

AS SEEN IN
southbay
MAGAZINE

2012 WOMEN IN BUSINESS PROFILES



JOSETTE MURPHY, OWNER/PRINCIPAL

ABOUT: SPACE, LLC

interiors: commercial • residential

345 Richmond Street in El Segundo

310-726-0137 | aboutspacestudios.com

WHAT WOULD YOU LIKE POTENTIAL CLIENTS TO KNOW ABOUT YOU?

"We listen carefully, and we dig deeper with good questions. For example, instead of asking you how many seats you want in your dining room, we ask you to imagine the ideal setting for your family's meals. It might not be a dining room at all, but rather a cozy booth off the kitchen or an island with a great view or lounge seating outside. Good design supports the patterns and flow of real life."

WHAT DO YOU LIKE TO DO FOR FUN, WHEN YOU'RE NOT AT WORK?

"I am the proud mom of two girls under age 3, so often I can be found outdoors hiking or at the local parks and beaches with other families! Yoga also helps keep me in balance—both physically and mentally."

“OUR KNOWLEDGE OF ARCHITECTURE AND CONSTRUCTION INFUSES OUR APPROACH TO INTERIOR DESIGN WITH MORE DEPTH.”

WHAT'S MOST REWARDING ABOUT YOUR WORK?

"Every furniture installation or major milestone in construction is like Christmas morning for my clients. Several times clients have cried with joy, relief and appreciation. It does not get more rewarding than that."

TELL US ABOUT YOUR BUSINESS MODEL.

"My business operates on the model of the commercial design world, where professional consultants are selling ideas, not 'stuff.' We are fee-based and never add profit to tangibles, such as furniture. Our solutions are broader and more creative, because we are not worried about the 'mark-up' on this sofa versus that sectional."

Josette Murphy started About: Space 11 years ago. Her studio provides creative interior design solutions for home and commercial spaces. About: Space always starts by evaluating the basic "bones" of the space, fine-tuning the layout and considering the views and overall emotional vibe. Then they take it to the next level with color, finishes and furnishings. In this sense, they are interior architects as well as decorators. Josette says, "We think beyond the typical—often tired—solutions." With a bachelor's degree in interior design from ASU, she learned to run a design business while working for seven years at Gensler. She lives with her family in El Segundo and often works together with her husband, who owns a custom cabinet business (boudreauwoodwork.com).