conversation more focused and productive.

Initial consultations are free of charge.

2

CONCEPTS STAGE

Moving on from the consultation to more tangible concepts, we'll develop a series of mood boards to present our initial ideas for your project, incorporating feedback from the on boarding questionnaire and our initial consultation.

These mood boards will break down design concepts room by room, featuring inspirations, material suggestions, colour schemes, and FF&E possibilities.

We typically sketch initial layout proposals on 2D plans provided by the client, exploring potential ways to reconfigure the space.

At this stage, we begin to define the overall feel and atmosphere you want to create in your home, an essential foundation for shaping the project's agreed direction.

The concept stage is charged on a per-room basis.

3

DETAIL DESIGN STAGE

During the detailed design phase, we further develop your vision by producing 3D drawings that transform initial ideas into creative and functional designs for your home.

Our advanced 3D VR renders provide a highly realistic visualization of the space, illustrating how materials, colours, and layouts will come together seamlessly.

This stage is crucial for refining the finer details, from selecting material finishes to creating bespoke furniture designs that enhance your home's potential, making it truly unique to you.

*The detailed design stage is charged as a % of the overall project value (including first & second fix).
Architectural & structural services are costed separately & provided or managed as required*

4

PROJECT MANAGEMENT & PROCUREMENT

We provide a turnkey interior design service, guiding you from concept to completion, with the option to manage the project once the design is finalised to ensure a smooth, collaborative process.

With hands-on renovation experience, we support clients through every stage, from tender documents and build contracts to overseeing engineering works, working with a trusted network of suppliers and tradespeople built over more than a decade.

Our attention to detail extends to the procurement of FF&E, with a strong emphasis on quality and timeless design. Led by our creative director, Sam Patience, who began his career as a furniture designer over 16 years ago, we bring a deep understanding of materials, function, and style to every project.

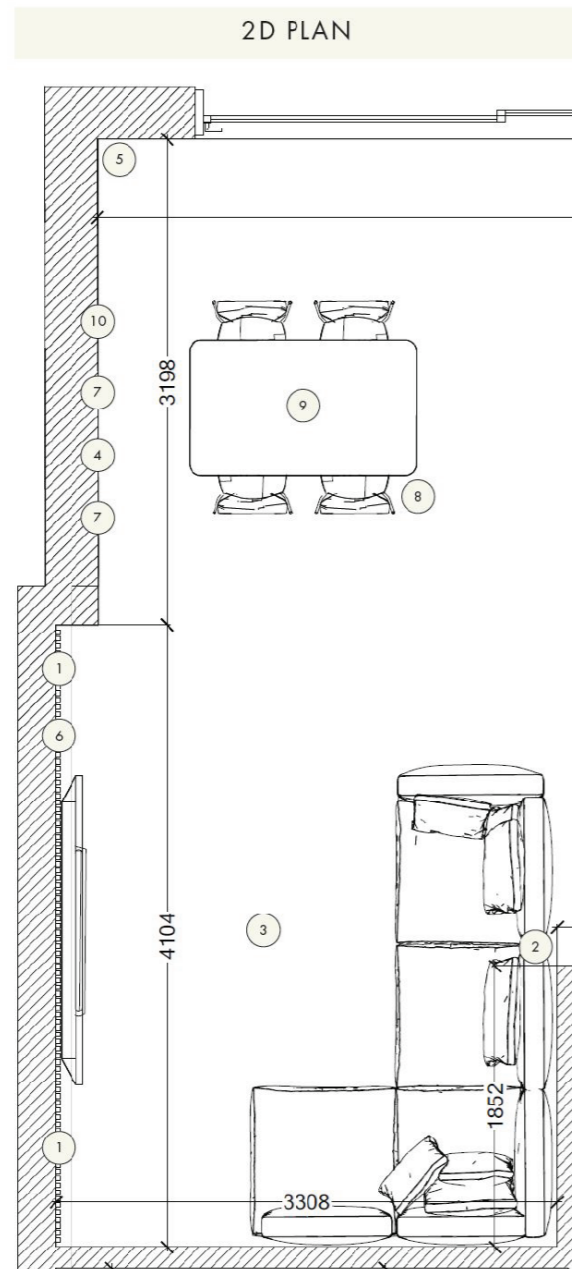
PM & procurement is charged as a % of the overall project value (including first & second fix).

