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COLLABORATIVE METHODS
A MONTHLY NEWSLETTER

Dear Brian,

Welcome to the May 2012 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

PRESIDENT'S CORNER:

The Merging of Architectural Styles

Synergy - the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements, contributions, etc.; synergism.

-Wikipedia definition of Syncretism

"A designed beauty of synergy is that it serves only to add, never subtract."

-Barb Rententbach, Synergy 2009

Merging of architectural styles is becoming more and more common. An architectural style (such as Mediterranean, Modernist, British West Indies) typically describes buildings with consistent elements such as: construction materials; roof shape and pitch; window size, shape, and placement; door shape and placement; ornamentation; and floor plans. Some styles are named for historic periods or regional influences.

Although each style is defined by a certain vernacular, every architectural style is open for reinterpretation—either on new construction or renovations. In some cases, a client's preferred architectural style must be reinterpreted due to updated building codes or aesthetic desires.

Interior design provides another opportunity to blend styles or marry the architecture to interior elements. Balancing varying furniture styles (i.e. contemporary pieces with antiques) within a particular architectural environment is a very welcome challenge for many interior designers - and seen more and more often.

The key to successfully blending architectural styles is starting with a clear understanding of the client's preferences. Listening to the client is the first task. Clients should provide photos/visuals for the architect and interior designers to review and research should be done on similar architectural and interior styles. The blending of aesthetic styles provides a creative opportunity to design a unique brand of architecture, both on the exterior and the interior.

-By Barron Schimberg, AIA



Above: Interiors of a condominium blending traditional elements with contemporary pieces.

What's New on the Blog

[Are Apple Stores Too 'Pane-ful'?](#)

[Working in Construction Let Me See Architecture From a New Perspective](#)

[Join Us in Celebrating Local Artists at our June 21 Open House](#)

The Schimberg Group will be hosting an Open House in our new offices at 40 South Pineapple from 4-7 pm on Thursday, June 21st. We look forward to spending some quality time with all of our friends and neighbors in Sarasota who have helped our business succeed. And to show our appreciation for the wonderful artists who live in this region, we will be showcasing works of artists such as Kathy Wright and Marilyn Rothschild. If art is purchased during the event, The Schimberg Group and the artist will donate a portion of the proceeds to The Miracle League of Manasota. We hope you can join us for the Open House! Please RSVP by June 15th. Call 941.894.6888 or email info@tsg-fl.com



Let Us Know What You Think

Call us if you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts. We encourage you to add comments on our [blog](#), or connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,



Barron Schimberg, AIA
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The Schimberg Group, Inc.

Collaborative Methods. Extraordinary Results.

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