

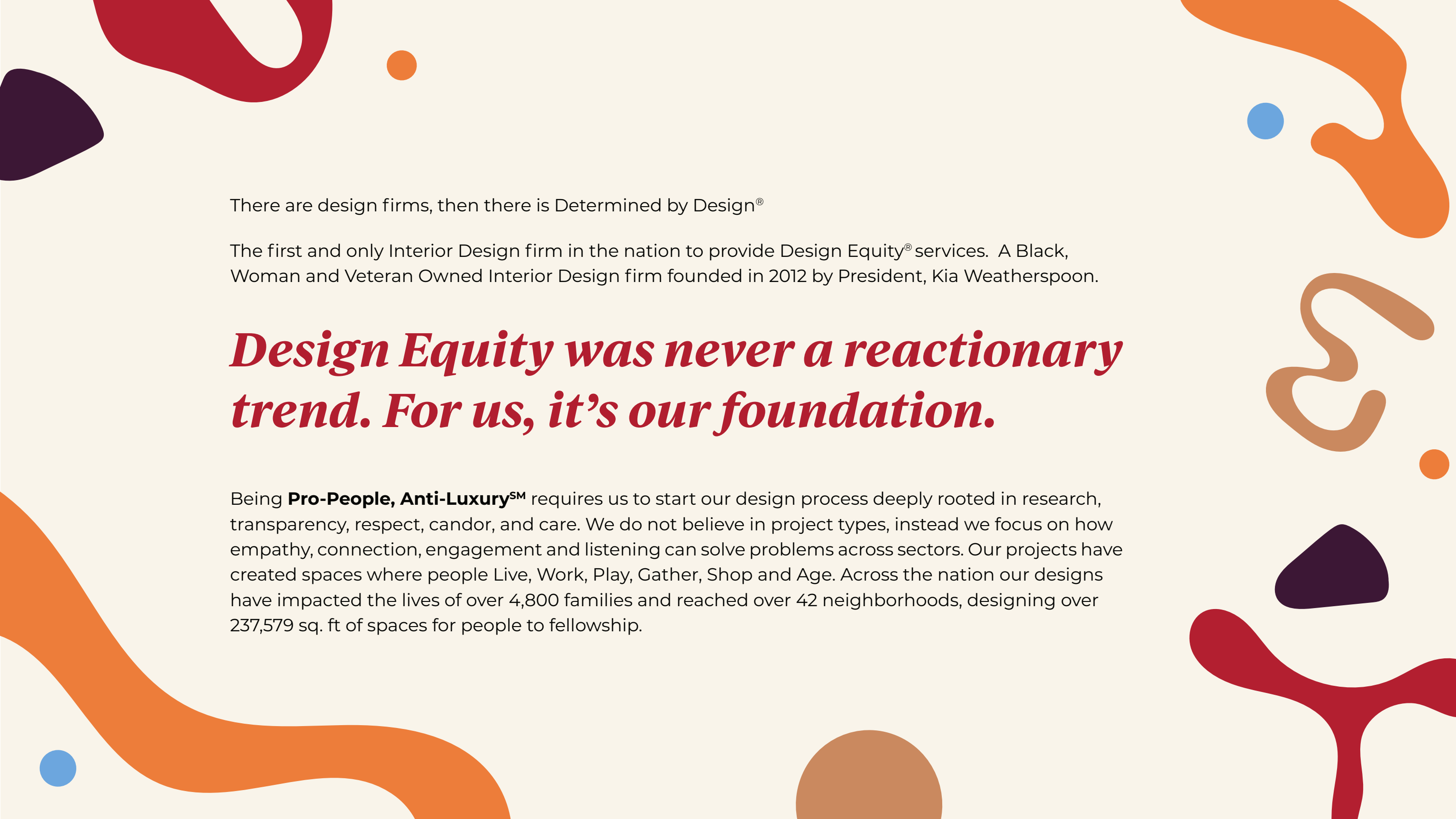


DETERMINED
BY DESIGN®



Interior design for Black people.
Enlightened people.
Brown people.
Growing people.
Underrepresented people.
Creative people.
For *all* people.

Design
that gives
*a F*CK*



There are design firms, then there is Determined by Design®

The first and only Interior Design firm in the nation to provide Design Equity® services. A Black, Woman and Veteran Owned Interior Design firm founded in 2012 by President, Kia Weatherspoon.

Design Equity was never a reactionary trend. For us, it's our foundation.

Being **Pro-People, Anti-Luxury**SM requires us to start our design process deeply rooted in research, transparency, respect, candor, and care. We do not believe in project types, instead we focus on how empathy, connection, engagement and listening can solve problems across sectors. Our projects have created spaces where people Live, Work, Play, Gather, Shop and Age. Across the nation our designs have impacted the lives of over 4,800 families and reached over 42 neighborhoods, designing over 237,579 sq. ft of spaces for people to fellowship.

Elevated *Interior Design*

is the standard **for All,**

not a **Luxury** *for a few.*

We are in service to...

the People

our People

all People

NAICS 541410 Interior Design Services

Codes/Certifications

DUNS 79198554

CAGE 71MP3

NCIDQ Licensed Interior Design #35324

DC - Certified Business Enterprise LSZ-

RV60554032019

DC - Small Business Enterprise

DC- Veteran Owned Business

DC Register Interior Designer INT2002189

MD MDOT Minority on Business Enterprise #19-463

MD City of Baltimore WBE #22379934

MD City of Baltimore MBE #22379934

MD Register Interior Designer #2475

VA Licensed Interior Designer #0412001139

Our Determined Mission

We are an empathy and service first creative team advocating for elevated design outcomes and creative careers in communities of color. Through our Design Equity® services we advocate, change, and uplift the standard of *design for all*.

As a *global* team of creative changemakers, our foundation is built on Interior Design, removing barriers, and bridging Policy, Architecture, Mentorship and Development for the greater good.

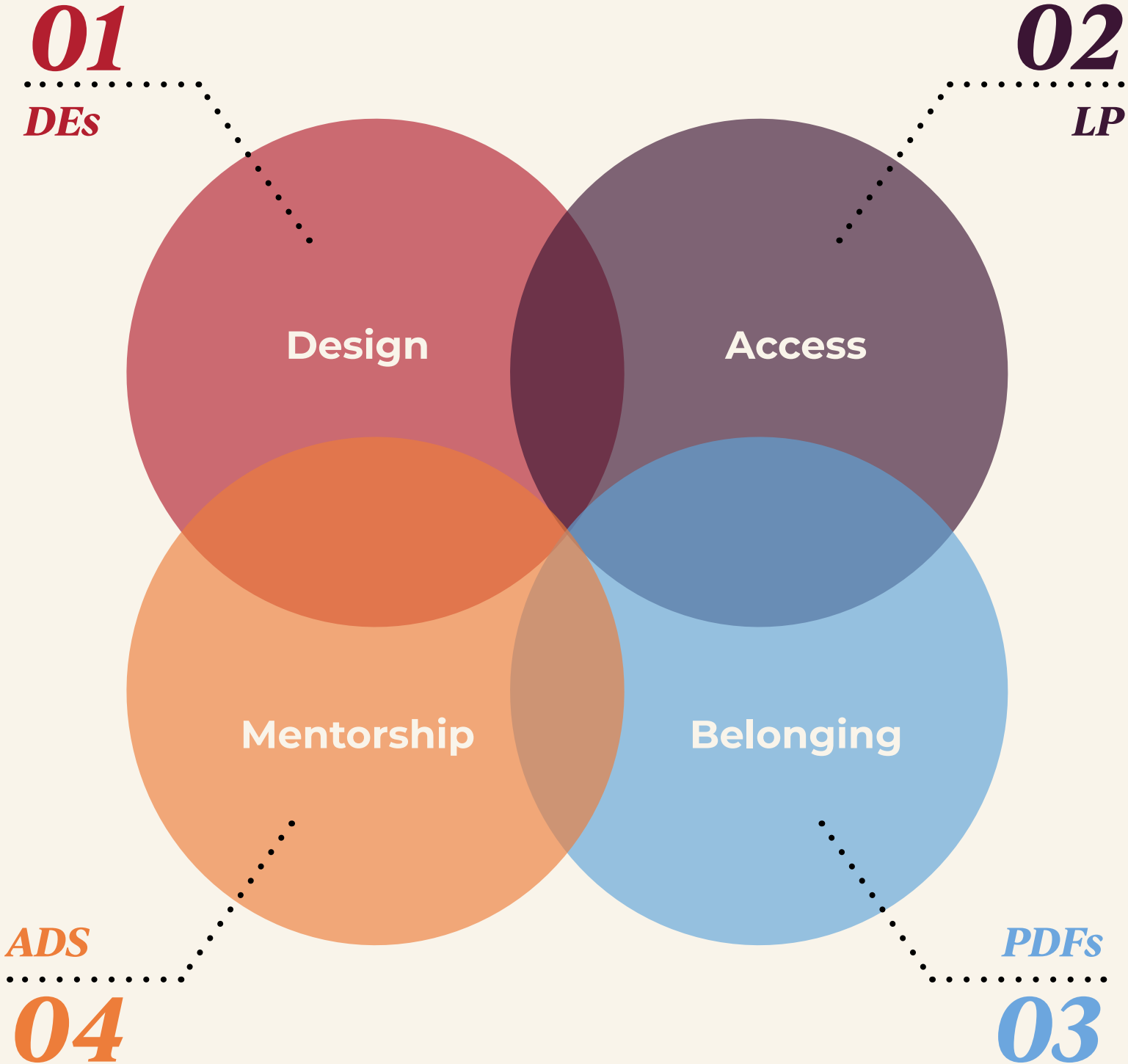
Our service offerings include:

