

Design MEETings with Isabella Hamann, interior designer and founder of Interior Studio Isabella Hamann

After the storm comes the calm!

Isabella Hamann originally came from Poland, but at that time the economic situation was not the best, so she traveled to Germany to discover a new world.

Her first job in Berlin started in the architecture office of Professor Carl-August von Halle. Isabella was young and ready to learn everything about architecture.

After 5 years of learning and practicing in a large atmosphere of 20 architects, she got another job at Anne Maria Jadgfeld Design. It was one of the biggest and best interior design firms in Berlin. They planned 5-star hotels, large restaurants, treatments, and also private clients.

After this time, Isabella Hamann founded an interior design studio "Fine Rooms" with her business partner. In 10 years, they have managed many wonderful projects. From hotel design for the Althoff Group, product design for Porzellanmanufaktur Meissen, home collections, and carpet design for other companies and clients. **"It was a turbulent and eventful time and I was able to gain a lot of experience to shape the future"**, she confesses. We often say that after the storm comes the calm, right? This is a wonderful example of that!

Now that "calm has come", Isabella is the owner of the company "Interior Studio Isabella Hamann," which includes all areas: Planning office, retail store, online store, product design, and more.

There are two areas that dominate her work as an interior designer and from which she draws inspiration.

The first is visible features: Human life began in nature, so it is the most important source of inspiration. But the history of interior design also offers many inspirations, enriched by the design of colors, materials, and surfaces.

The second is the psychology of interior design: it is a direct study of the relationship between an environment and human needs, in order to maximize the positive effect of this relationship. Isabella says this view of the interaction between people and space has existed since the 1960s and is currently providing new considerations.

Besides these two focal points for the work and search for inspiration, Isabella thinks it is fundamental to do everything with heart, soul, and knowledge of the profession. "Try several things and multiply what you are good at. And don't lose sight of the goal." This is definitely an incredible design philosophy, but also a life philosophy!

It is probably all these fundamental and inspiring points that make Isabella Hamann a great interior designer. She lives what she does!

Isabella tells us that interior design is powerful, energetic, and gives clients the opportunity to change the environment. It is very impressive for her to see the reaction of clients after a redesign or a completely new design of buildings, rooms, or even gardens. That's what she likes most about this profession.

Getting this reaction from customers is only possible because Isabella is very well able to get inside their heads and understand exactly what they are looking for. How is this possible? Isabella tells us that even though every client is different, certain patterns can be identified. A personal conversation, communication in a relaxed environment, and a feasible schedule are the most important characteristics. **"As a rule, an interior designer has more knowledge than the client, so you need to explain the idea behind it and every step of the project realization."**

A good professional who knows what she does always chooses the best brands to work with.

Isabella Hamann has already worked with DelightFULL, one of the brands that Meetsales represents. The reason she did so was that the products are a great addition to the projects and are appreciated and received positively by the clients. It also makes the interior designer's job much easier since, according to Isabella, it has exciting and beautiful quality products that can be implemented anywhere.

The interior designer considers there are no limits in the world of interior design. However, she has a favorite style that she likes to use: the classic elegance combined with a modern touch allows for different types of interpretations and designs.

This is how she identifies her design style, which her own home also reflects. Isabella tells us that each room in her house has its own interior design style and function. The garden functions as a second living room, where she considers the connection between indoors and outdoors to play an important role.

And speaking of the important role... Isabella wants to continue to play a very important role in the world of interior design. The goals for the future of her company are many: new projects, new creations, new designs.

Hamann tells us she would like to teach interior design students in the future how to pass on their knowledge. The transition from theoretical learning to the practical profession involves a lot of practice, and Isabella sees this task as her personal contribution to the next generation of designers. This is very inspiring to see... Is there anything more rewarding in this world than leaving our contribution and mark on the world? Certainly not!