

# VERVE VISION

Perspectives ... with people.

**"Properly gaining control of the design process tends to feel like one is *losing* control of the design process."**

- Matthew Frederick



**Abi Knipscher** is a questioner and an ideator who is never happy with the status quo. Her passions for problem-solving and communication derive from a life-long love of learning and discovery.

Her design role at Verve allows her to craft unique solutions for clients, meeting their expectations while also inspiring them to think in new ways about a design problem.

Abi is an intuitive designer who's always ready to back it up with research.

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

Success means getting paid to do the one thing you would gladly do for free.

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

I was always a designer but never knew it. I got to Verve by way of a second degree in design, by way of community college interiors classes, by way of a museum education career, by way of soul-sucking administrative jobs, by way of an English degree, and it was all based on a rural Kansas childhood full of art classes and a healthy midwestern work ethic.

## WHAT IS SOMETHING YOU'RE MOST PASSIONATE ABOUT?

Communication. Whether it's crafting a sentence, constructing a drawing, or laying out a presentation it all serves

to communicate a thought. If you can't communicate your ideas well, it's almost the same as not having them. I love putting all the pieces together, and getting our clients excited.

## WHO ARE YOU AT YOUR CORE?

A questioner. An observer. A translator. A medium.

I think the most important thing I can do as a designer is really listen. It isn't simply a question of giving a client what they ask for, but trying to help them uncover what they really want out of their space and how they want to feel when they're in it.

## FROM WHERE DO YOU DRAW INSPIRATION?

Science, film, fashion, travel, books, nature, history, maps, physics...the list goes on.

I believe in grazing broadly because you never know what might be the spark for

an amazing design concept. I'm really missing the serendipitous browsing at the Baltimore Book Thing.

## WHAT'S ONE WAY YOU THINK DESIGN COULD CHANGE THE WORLD?

Our environments are a reflection of us, and tend to follow our mental states. The reverse is also true. Our environments can shape us, for better or worse, and influence who we are, how we feel and how we relate to each other.

I don't think most people are aware of this phenomenon, or the degree to which design of space affects behavior.

Design *can* change the world, and indeed already *has* done so many times. Not always through intentional design but often because of its lack.

Designers can help. Tell us the kind of world you want, and we can design for that.

***"We look to our buildings to hold us, like a kind of psychological mould, to a helpful vision of ourselves. We arrange around us material forms which communicate to us what we need - but are at constant risk of forgetting we need - within."***

-Alain de Botton