01 Design Equity® services

02 Lucidity Procurement

03 The People's Design Firm® services

04 A Determined StepSM



Design Equity[®] services

extends from Interior Design
to Space Planning and
Architecture Design

Including

Pre - Design
Schematic Design
Design Development
Contract Documentation
Interior Administration
Furniture, Fixture, and
Accessories Specification

Lucidity Procurement

allows us to leverage strong
relationships with suppliers
and distributors to source
healthy building materials

Including

Building Material
Procurement
Delivery, Storage and
Warehousing Coordination
Furniture, Fixture, and
Accessories Sourcing
Product Purchasing
and Reselection
Installment
Vendor Negotiation
Vendor Representation

People's Design Firm[®] services

amplify the voices of the
unheard and engage the
community at every step
of the design process

Including

Community Identity
Visual Identity
Brand Build Out
Story-Keeping
Brand Continuity
Support
+ Community Engagement
Trainings

A Determined StepSM

engages students and entry
level professionals of Interior
Design, Architecture and
adjacent professions into
our design process

Including

Career Development
Community Engagement
Design Experience
Educational Mentorship
Portfolio Development
+ Design Equity workshops



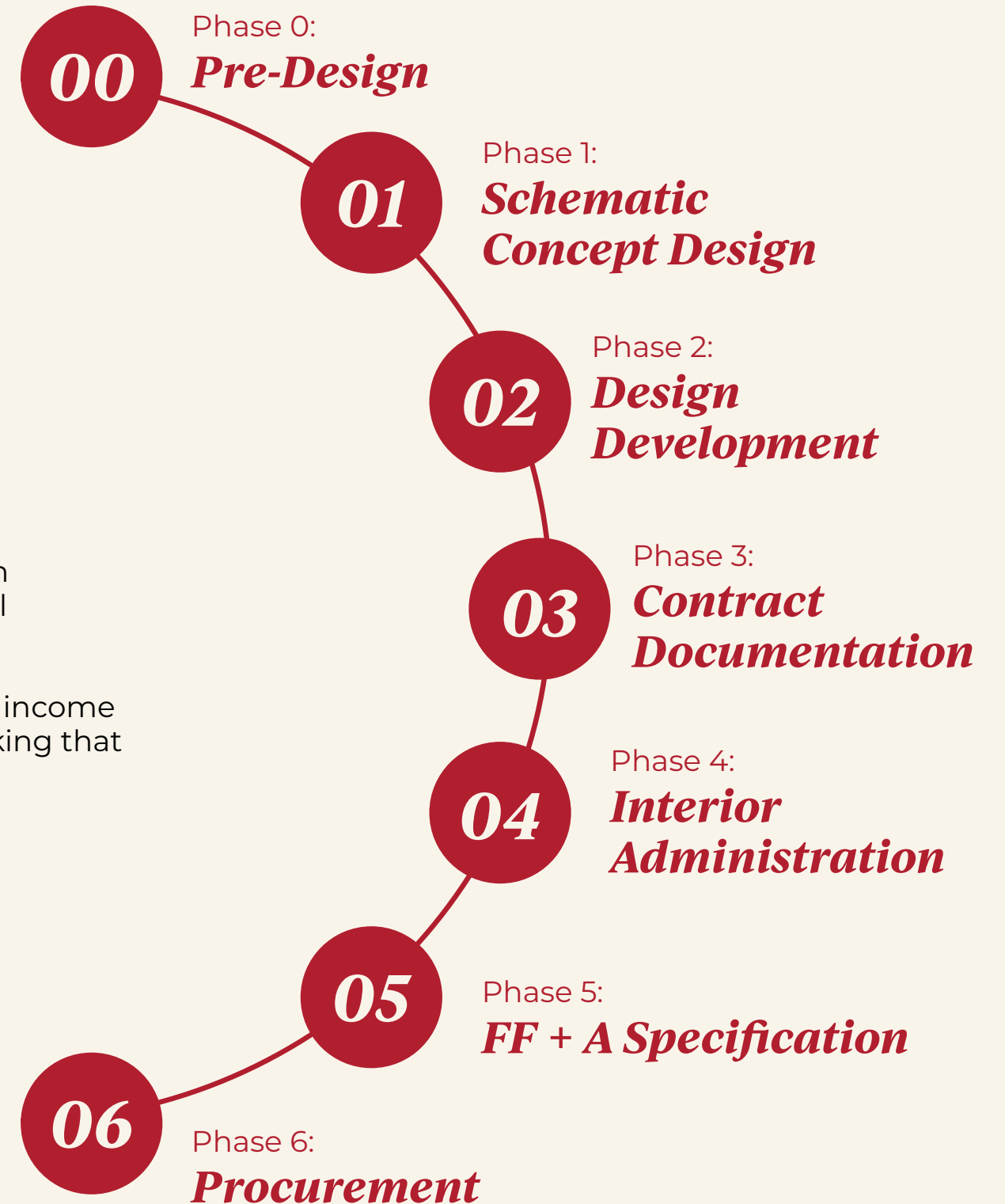
Design Equity[®] *services*
by **DETERMINED**^{BY} **DESIGN**[®]



Pro - People, Anti - Luxury

Our team provides interior design services strategically focused on affordable housing, supportive housing, boutique hotels, and small business owners in underutilized retail corridors.

Design is not a one size fits all exercise to be replicated across low income communities. We lead projects with price-conscious decision making that allows for award worthy design at any budget.



A Narrative Rooted in Love + Humanity

A **big** part of our Design Equity® services is our concept process

An Equitable Design Concept is

the creation of elements, spaces & materials translated from **historical** community context that connects people to a story. Rooted in empathy, humanity and joy for all Black and Brown communities.



