

VERVE VISION

Perspectives ... with people.

"We influence culture through the built environment."



Kelly Ennis is a risk taker, a visionary and a leader. Her passion and vision to found The Verve Partnership is deep: it's a vision that has set The Verve apart as regional thought leaders in interior design, workplace strategy, and brand alignment.

This wraps the whole thing into one fierce integrated design studio. Kelly follows her heart, her gut instinct and leading by always doing the right thing. Her super power is connecting people, because you never know what could happen if you take the meeting or have the conversation.

WHAT INSPIRED YOU START THE VERVE PARTNERSHIP?

There are so many reasons that can't be distilled down into one explanation:

- I was feeling a lack of inspiration while employed elsewhere.
- Being a woman in a male dominated industry was a motivator to succeed. I was bored with the status quo and mediocre design.
- I was tired of asking for forgiveness and permission simply for doing the right thing.
- All of these things roll up to serving clients better.

WHAT'S YOUR STORY? HOW DID YOU GET TO WHERE YOU ARE?

When I was 8 years old, I received my first set of Lincoln Logs. I was obsessed with them, creating structures only to knock them down so I could start all over again. Later, I was encouraged by both my dad

and high school art teacher to pursue interior architecture.

After that, I never looked back or changed course, except for a brief stint in Key West waiting tables to ride out the recession of the early 90's.

I never take for granted the valuable lessons learned from working in the service industry as so much of it is relevant in how you care for clients.

WHO ARE YOU AT YOUR CORE?

I am loyal to the core. I set out on a mission to influence design in Baltimore and I'm loyal to those that guided me and helped me along the way.

Starting a business in the pit of a recession is not for the faint of heart and I couldn't have done it without their encouragement.

FROM WHERE DO YOU DRAW INSPIRATION?

I am continually inspired by our clients because of their love for what they do.

Every project type is different and so is the story of how each organization came to be.

I also turn to other creative and strategic disciplines outside of architecture to fuel my fire. There are so many leaders, entrepreneurs, speakers, influencers and creatives that can teach us about business, design, nature, space, brand...the list goes on!

WHAT KEEPS YOU FOCUSED ON YOUR INITIAL VISION?

Hands down it's the relationships formed every day.

Similar to how I draw inspiration, it's the connections with clients, colleagues, mentors and other visionaries that remind me of my initial focus when founding The Verve Partnership; to disrupt the status quo.

IF YOU COULD TELL THEM ONE THING, WHAT WOULD IT BE?

Do what you love. The rest will fall into place.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

-Maya Angelou

