



## Media Kit for *The Art of Redesign*

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### **About The Book *The Art of Redesign***

***The Art of Redesign*** is for the woman who wants her home to be the best it can possibly be without buying anything new. With a proven system, client stories and numerous illustrative photos, this step-by-step guide shows you exactly how to create the dream home you desire.

The three essential messages in this book:

- You can change your life by changing your home.
- You already have everything you need to create a home that feels great, and flows and functions well.
- You can make your home both look and feel---beautiful and uniquely yours.

This book will show you how!

***The Art of Redesign:***  
***5 Simple Steps to No-Cost Redecorating***  
*a guidebook on decorating with what's already in your home*

Author: Val Sharp  
159 pages  
Retail price: \$19.95  
ISBN # 978-0-9808835-0-3  
Available at [www.sharpredesigns.com](http://www.sharpredesigns.com)



## About The Author



**Val Sharp** is the founder of the Canadian Redesigners Association, a non-profit association dedicated to supporting its members and promoting redesign. In her business, Sharp Redesigns, she has helped over 200 women start their own interior redesign and home staging business.

Ms. Sharp knows what it takes to re-invent yourself. As a chartered accountant who wanted to explore her creativity, she moved into investor relations, then attained a certificate in multimedia from Vancouver Film School and became Director, Corporate Communications for a NYSE-listed company. Her awards include the Canadian Public Relations Society National Award of Excellence for External Communications, three financial Post Gold Awards for Annual Reports and the International Association of Business Communicators Blue Wave Award of Excellence for Community/Investor Relations.

Looking for something more personally rewarding, Ms. Sharp left the corporate world to become a certified life coach and train in interior redesign. Slowly she began to realize the enormous impact that people's homes had on them. She wrote *The Art of Redesign* so that everyone could have a home they loved and were proud to show off – no matter what they owned.

Ms. Sharp has also co-authored *IRIS in the House...and suddenly everything works!* an anthology by 19 of the best redesign instructors in North America. She has been interviewed by several radio stations and featured in numerous publications including *Chatelaine*, the *Vancouver Sun*, the *Globe and Mail*, *Edmonton Journal*, *Windsor Star*, *Victoria Times Colonist*, and *CA* magazine.

Her athletic accomplishments include three marathons, several short-course triathlons and completion of an Ironman Triathlon (2.5 mile swim, 112 mile cycle and 26 mile run). For more information see [www.sharpredesigns.com](http://www.sharpredesigns.com).



Q&A with Val Sharp, Author

*The Art of ReDesign*

*5 Simple Steps to  
No-Cost Redecorating*

**Q. So you don't use any construction or paint, and you redesign a home. Can you really make that big a difference?**

**A.** When I first started doing redesign, I thought it would be fun to make people's homes look pretty. Through my client's reactions to the redesigns, I started to realize that having a home you love and are proud of affects their entire life. It's a life-changing experience.

I had one client who looked at me with tears welling up in her eyes. "I haven't entertained in two years because I was embarrassed to have people over. Now I can't wait to have someone see my home."

Another client jumped up and down and said "This is better than sex."

Another client told me afterward "I even care what I wear now."

Another client said it gave her the respect for herself and the courage to get out of a bad relationship. She is now married to a wonderful man and is convinced it all started with her redesign.

**Q. You've said "it's not what you have, it's how you use it." What do you mean by that?**

**A.** I have gone into people's homes where they have really expensive furnishings, but it looks like junk – because the placement is bad, or the art is hung improperly. On the other hand, I have done a redesign on a home that had garage-sale finds, and dated furniture, that looked amazing when we were done.

How you place the furniture is the most critical part of designing a room. Second, is the lighting, third is how you hang the art, and the least important is accessorizing. When I redesign homes, the room already feels amazing *before* we accessorize. Unfortunately, people keep buying more and more accessories to make their rooms work.

**Q. You said you can have expensive things and your home will look bad. How can that be?**

**A.** If items aren't placed to work with each other, then it not only makes the room look bad, it makes the pieces in it look bad. It's like an outfit. You can have expensive clothes but if they don't match, the outfit doesn't work, and the clothes don't look good. It's the same in your home. If you hang art over furniture that doesn't go with it, and then accessorize with items that don't work with the art or the furniture, nothing looks good.



**Q. How do you make ugly furniture look good?**

**A.** The key is to hang art and place accessories that work with the furniture. When everything works together, it all looks great.