The Land is the Heart

We do the research to understand the **historic** origins; beginning with the Indigenous story and Original caretakers of the land



People are the Legacy

We build on the research to find the anchoring stories; understanding that a **neighborhood** is made up of **communitites** who all have different timelines and stories



We are in Partnership

We amplify what is happening now in the Present Day of the community; reflecting on the **contemporary** of those spaces

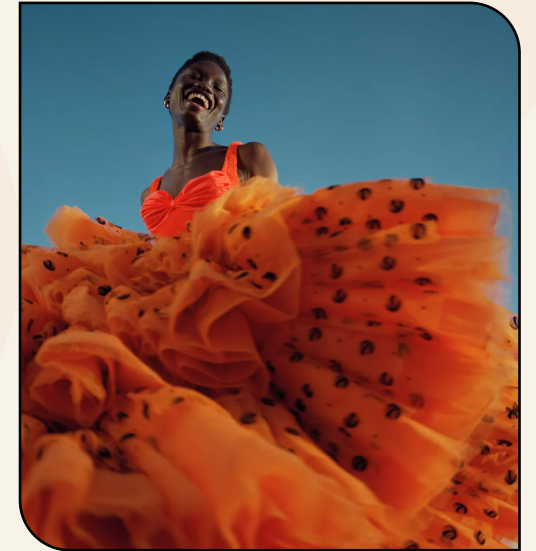
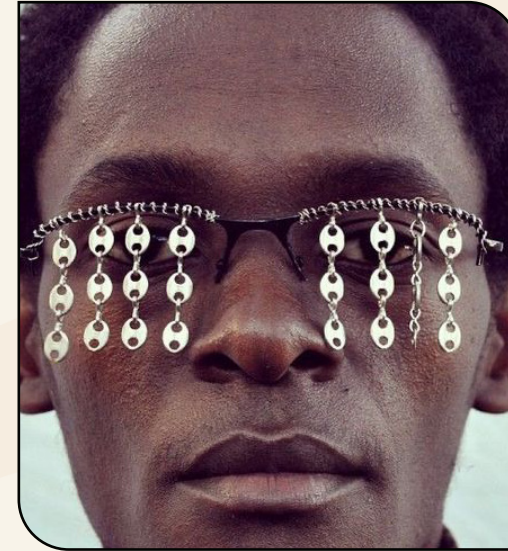
Uplifting the People's Story

In Schematic Design, the ***people's story*** is always the starting point of our research - and this research is where our concepts are born.

Using our ***research***, we then connect the people's story to specific design elements, translating historical context to create spaces the people can connect to - using various forms of materiality and bold color stories.

“ ***We're not looking for the trend, we're looking for history, context, and community - which is where our concepts and color stories come from.*** ”

Interior Designers, Storytellers, Architects, + Creatives are the makers of space and communities. We champion our Design Equity® services so every person's value is uplifted by the spaces they inhabit. This is our guidepost for every project, community, and partner we work with. We design to change lives and represent a community's greatest strengths - history, culture and diversity.



Space Planning
Architecture Design
Equitable Interior Design

As part of our Design Equity® services,
during Schematic Design we remove
programmatic biases and turn equity
gaps into spaces that build connections.

Creating

equitable spaces

before...

Design

As a result

85

%

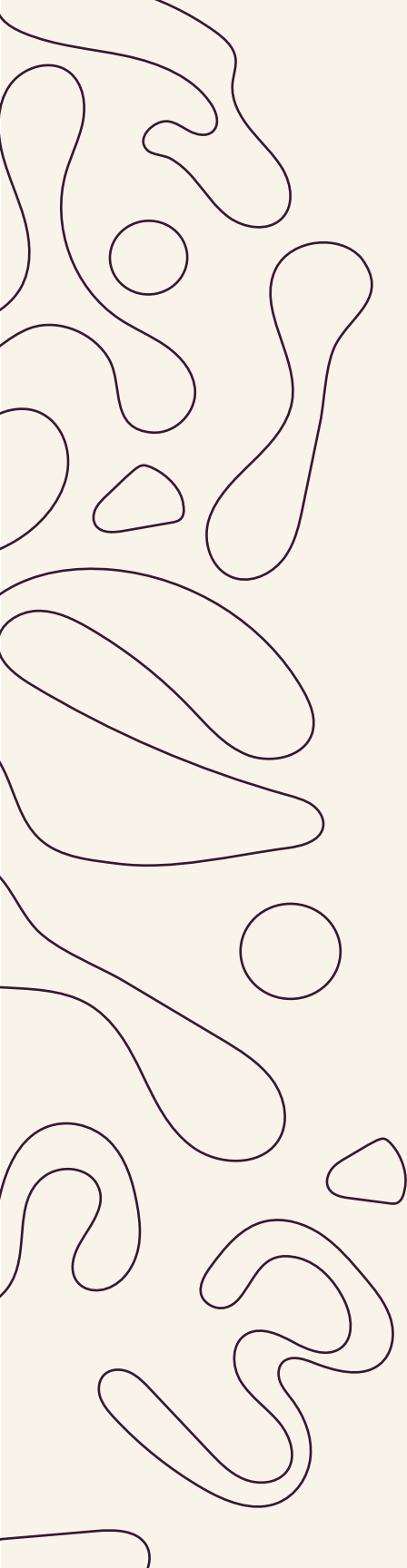
Of our development partners

alter the original space plan

to create a more functional and equitable solution

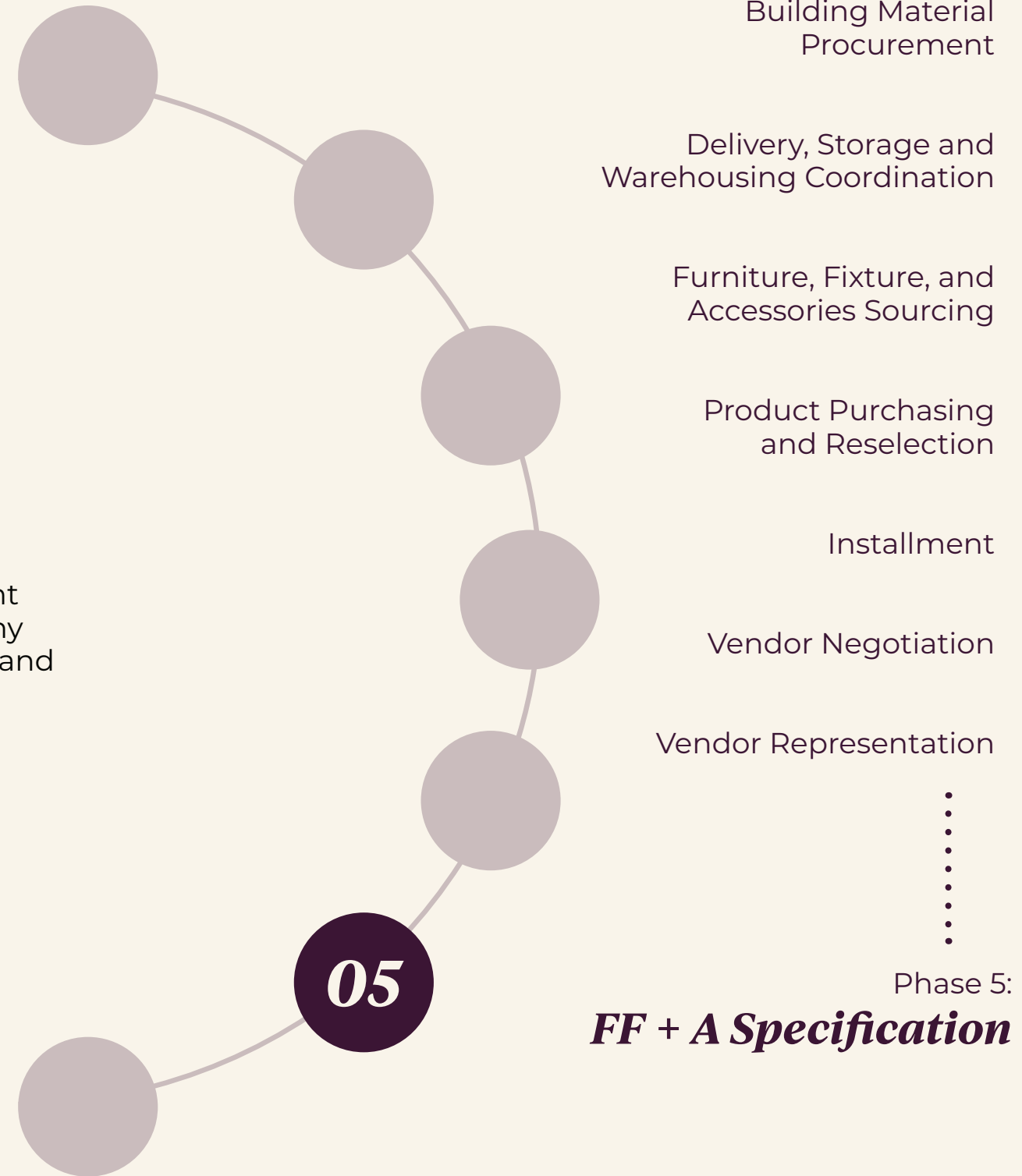


LUCIDITY PROCUREMENT
a **DETERMINED** ^{BY} **DESIGN**® *company*



The Lucidity Difference

Lucidity is your comprehensive procurement service and healthy building material provider here to fill the gaps in your procurement operations. Whether building a purchase order, assembling healthy building finishes, negotiating with vendors, or managing delivery and install, let us show you a new way to fulfill your commercial and residential design project needs.