2 Concept Stage

A series of mood boards to showcase our initial ideas, breaking down design concepts room by room with inspirations, materials, colour schemes, FF&E options, and proposed layout ideas.

MOOD BOARD

LIVING ROOM & DINING ROOM



MATERIALS & FIXTURES



1. LED SHADOW GAP DETAIL
2. CHESTNUT L-SHAPE VELVET SOFA
3. LARGE RUG IN NEUTRAL TONES
4. LARGE CONTEMPORARY ARTWORK
5. FREE-STANDING LIGHTING
6. PR-EXISTING OAK PANELLING
7. STATEMENT LIGHTING IN DINING AREA
8. MOCHA VELVET DINING CHAIRS
9. MARBLE TOP EXTENDING DINING TABLE
10. DISPLAY SHELVING
11. WARM NATURAL TEXTURED PAINT COLOUR

3 Detail Design Stage | 3D VR Renders

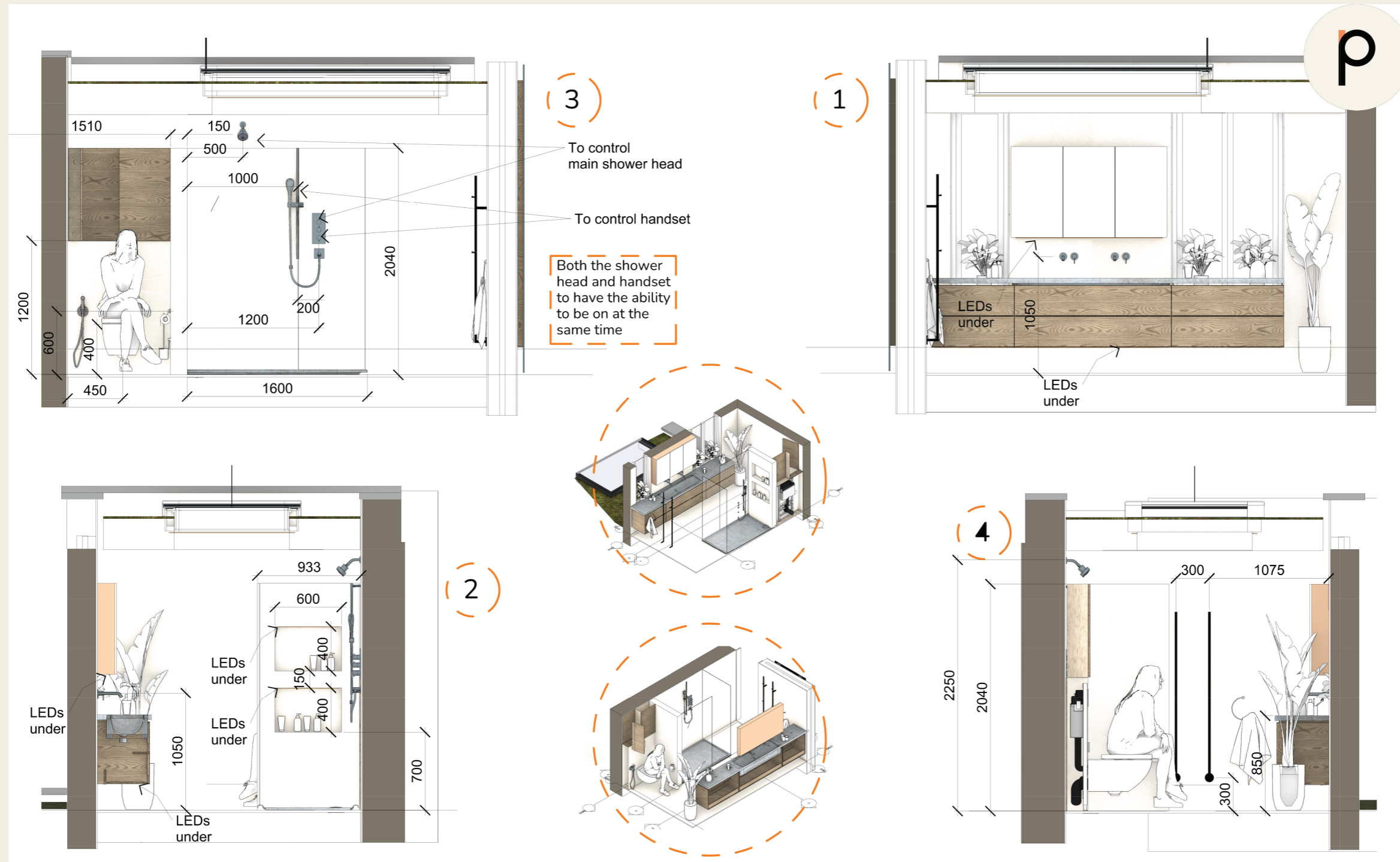
Refining the design through detailed 3D drawings that transform ideas into functional spaces. At this stage, we create lighting schemes and bespoke furniture solutions to enhance your home's full potential.

