

# All-Encompassing Design

*Involving Jackson Moore Interior Design at the get-go makes for a better design and a better bottom line.*

Professional Interior Designer Sharon Moore is sitting down in a design meeting with clients. In addition to the usual fabric swatches, photos of leather sofas and floor plans there are also building plans, a contractor, and several craftsmen. "Interior design is about creating beautiful, useful spaces," Moore says. "The best way to do that, while making the remodeling or construction process easier and less costly for clients, is for us to be involved from the beginning of the construction process."

Moore, who calls this early interior design involvement "construction consulting," says clients agree. "We've never had a client who has used our construction consulting services not come back to us when they build again."

As construction consultants, Moore and her team at Jackson Moore, a Jackson Hole and Teton Valley, Idaho based design firm she and her husband Dwayne founded in 1996, represent clients and design interests during the architectural design and construction phases. "We're on the project if not every day, then certainly every other day," she says. "We help contractors make accurate choices when a delay

in decision making slows down the job." Moore, one of two Professional American Society of Interior Design-certified designers working in Jackson Hole, says her involvement also includes access to her vast network of contacts with area craftsmen and artists.

While having Moore and her decades of experience onsite certainly makes clients' lives easier, that's just an added benefit, "The main purposes of bringing us in as construction consultants is to 1) save money and 2) ensure all of those aesthetic decisions that are critical in determining the success of the project are made in a timely manner," she says.

In Moore's way of working, saving money and project success go hand-in-hand. "Locating the electrical outlets in the wrong places the first time or not identifying how a room will be used so task-specific lighting can be installed leads to change orders down the road. Change orders are expensive. With the Jackson Moore team onsite addressing these seemingly-small-yet-crucial details when they come up, change orders are minimized if not eliminated."

*"Good design can improve the quality of living for those in the space and make people happier. I think people deserve to be happy."*



*The Jackson Moore Interior Design Team  
from left: W. Andrew Romo, Heidi Wadsworth,  
Sharon Moore, Dwayne Moore.*





“Our goal is to save our clients’ money.”

And, of course, create beautiful, functional spaces. While every designer has a certain amount of their own “look,” Moore prides herself on being able to pull any design direction together...in any kind of space. “I’ve worked residential, commercial, hotel and healthcare design over the course of my career,” Moore explains. Her design projects include chic condos at The Four Seasons, cozy cabins, expansive second residences, offices, and major remodel properties.”

Whatever kind of project she is tackling, Moore says lighting is paramount. “Lighting is the single most important element in design,” she says. “No interior will look its best if the lighting is poor. Neither can a space function properly if the lighting is inadequate.” Because Jackson Moore had many clients who initially came to them for help with lighting they opened Jackson Moore Lighting in 2000. The Jackson location has two ALA-certified lighting experts on staff.

While the Jackson Moore team prefers to get involved in projects at the very beginning, they can and do join in at any step in the construction or design process. Jackson Moore is also able to tackle projects of any size anywhere in the world. “Thanks to FedEx and the world of electronics, clients can be anywhere.” From their Wyoming base, Jackson Moore is currently working with clients in London, Hong Kong and from all over the USA.

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“Building or remodeling can be a rewarding experience,” Moore says. Sometimes construction projects can be nightmares, but we strive to not only make it tolerable, but actually fun...and end with a result perfectly meeting the clients’ wishes.”



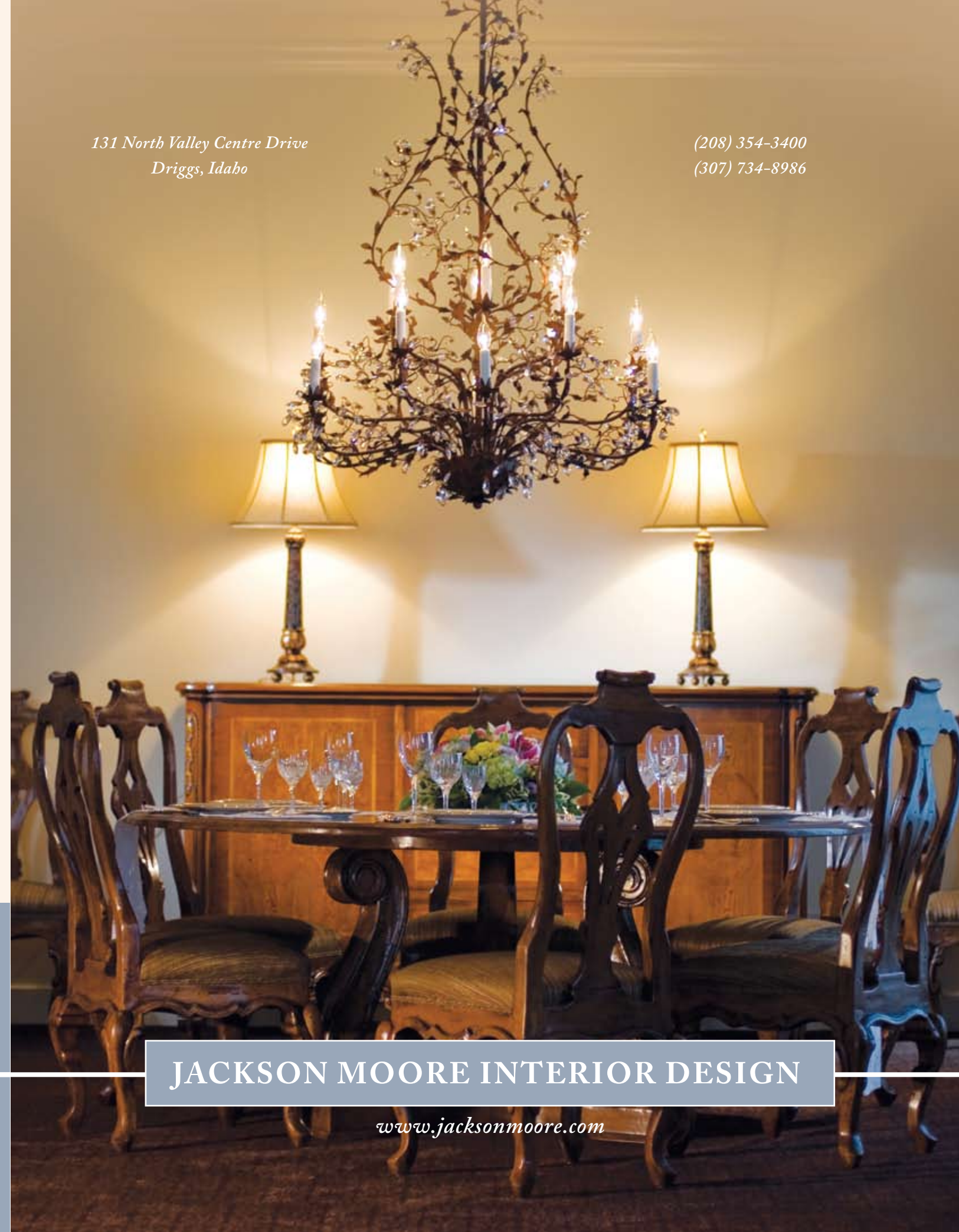
*before*



*after*

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