A Crystal Clear Procurement Process

Our partnership with our sister company Lucidity Procurement allows us to leverage strong relationships with suppliers and distributors to source healthy building materials for our partners. Creating beautiful projects that'll be stunning for years to come.

Bring accessible non-toxic and sustainable building finishes to your space and the communities with Lucidity Procurement.



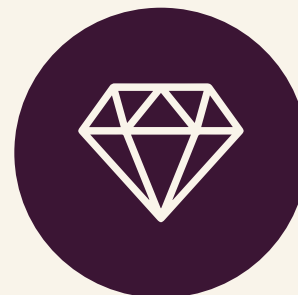
Full Service Solutions

We step in where your internal capacity ends. From specifications and taking your selections to installation support, Lucidity is equipped to support all your procurement operations needs.



True to Concept

No reselections or restrictive warehouse options here. Get exactly what you designed for or have our award-winning team curate a list of alternatives.



Exclusive Options

Built to scale up or down to fit your needs. We've eliminated minimums and paired it with our enterprise logistics expertise to create a new way of procuring. Readiness for an effortless process required.



Capital Vista

Affordable Housing / Multi-Family Housing
Mt. Vernon -Washington, D.C.



People's Design Firm[®] *services*
by **DETERMINED**^{BY} **DESIGN**[®]



These People, Our Spaces

Local organizations and community members have the most agency in their neighborhoods. Interior Design requires **engaging the community** in every step so we provide the People's Design Firm® services on every project to make sure unheard voices are amplified. With existing community partners our goal is to make our design(s) work stronger, intentional, foster connection and amplify design outcomes rooted in partnership, joy, history, and hospitality.



The Three Keys to Success

Our People's Design Firm® services further expand the concept, from the Interior Design of the space to the exterior design of the community around it. We do this by implementing and setting the foundation for the **three key elements** needed for any community.

01 Branding + Identity

Logo Design
Environmental Graphics
Signage and Way findings

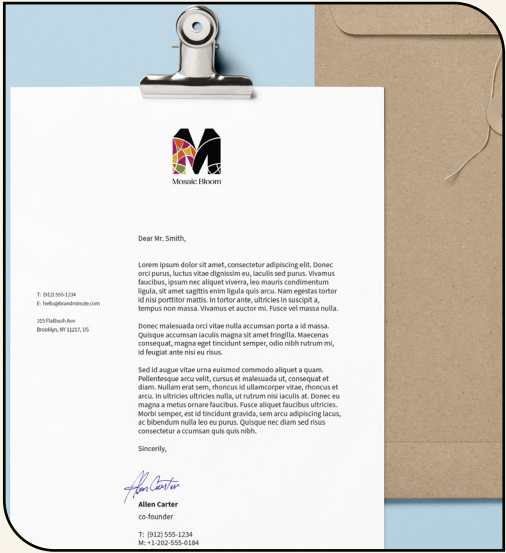
02 Story-keeping

Placemaking
Engagement Activities

03 Community Engagement

Engagement activities involving Local Residents, Artists+ Artisans, Small Businesses and Community Leaders

Community Engagement Trainings



The Community Story

A **big** part of our People's Design Firm® services is that we pull the thread of our Design Equity® services, influencing the identity of these communities while telling their stories through the visual branding of where they reside.

Story-keeping is

where the design direction of the project and the community align as we connect the people of the community through placemaking, or what we like to call our version of story-keeping. Providing a quality space that gives off a sense of love, belonging, security and ownership is where it starts.

How it retains its value is shown through the appreciative action of people wanting to continue to live, work, play and learn in the space provided.



Lead with Humanity

Using the research and concept from Schematic Design, we define the **wants, needs and values** of the people of the community.



Design for the People

We build on the research and identify the **community we serve** by providing visual profiles of the specific demographics that are present within that community.



Make the Connection

Amplify the connection of the people of the community to the branding and identity of the project, by establishing a **visual identity** that connects them.

Community Engagement

Add Copy Here



Understanding

We build an understanding of which community organizations and local leaders our development partners have engaged with and identify the missing voices.



Welcoming

We host a series of events, inviting local organizations and community members to meet the project design team(s) and give guidance on how we can engage them.



Celebrating

We host a series of events to kick-off new partnerships, build trust and get to know the people of the community. Fostering connection and belonging with game nights, dinners, dance parties, and cookouts etc.



Listening

We provide a space for community members to express their feelings, needs, ideas, and concerns through a series of discussions, dinners, walking tours, and front porch dialogues.



Collaborating

We organize workshops seeking dialogue regarding joy, empathy and play through imagination exercises and visioning sessions. After community partnered activities the design teams present preliminary concepts and possible design ideas.



Nitcha?

Community Engagement with Senior Residents
for the development of their new home

aids

a determined step

The Future Determinators

Add Copy Here



Every Step Counts

Add Copy Here



Creative Careers

We engage a local college, high school, and middle school to engage students into the design process.

The educational mentorship model exposes students to career opportunities in Interior Design, Architecture and adjacent professions, while actively engaging in a project in their neighborhood.



Design Experience



Mentorship



Career Development



WIP visual/moodboard

Future Determinators

Our Destiny is in OUR Hands



***Elevated
Interior Design***

Powered by our Design Equity[®] services

Capital Vista

Creating Connections Along The Boundaries

Completed: 2020

Layered and directional textures represented the melding of historical neighborhoods. Three dimensional wood blocks anchored the space with warmth to create a gathering place. Metallic, vibrant, and structured metal screens depicting the actual site map provide a sense of neutrality. Reflections of the people who would reside in the space were punctuated by the art. The strong guiding angle of the site directed consistent movement and connections through each space.

Project Type

Affordable Housing / Multi-Ffamily Housing

Location

Mt. Vernon -Washington, D.C.

Development Partner

Dantes Partners

Architectural Partner

Grimm + Parker

Project Size

108,500 GSF
8,630 SF of Amenity Space
100 Units

Total Cost Breakdown

Project Cost: \$60M
Interior Design Fee: \$65,000.00
FF&E Budget: \$150,000.00

AMI

50%

Scope Of Work

Space Planning, FF&E Selections, Furniture Specifications & Procurement, Construction Documentation & Administration



Awards

Fast Company's Innovation by Design Awards

17th Annual Hospitality by Design Awards
Beyond Hospitality

IIDA Will Ching Competition

ASID Washington Metro's Environments
Designed for Public Living

MHN Excellence Awards Development &
Design: Affordable (Silver) Interior Design
(Bronze)







Momentum at Shady Grove

Zones Etched Through Travel

Completed: 2020

Bringing to life the design narrative, interior elements foster connections and infuse movement through texture. The multidirectional wood grains are reminiscent of the transit tracks, and the depth of the wood elements create a dimensional rhythm. It was equally important to illuminate the different paths, however the light created unifying balance.