Below is an example of our 3D VR renders, click the 360° button to see the design in immersive 3D.



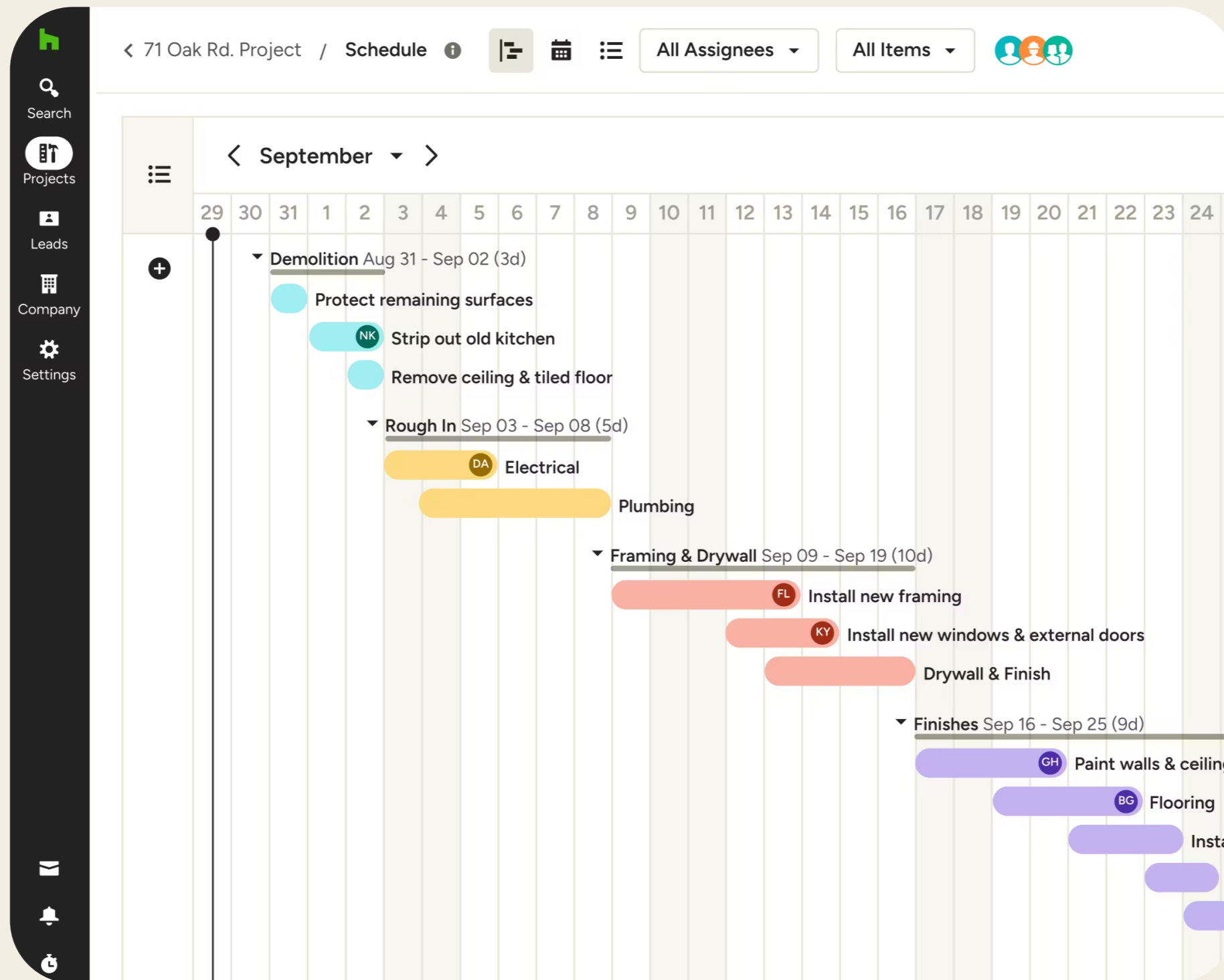
3 Detail Design Stage | Technical Drawings