If you don't like your sofa, place it so that it's not the first thing you see when you enter the room. If possible, place it along the back walls when you enter the room or so that you see the side view of it when you enter the room. Then hang art that works with the colors and theme of the sofa, and use throws or cushions that work with it.

**Q. What are the secrets to creating a home you love?**

**A.** The secret is to make the home functional for the people who live there, and to highlight the things you love in your home. In order to do that, you need to pay attention to balance, flow, and properly placing the things you love so they're highlighted.

Make your home yours. Think outside the box. If you only use the dining room once a year at Christmas, then maybe it should be a crafts room instead. What about making the living room into a family room and the smaller family room a quiet room for reading or adult entertaining?

I had one client who had a large living room that had random furniture all over the place. We created a TV watching and conversation area, and an area for the kids to draw and paint. They had moved to Canada from South Africa and all their African items had been stored in the basement because they didn't know what to do with them. We highlighted these in their living room. The space was now functional for every member of the family, and now also reflected who they were and their history.

**Q. How do you highlight your personality in the home?**

**A.** You need to find the things you love in your home and highlight them. Highlight items that have sentimental value, or items that bring back fun memories -- the old sewing machine you inherited from your grandmother who was your best supporter; the art you bought on your honeymoon; special pieces you bought on vacation.

The key is to not display everything you own all at once. All you see is clutter. You need to be discriminating. A great idea is to rotate collections, accessories and art if you have too much. You can do it seasonally, or whenever you feel like a change.



**Q. What are the biggest mistakes people make when redecorating?**

**A.** The biggest mistakes people make are:

1. **Too much stuff** – People have way too many collections and accessories.
2. **Ignoring the primary focal point** – in a living room or family room there needs to be a conversation grouping that faces the primary focal point of the room. Usually it's the fireplace. If you don't have a fireplace, you need to create a primary focal point.
3. **Hanging art improperly** – most art is hung too high. Think of hanging art to work with the furniture, not to take up space on a wall. Also remember that art is viewed from a seated position in every room except the foyer and hallway.
4. **Not enough lighting** – I am usually hunting around the entire home just to find three lamps to make a nice triangle of light in the room or a lamp to put beside a chair for reading.
5. **Limited function** – Often rooms can look nice but they just don't work. In many rooms I see, you can't have a conversation in the room because all the furniture faces the TV; or there's nowhere to put down a drink or a cup of tea by your chair; or they have a beautiful dining room they never use but the kids have nowhere to do their homework. It's so important to think about the activities your family wants to do in the home.

**Q. You've said you save people thousands of dollars with redesign. How do you do that?**

**A.** When I do a consultation with my clients, they often tell me they need a new sofa, or want to tear apart the fireplace because they don't like it. When they come home for the reveal, what I hear all the time is: "I don't need to buy a new sofa anymore!" or "I don't need a new fireplace. It looks great now!"

Often people think they need something new when they don't. One client had a china cabinet that was too small for the alcove in the dining room. We made it work by putting art down one side of the cabinet, over a small table. The alcove space was balanced and beautiful. When she came home she said she'd been looking for a china cabinet the whole time she was gone and had expected to pay about \$5,000 for it. She said, "You just saved me \$5,000!"

A redesign can also give people a roadmap for what to buy so they don't buy the wrong things. I had a client who was going to buy all new furniture for the family room. She'd already chosen some but hadn't purchased it yet. I asked her to let us do the redesign first. The configuration we came up with was so great that she totally changed her mind about what pieces to buy. The new configuration gave her significantly more seating and made the room more open than her original plan. We saved her from an expensive mistake.



## Reviews of *The Art of Redesign*

*"...a practical guide on how to manage a home makeover without the mania. Re-designer Val Sharp holds nothing back as she takes her readers step-by-step through the mechanics of giving their homes a new look without spending a minute or a buck in a store."*

-- Joanne Hatherly, Victoria Times Colonist

*"... cuts through all the buzz words to get to the heart of what people need to do: live with things they love and not just with things they have."*

-- Waheeda Harris, Design Journalist

*"For any do-it-yourself home designer who wants to use what they have so they can save money, save the environment and express their creativity."*

-- Hellen Buttigieg, TV Personality, Certified Professional Organizer, and Life Coach

*"...engaging and informative...I now look at my rooms in a whole new way."*

-- Barbara Graham, Vancouver, BC

*"... dramatically change not just your rooms, but your emotional outlook as well...without any expense."*