Project Type

Affordable Housing / Multi-Ffamily Housing

Location

Shady Grove - Rockville, MD

Development Partner

Stratford Capital Group

Architectural Partner

WDG Architecture

Project Size

175,989 GSF
3,310 SF of Amenity Space
110 Units

Total Cost Breakdown

Project Cost: \$37.8M
Interior Design Fee: \$36,000.00
FF&E Budget: \$165,000.00

AMI

30%

Scope Of Work

Space Space Panning, FF&E Selections, Furniture Specifications & Procurement, Construction Documentation & Administration, LIHTC in state of Maryland



Awards

New Line @ Best Interior Design (Silver)

MHN Excellence Awards Best Interior Design (Silver)







Archer Park Apartments

Centered Along Symmetrical Contrast

Completed: 2017

Proud and expansive centralized moments were the hallmarks of Mr. Archer's work. A double-height space at the entry of the building allowed for punctuated moment of illumination. It was necessary for the light fixture to not only fill the volume but tier down to a level of visual accessibility. We designed an opportunity for residents to follow the light layered with individual paths of black linear details. The wood texture contrasts the black elements while anchoring the space in warmth.

Project Type

Affordable Housing / Multi-Family Housing

AMI

30%

Location

Congress Heights - Washington, D.C.

Scope Of Work

Space Planning
FF&E Selections
Furniture Specifications & Procurement
Construction Documentation & Administration

Development Partner

CW Smith

Architectural Partner

SK + I Architecture

Project Size

232,347 GSF
190 Units

Total Cost Breakdown

Project Cost: \$55M
Interior Design Fee: \$7,500.00
FF&E Budget: \$57,000.00







Delta Pearl

Concept Name Here

Completed: XXXX

Copy that describes the concept

Project Type
Lorem Ipsum

Location
Lorem Ipsum

Development Partner
Lorem Ipsum

Architectural Partner
Lorem Ipsum

Project Size
X GSF
XUnits

Total Cost Breakdown
Project Cost: \$XXM
Interior Design Fee: \$X,XXX.XX
FF&E Budget: \$XX,XXX.XX

AMI
X%

Scope Of Work
Space Panning
FF&E Selections
Furniture Specifications & Procurement
Construction Documentation & Administration