This is an example of our technical drawing package, a vital tool in the design development process, providing contractors with precise, actionable documentation to ensure accurate execution on site



4 Project Management

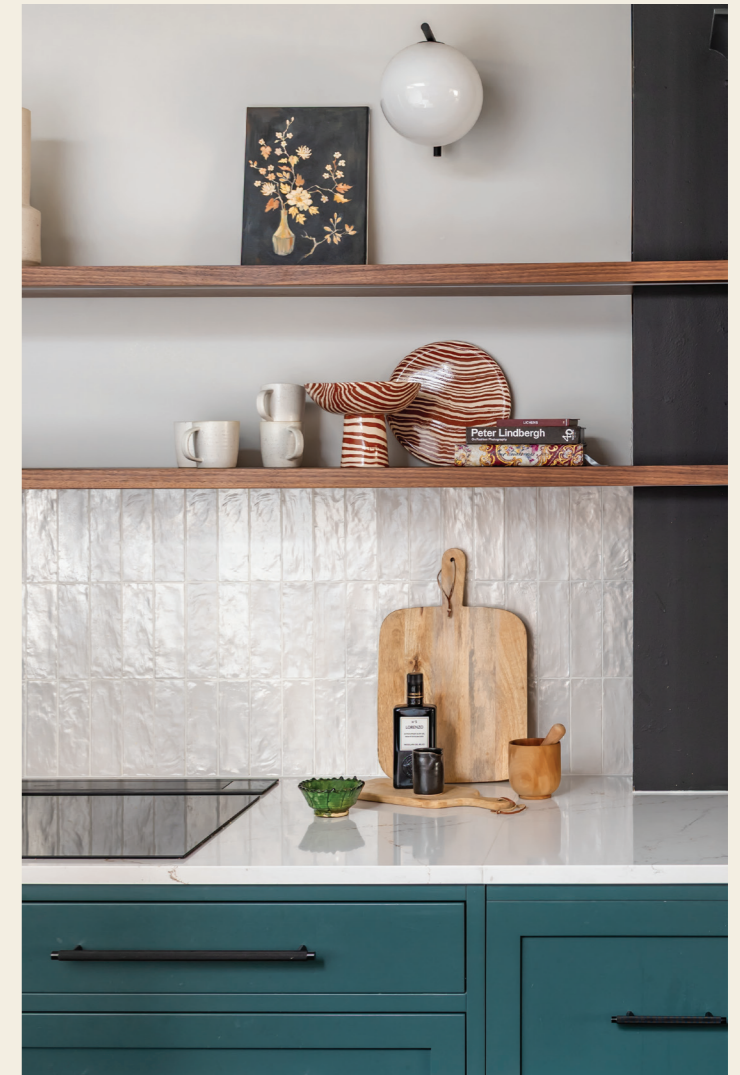
Once the design is finalized, we can manage the project, overseeing contracts, engineering works, and FF&E procurement. With a trusted network built over a decade, we ensure quality, craftsmanship, and timeless design.