-- Sandi Gerrard President, Canadian ReDesigners Association (CRDA)

*"I enjoyed your book. It's fun and easy to read and really underlines how our lives are critically impacted by our space."*

-- Valerie Arlette, Arlette Communications, Vancouver, BC



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## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

## **Want To Be Environmental? Stop Buying Home Décor Items You Don't Need**

### **Author Says It's Not What You Have; It's How You Use It**

If you want to create a home that communicates your life – one that you love, are proud of and want to live in -- then forget about buying more home furnishings. You don't need to buy anything new to highlight the things you love in the space that you have. You just need to follow design principles that will make your home both look and feel – beautiful and uniquely yours.

"What's the point of having nice things if you don't know how to place them?" says Val Sharp, founder of the Canadian Redesigners Association and author of *The Art of Redesign – 5 Simple Steps to No-Cost Redecorating*.

"I've seen homes where people have beautiful, expensive things but it looks like poor people live there," says Sharp. "Conversely, I've seen homes where all the furniture is second-hand and the home looks like a million dollars."

The difference, says Sharp, is in the placement. A home is about highlighting the things you love and bringing out your own unique personality. Sharp's book, illustrated with numerous 'before and after' photos, tells you exactly how to place your furniture to get balance, flow and function in the room. It will also tell you how to hang your art and arrange your accessories. "Most art is hung too high," says Sharp. "Art is viewed from a seated position in every room except the hallway and foyer."

Sharp says everyone can have a home they love and love to show off. "It's truly not about how much money you spend or what you have. Any home can be comfortable, beautiful and functional."

Sharp's book is dedicated to the redesigners that provide havens for healing for women living with ovarian cancer. 10% of the proceeds will go to Ovarian Cancer Canada. The book is available on her website at [www.sharpredesigns.com](http://www.sharpredesigns.com).



**THE ART OF REDESIGN**  
**Five Simple Steps to No-Cost Redecorating**  
a guidebook on decorating with what's already in your home

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Founder and Past President, Canadian Redesigners Association  
Approved Instructor, Interior Redesign Industry Specialists

**It's Not What You Have; It's How You Use It**

Home makeovers on television, magazines and newspapers make everyone believe they can create dream homes too, but all too often do-it-yourself decorating falls short of achieving that dream look.

For the first time, Val Sharp, founder of the Canadian Redesigners Association and trainer of over 200 redesigners and home stagers across Canada, shares decorator "re-design" secrets in her new book *The Art of Redesign: Five simple steps to no-cost redecorating*.

Sharp shows how she has redesigned hundreds of homes without construction, paint or an expensive shopping trip to the furniture store.

Hellen Buttigieg, Certified Professional Organizer, Life Coach and TV Personality, in her foreword to the book, recommends it to "any do-it-yourself home designer who wants to use what they have so they can save money, save the environment and express their creativity."

For further information go to [www.sharpredesigns.com](http://www.sharpredesigns.com)

Sharp is available for interviews at **250-298-5848** or [vsharp@shaw.ca](mailto:vsharp@shaw.ca)

She can talk about:

- How redesign has changed the lives of her clients.
- The secrets to creating a home you love.
- How to highlight your personality in the home
- The biggest mistakes people make when redecorating and how she can save you thousands of dollars.
- Why it's important to have a home you love.



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## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

#### Change Your Home and Change Your Life

As a redesigner, Val Sharp has actually changed people's lives by changing their home – and her clients didn't buy anything new!

Imagine using your own furniture and creating a home that shines with your personality. Val Sharp Author of *"The Art of Redesign – 5 Simple Steps to No-Cost Redecorating,"* is a sought after redesigner who has redesigned hundreds of homes WITHOUT construction, painting, or buying anything new.

In this interview she'll reveal:

- Stories of clients whose lives changed when she redesigned their home.
- The secrets to creating a home you love.
- How to highlight your personality in the home
- The biggest mistakes people make when redecorating and how this can save you thousands of dollars.

Val Sharp is the founder of the Canadian Redesigners Association and an approved instructor with Interior Redesign Industry Specialists in the US. She has helped over 200 women start their own interior redesign and home staging businesses!

Book an interview that will get people talking, Contact: Val Sharp 250-598-5848; cell 250-704-6461 or email [vsharp@shaw.ca](mailto:vsharp@shaw.ca) [www.sharpredesigns.com](http://www.sharpredesigns.com)