Station U + O

Marks Of A Triumphant Crest

Completed: XXXX

Copy that describes the concept

Project Type

Lorem Ipsum

Location

Lorem Ipsum

Development Partner

Lorem Ipsum

Architectural Partner

Lorem Ipsum

Project Size

X GSF

X Units

Total Cost Breakdown

Project Cost: \$XXM

Interior Design Fee: \$X,XXX.XX

FF&E Budget: \$XX,XXX.XX

AMI

X%

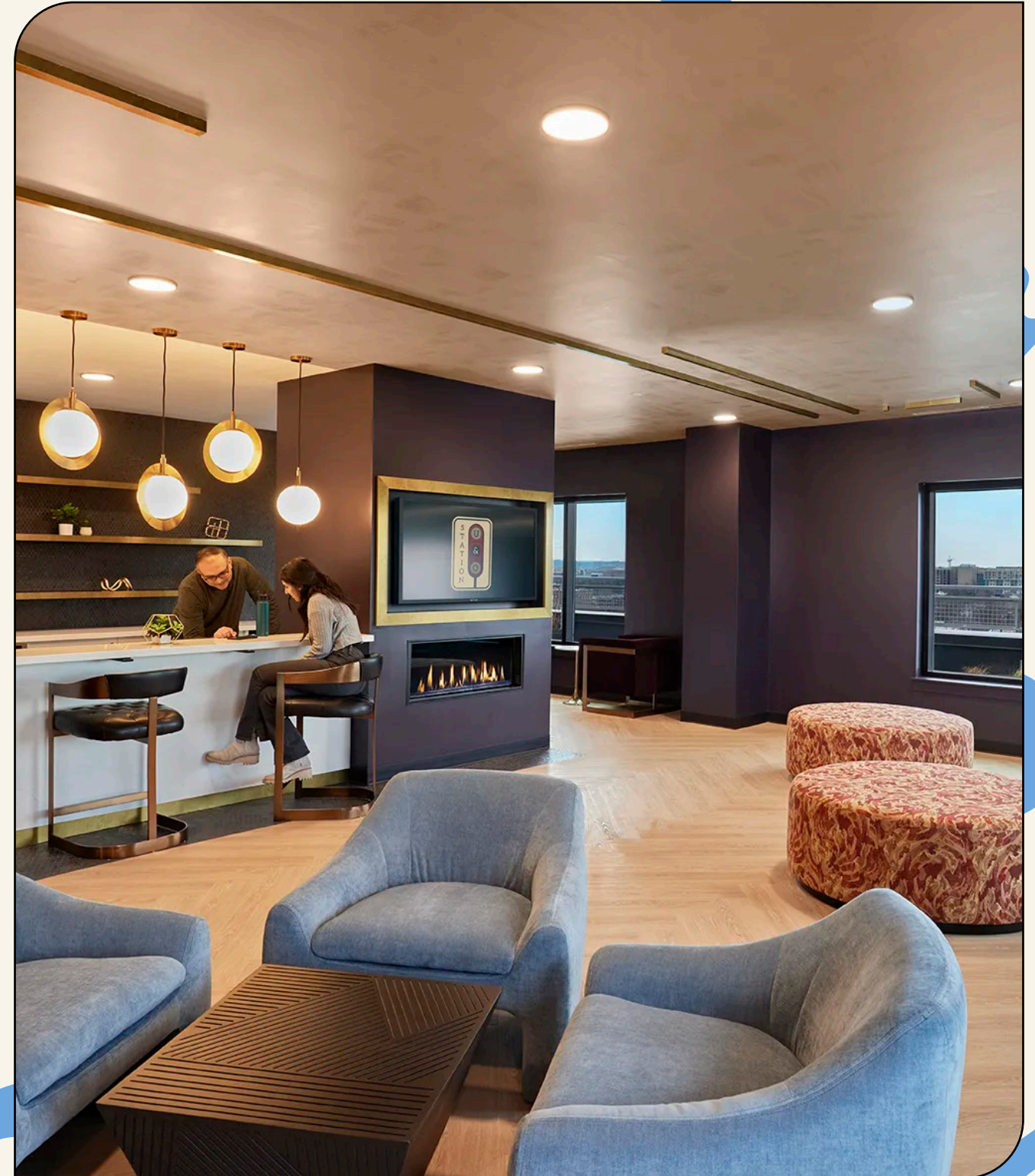
Scope Of Work

Space Planning

FF&E Selections

Furniture Specifications & Procurement

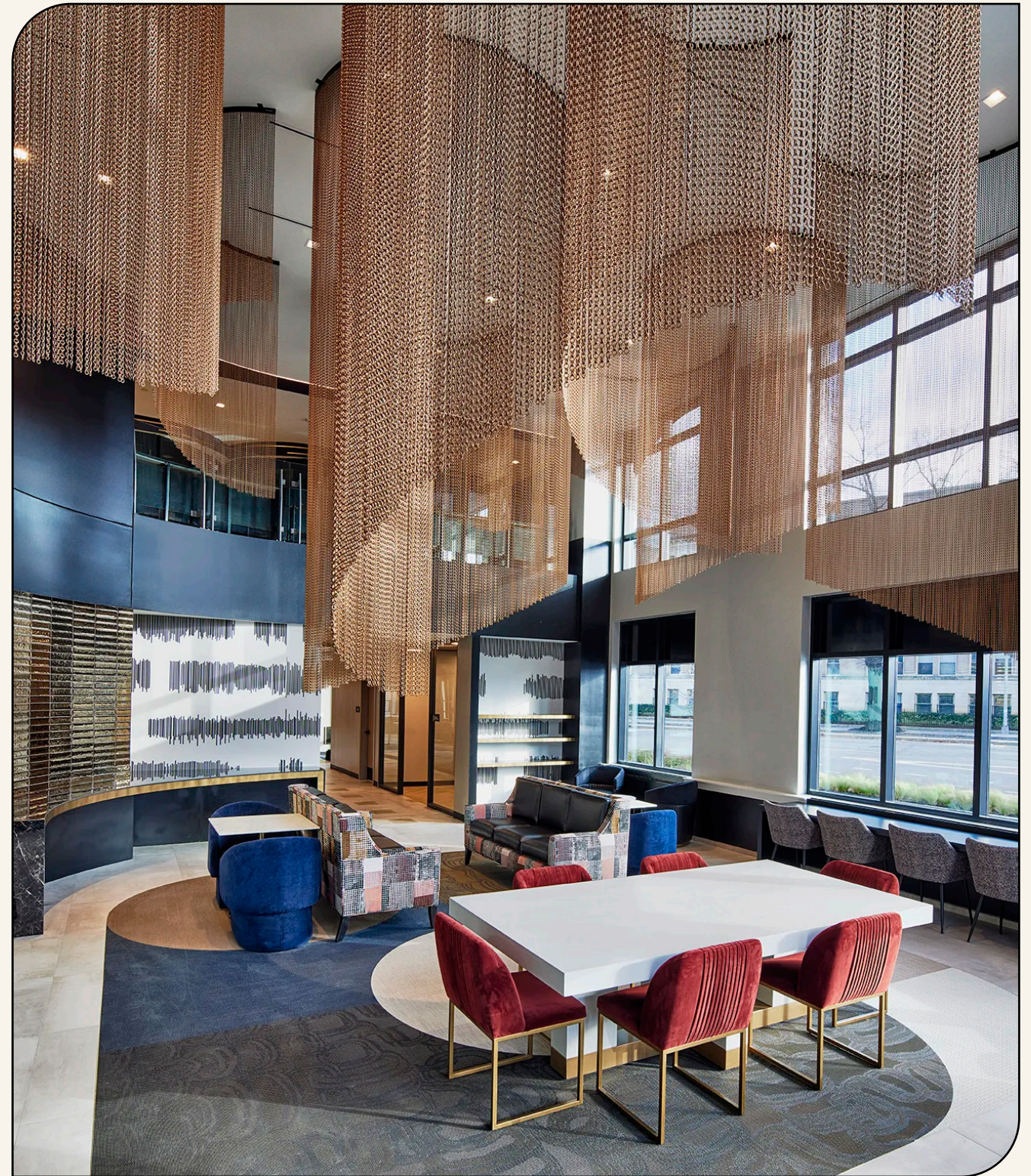
Construction Documentation & Administration





2





Delta Fortitude

Concept Name Here

Completed: XXXX

Copy that describes the concept

Project Type
Lorem Ipsum

Location
Lorem Ipsum

Development Partner
Lorem Ipsum

Architectural Partner
Lorem Ipsum

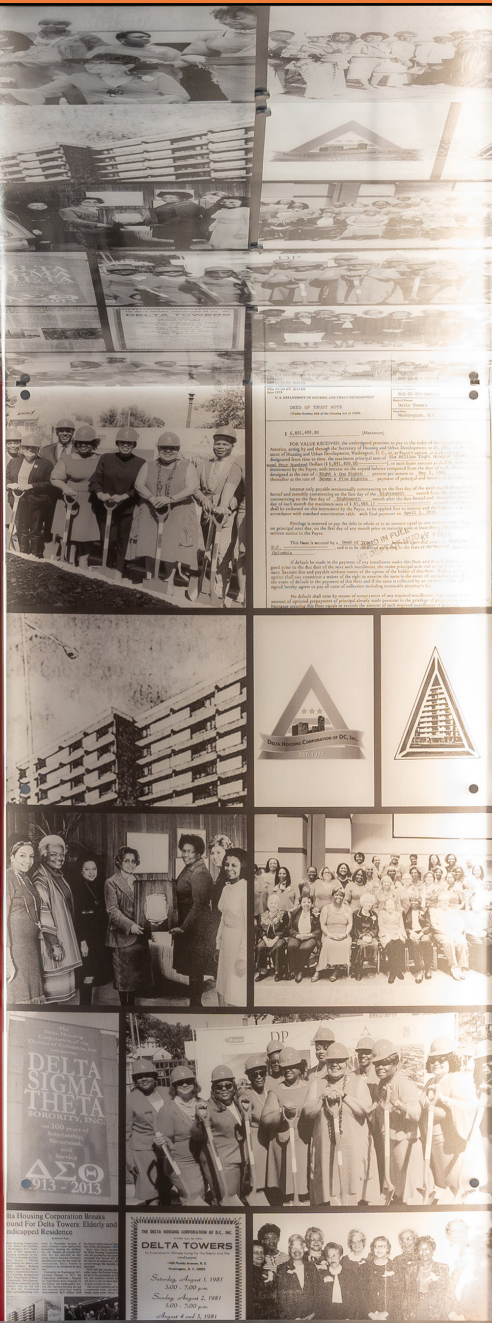
Project Size
X GSF
XUnits

Total Cost Breakdown
Project Cost: \$XXM
Interior Design Fee: \$X,XXX.XX
FF&E Budget: \$XX,XXX.XX

AMI
X%

Scope Of Work
Space Panning
FF&E Selections
Furniture Specifications & Procurement
Construction Documentation & Administration





CLOSET

THE ART OF EVIDENCE COLLECTOR
BLACK AMERICAN PORTRAITS
KREWE

DELTA SIGMA THETA
SORORITY, INC.
1913 - 2013

DELTA TOWERS
The Housing Corporation Breaks
Ground For Delta Towers: Elderly and
Independent Residence.
Sunday, August 1, 1981
8:00 - 7:00 p.m.
Sunday, August 2, 1981
8:00 - 7:00 p.m.
August 4 and 5, 1981

DELTA TOWERS
THE DELTA SORORITY CONNECTION OF D.C., INC.
Sunday, August 1, 1981
8:00 - 7:00 p.m.
Sunday, August 2, 1981
8:00 - 7:00 p.m.
August 4 and 5, 1981



Uncle Bobbies

Concept Name Here

Completed: XXXX

Copy that describes the concept

Project Type
Lorem Ipsum

Location
Lorem Ipsum

Development Partner
Lorem Ipsum

Architectural Partner
Lorem Ipsum

Project Size
X GSF
XUnits

Total Cost Breakdown
Project Cost: \$XXM
Interior Design Fee: \$X,XXX.XX
FF&E Budget: \$XX,XXX.XX

AMI
X%

Scope Of Work
Space Panning
FF&E Selections
Furniture Specifications & Procurement
Construction Documentation & Administration





The FOOD

Sandwiches
Veggie Flatbread - \$7
Turkey Sausage, Egg, Ch. - \$6
Farmers BREAKFAST - \$5.5
Egg White Spinach - \$5.5

Caoprese + Pesto on Focaccia - \$7.5
Turkey + Cheese on Wheat - \$6
Honey Mustard Chicken - \$6
Chicken Flatbread - \$7.5
Chicken Salad on Raisin Bread - \$6
Turkey + Artichoke Flatbread - \$7.5

Soups, Salads, + More
Soup - \$4 - \$5
Caesar Salad w/ Egg - \$6
Chicken Caesar Salad - \$7
Spinach Salad - \$6
Bage) - \$2





The image features a background of light orange with a repeating pattern of thin, wavy orange lines. In the center-left, there is a cluster of various colorful, abstract shapes including maroon, blue, orange, and dark purple. To the right of these shapes, the text "Our Squad of Determinators" is written in a bold, italicized, orange font.

***Our Squad of
Determinators***

We are a team of Design Equity Interior Designers whose purpose is built on creativity, empathy and advocacy.

As narrators, we create interior designs that elevate and celebrate the culture, history and people of the communities we serve.

Together We Are

DETERMINED

(Determinators)

BY

DESIGN

Virtual by Design

We are the originators!

