

Lake
of the

Isles living

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Exclusive Newsletter for the Residents of Lake of the Isles



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BUSINESS profile

David Heide Design

David Heide knew what he wanted to do when he was 5 years old. "It was all about Lego blocks and graphing paper and old houses," Heide shared, "we lived in a new house that was a big deal to my mom as she had designed and built it, and there were other houses under construction in the development where I grew up - I was constantly in there figuring out what was going on."

Today, Heide is a designer and the owner and visionary presence of his studio, David Heide Design. His husband, Michael Crull, is also a huge part of the interior design aspect of the business. Two things distinguish the studio - that they work with old houses, and they incorporate architecture and interior design in the same place. "We do the whole thing...we start to think about the end at the beginning," shared Heide, "... a lot of architecture firms hand things over to an interior designer at some point, but we are thinking about finishes when we are designing." This studio approach to projects is all about a collaborate effort. "I've always looked to hire to my weaknesses and surrounding myself with people who are better at things than I am, and let them shine," said Heide.

The work produced by the studio aspires to be timeless, and has a clarity and energetic continuity, but not a signature style. "My goal is to let the language of the house tell its story, and let the owner's vision be present in the work," Heide shared, "we really want to leave things in way that feels so right that it feels as if we haven't even been there." Their knowledge of historic work also informs the more contemporary and modern work they do. "Design transcends style, and style is really the language in which the design is being spoken," Heide shared, "if it is contemporary, there are all these style languages, and we are able to speak fluently in a number of them. I will contend that knowing about the historic work makes this contemporary work better." They are currently working on a house on Lake of the Isles and two on Triangle Park.