

## Interview with B. David Levine

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Editor Frank Scott (FS) from DesignPRWire has interviewed designer B. David Levine (BDL) for A' Design Award and Competition. You can access the [full profile of B. David Levine by clicking here](#).

*Interview with **B. David Levine** at Wednesday 28th of February 2018*

**FS:** *Could you please tell us more about your art and design background? What made you become an artist/designer? Have you always wanted to be a designer?*

**BDL:** I was born as a designer. I did art all my life. I took extended studies in art in high school, after graduating, I went to art school and then I studied Interior Design and Architecture. My parents were artists and as a child my toys were art supplies and building blocks. As a child I was always either drawing or painting or making models of buildings and furniture. I always planned to work in design.

**FS:** *Can you tell us more about your company / design studio?*

**BDL:** My company is located in La Cienega Design Quarter of Los Angeles. We do interior design, architectural design, industrial design, furniture, fabrics, wallcoverings for the luxury market. We also have a showroom where we curate fine furnishings and accessories from Europe and America.

**FS:** *What is "design" for you?*

**BDL:** Everything is design.

**FS:** *What kinds of works do you like designing most?*

**BDL:** I like to design total projects. Everything from architectural design, interior design, furniture design. Everything from initial concept to all the details.

**FS:** *What is your most favorite design, could you please tell more about it?*

**BDL:** My Ascension Table.

**FS:** *What was the first thing you designed for a company?*

**BDL:** A custom kitchen.

**FS:** *What is your favorite material / platform / technology?*

**BDL:** I like to work with things we can mold. Metal, from a modern sculptural approach. I like to combine wood, metal and plastics to create sculptural design. I like using computer aided machinery to shape my ideas.

**FS:** *When do you feel the most creative?*

**BDL:** At night.

**FS:** *Which aspects of a design do you focus more during designing?*

**BDL:** Details.



**FS: What kind of emotions do you feel when you design?**

**BDL:** Excitement and contentment.

**FS: What kind of emotions do you feel when your designs are realized?**

**BDL:** I feel satisfied, optimism, purpose and excitement.

**FS: What makes a design successful?**

**BDL:** If it functions for its purpose and it is aesthetically pleasing from all angles.

**FS: When judging a design as good or bad, which aspects do you consider first?**

**BDL:** Form, balance, whether it is functional for its purpose, proportions.

**FS: How do you work with companies?**

**BDL:** When working with a company you must set up the rules and guidelines each time specifically for that company

**FS: What are your suggestions to companies for working with a designer? How can companies select a good designer?**

**BDL:** Interview some designers, look up their websites, get references, compare designers, look for creativity, reliability, look for value, see if your values match, and most importantly make sure that you feel trust. You have to allow the designer the space to create the design, you have to demand what it is that you want out of the design. Listen to what the designer is suggesting before deciding. Be honest with your budget at all times. Tell them as much information as you can about what you like and are looking for.

**FS: Can you talk a little about your design process?**

**BDL:** My design begins with an idea or a random sketch. Then I think about it and sketch more, play with the design. Then the sketch is taken to a drafting stage to work out dimensions. Some times research is necessary, more sketches and 3D cad drawings, working drawings and sometimes prototypes.

**FS: What are 5 of your favorite design items at home?**

**BDL:** My Charles Eames chair and ottoman, my Steinway baby grand piano, an abstract expressionist painting by my step father, the first chair I designed and fabricated when I was in design school and an antique oriental rug.

**FS: Can you describe a day in your life?**

**BDL:** Every day is different.

**FS: Could you please share some pearls of wisdom for young designers? What are your suggestions to young, up and coming designers?**

**BDL:** Go by your instinct feelings with your designs and design what is in your heart. Don't be afraid to take chances. Don't let other people opinions influence your designs (unless they are your clients)

**FS: From your perspective, what would you say are some positives and negatives of being a designer?**

**BDL:** Positives: You get to create, work out challenges, every time you create something, it is different. Negatives: Budgets, deadlines are sometimes unreal.

**FS: What is your "golden rule" in design?**

**BDL:** Balance.

**FS: What skills are most important for a designer?**

**BDL:** I think drawing is very important.

**FS: Which tools do you use during design? What is inside your toolbox? Such as software, application, hardware, books, sources of inspiration etc.?**

**BDL:** Sketch pads, drafting equipment, computers, Auto CAD, Rhino, 3D Max, Photoshop.

**FS: Designing can sometimes be a really time consuming task, how do you manage your time?**

**BDL:** It is always a challenge.

**FS: How long does it take to design an object from beginning to end?**

**BDL:** As long as it takes to get the result.

**FS: What is the most frequently asked question to you, as a designer?**

**BDL:** What can you do for me?

**FS: What was your most important job experience?**

**BDL:** The first home that I designed by myself, where I designed everything from initial sketches, architectural drawings, interior design down to the last details.

**FS: Who are some of your clients?**

**BDL:** My clients are affluent creative people in various places in the world.

**FS: What type of design work do you enjoy the most and why?**

**BDL:** I like to do modern sculptural design.

**FS: What are your future plans? What is next for you?**

**BDL:** My future plans are to continue designing architecture, interiors and furniture, and to bring design culture to California.

**FS: Do you work as a team, or do you develop your designs yourself?**

**BDL:** We work as a team.

**FS: Do you have any works-in-progress being designed that you would like to talk about?**

**BDL:** We are designing our new showroom. It will be showcasing my own designs and my curated European designs I can find of furnishings, wallcoverings, fabrics and art.

**FS: How can people contact you?**

**BDL:** [www.bdavidlevine.com](http://www.bdavidlevine.com) [info@bdavidlevine.com](mailto:info@bdavidlevine.com) 013108541884

**FS: Thank you for providing us with this opportunity to interview you.**