Our firm has been ***Virtual by Design (VbD)*** since we opened our doors in 2012. Our Founder, Kia Weatherspoon, knew creative companies of the future needed ***Trust, Compensation, Impact, Growth and Connection.***

01 Trust

The love of craft equals productivity not whether a Team Member can be seen being productive.

02 Compensation

Prioritizing Team Member compensation over the high overhead cost of an office space.

03 Impact

Widen the talent pool and impact; having Team Members in all types of communities allow us to have a diverse empathy perspective to all types of neighborhoods.

04 Growth

Allowing growth; people naturally evolve at different stages of their life. Relocation shouldn't mean leaving a company you enjoyed.

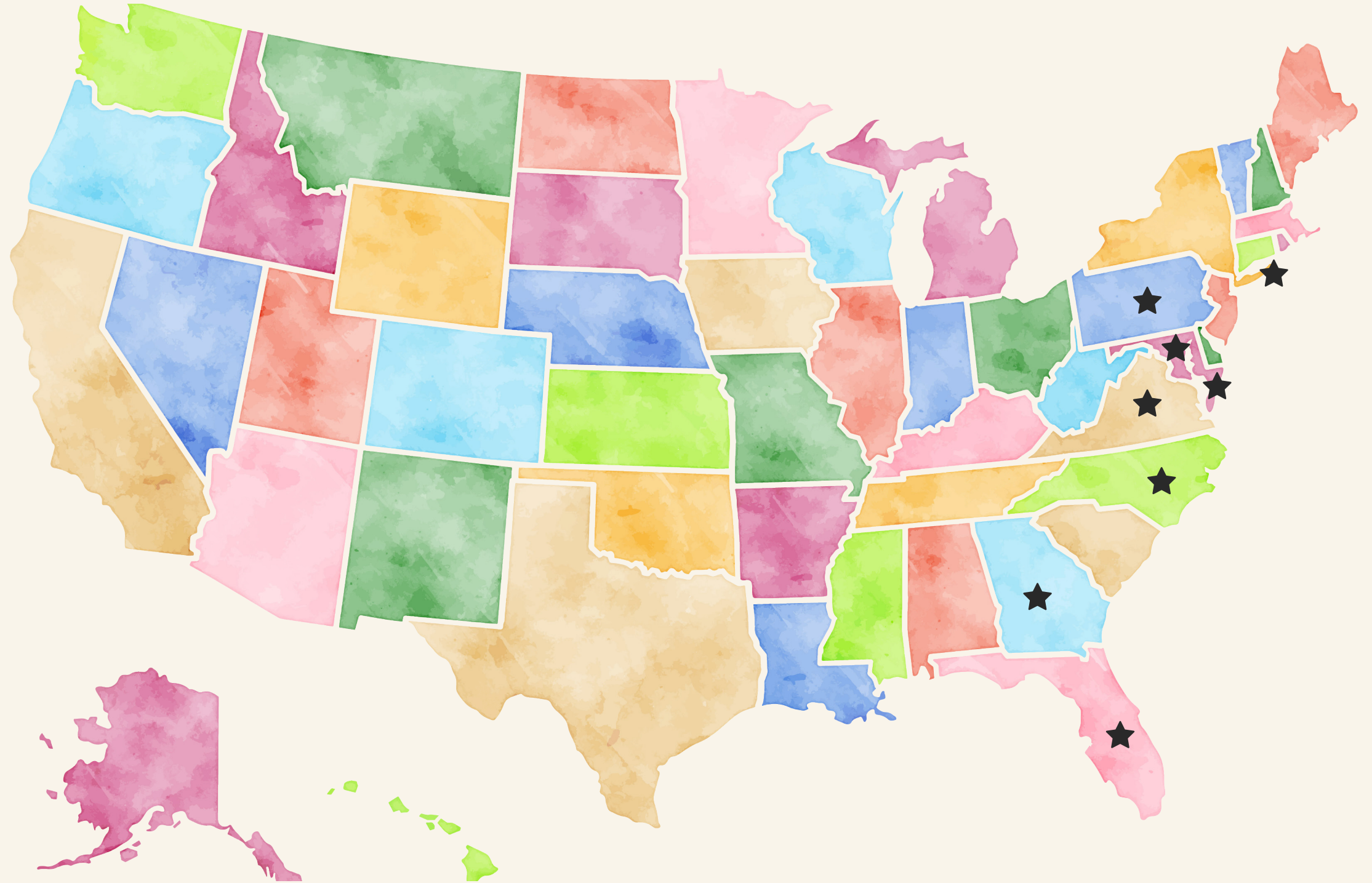
05 Connection

Intentional Connection; space matters but connection is formed through consistency, energy, laughter and showing up as you are.

Virtual by Design

Our Team

- ★ Atlanta, GA
- ★ Fort Lauderdale, FL
- ★ Long Island, NY
- ★ Miami, FL
- ★ Philadelphia, PA
- ★ Raleigh, NC
- ★ Richmond, VA
- ★ Silver Springs, MD
- ★ Virginia Beach, VA
- ★ Washington, D.C





*Partnership
Recognitions*

From Real Estate Developers, Architects, Property Owners and Entrepreneurs, our firm collaborates with many who share a common vision of uplifting the lives, voices, and stories of the People through enriching places.

Special thank you to our partners - past, present and future - who believe in the #designequitymission.

Together, we are in the **#DeterminedbyDesign Business** !



We elevate F*cking

Greatness

Greatness

Greatness

Greatness

One voice. One project. One Community - at a time.

Elevating the Standard of Interior Design, starts with Great Partners



Our Development Partners

Alexandria Housing Development Corp.
Arlington Partnership Affordable Housing
Atlantic Pacific Partners
Carpenter's Shelter
Dantes Partners
Menkiti Group
Stratford Capital Group
The C.A. Harrison Companies
The Community Builders
The Michael's Organization
Urban Matters
WC Smith



Our Architecture Partners

Cooper Cary
Davis Carter Scott
Grimm + Parker Architecture
KGD Architecture
Miner Feinstein Architects
SK+I Architecture
Stoiber + Associates
Torti Gallas + Partners
WDG Architecture
Wiencek + Associates

What Our Partners Have to Say



Our first collaboration with Determined by Design® was Girard Street Apartments, a 25-unit Senior Affordable Housing project. They were introduced to us when the project had passed the construction documentation phase and jumped in quickly to provide a holistic approach to the overall space-planning and design – immediately noticing a missed opportunity to provide a more functional use of the amenity spaces.

Determined by Design®'s focus and passion-driven approach to elevating the interiors of affordable housing projects is what's missing from the affordable housing industry – which is why they have become an invaluable component of our development projects.