Our Work

Our portfolio spans North, East, and Central London, where we've had the privilege of transforming a diverse range of properties.

We're known for our creative use of lighting and playful approach to colour. Each project is uniquely tailored, blending our clients' vision with our thoughtful design aesthetic to create beautiful, functional spaces that enhance everyday living.



What Our Clients Say

Chad, Hampstead Heath

Relationship: Client

Project Date: June 2024

Project Price: > than £200,000

We recently worked with Sam to project manage the refurbishment of our apartment and we honestly couldn't have done it without him! From start to finish Sam was absolutely fantastic - reliable, friendly, knowledgeable, and patient throughout the entire process. He's super thoughtful and creative with a sharp eye for design that brought our ideas to life in ways we couldn't have imagined. Sam was well organized and his communication was amazing - he always responded super fast, keeping us informed every step of the way. Whenever we encountered issues (as you inevitably do with any renovation) he was brilliant at coming up with effective solutions that took a lot of the pressure off us. One of the highlights of working with Sam was his use of virtual reality designs. Being able to visualise the space before making decisions was a total game changer and it made the entire process so much smoother. Sam is also just such a pleasure to talk with - easy going yet professional. He made the whole experience enjoyable and less stressful - we couldn't recommend him highly enough. Thank you Sam for helping us create a home we absolutely love!



Maria, Dartmouth Park

Relationship: Client

Project Date: July 2024

Project Price: > than £1,000,000

Today is your lucky day, as you've just found Sam! Having just finished a project with him, I can honestly say you won't find a better project manager and overall designer for your project than him. Our 1-year full house renovation was on time and on budget, and it was an absolutely incredible experience from start to finish because we had Sam taking care of every single detail meticulously; From designing the spaces and managing all the contractors, to always having time to sit with us, hearing patiently our ideas and... making them happen with a smile! His service even included interior design and furniture purchasing which was extremely helpful. Really nothing seems to be out of scope with Sam, and it really has been an absolute pleasure working with him. So if you want a project that's stress free, on time, on budget, and with a stunning result, look no further - Sam's your guy!



Yiftah Shiri, Muswell Hill

Relationship: Client

Project Date: November 2022

Project Price: > than £200,000

Sam Patience lead our refurbishment project in North London. He owned the work end to end: design, sourcing a contractor, procurement and decor. To be honest, we couldn't do it without him. He added endless value and freed our time to focus on our daily commitments. - The design work was collaborative and we felt we get the right advice for our needs. - He scoped the work activity by activity which made it easier to prioritise our budget - We sourced a great contractor which Sam managed on a daily level - Based on our budget, he recommended relevant stores and managed the procurement process incl. delivery arrangements - Towards the end, he helped with last design/snagging decisions The outcome was beautiful and functional flat - we are super happy! Overall, Sam is highly professional, passionate about his work and patient (-) with his customers. Highly Recommended!



BEFORE



AFTER



Project Highlight

One of our most loved projects. A characterful kitchen renovation centred around the bright yellow beam. Our clients wanted a space that felt inspiring, with a joyful palette of yellow and green chosen to connect the kitchen to the garden.

The brief was to create a kitchen for a couple who love to cook. We took the route of a bespoke, custom-built kitchen with a feature island. The angled design was purposeful, creating a space for breakfast while also functioning as a library for their much-loved cookbooks.

With a frameless glass side return extension, the kitchen was designed to let the outside in.

With Thanks

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