*Buwa Binitie, Founder & Principal, **Dantes Partners***



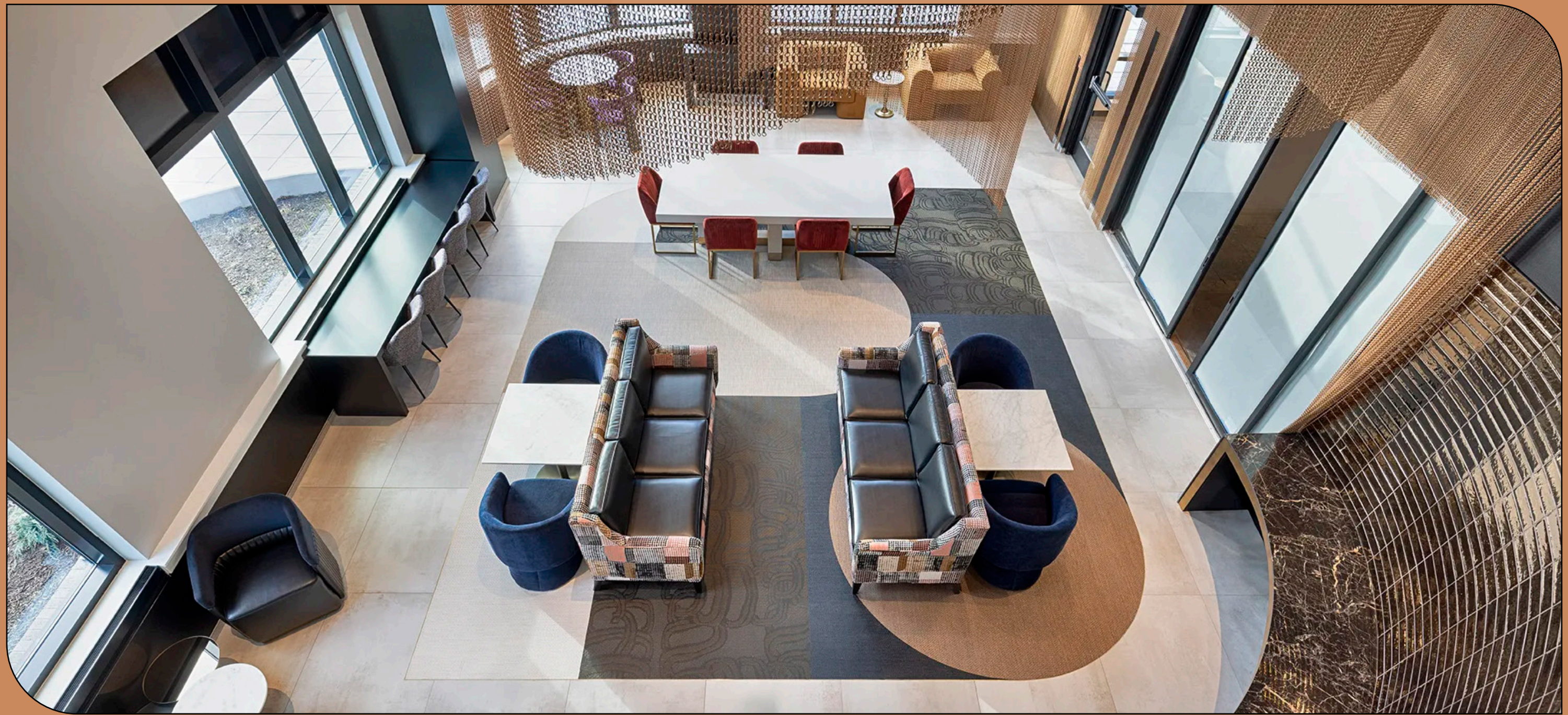
When we were looking for office space for our new headquarters, we knew we had to work with Determined by Design®. Their emphasis and approach has always been “functionality first” and doing more with less. Even during our initial search, we enlisted their guidance to make sure we were making a sound choice from a space-planning perspective. It was essential that we have a space that allowed for growth and Determined by Design® was able to provide us with preliminary schematic concepts to allow us to make a confident decision. Their team not only created a space where our staff feels inspired and emboldened; they did so in a way that was budget-conscious.

*Erik Hansen, Co-founder & CEO, **Mekanic***



From the very start, Determined by Design® exhibited confidence and energy that was contagious. They are extremely personable and bring a passion to their craft that is simply hard to match. In an extremely budget-constrained environment, Determined by Design® was able to incorporate thoughtful, cost-conscious interior design elements that dramatically raised the quality of our project. To make an analogy, at the end of the project we felt like we were driving away in a Maserati while paying a Ford sticker price.

*Mark Rengel, VP of Development, **The Menkiti Group***



Station U + 0

Affordable Housing / Multi-Family Housing
Shaw Neighborhood -Washington, D.C.

Equitable Design Impact

22+

Business partnerships helping
redefine the industry standard
of Interior Design

42

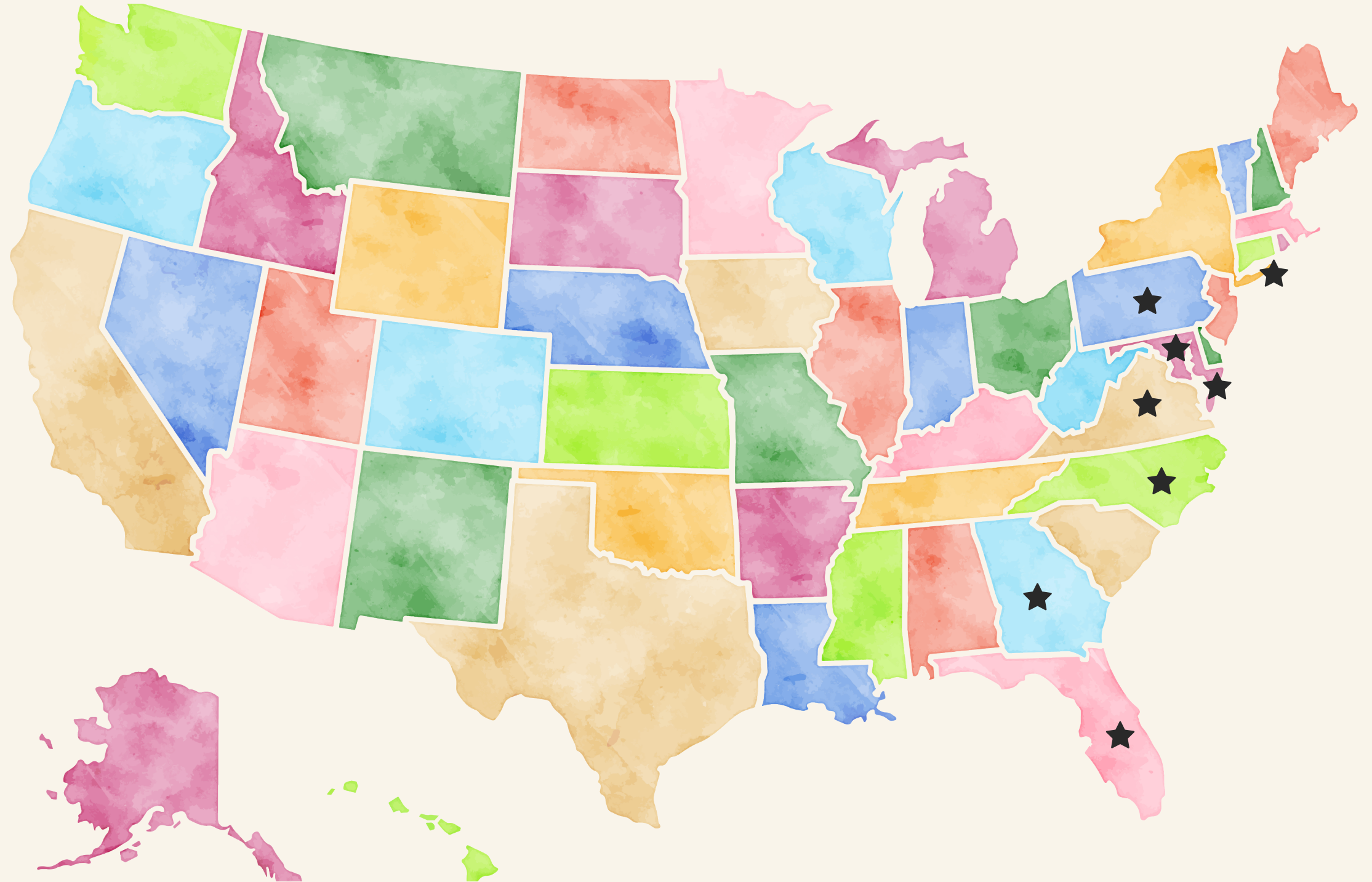
Black + Brown neighborhoods
across the country have spaces
rooted in heritage

4,798

Families call our comfortable and
prideful spaces home

\$2M

Procurement fee savings on quality
and healthy building materials





Like What You Saw? Join the #DesignEquity Mission

Champion our Design Equity® Services so every person's value is uplifted by the spaces they inhabit.

To learn more about our design process, send us an email at info@determinedbydesign.com

For more information, visit our website at www.determinedbydesign.com

Connect with us on [Instagram](#) and [LinkedIn](#)

Have a Determined day!
Peace

#Determinators

OUT!

