

# HOME BODY

## JAIMI THOMPSON PERFECTS THE ART OF CUSTOMIZING CRIBS

By Jules Newmark

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Potential buyers touring a brand-new condo unit downtown are likely to experience a sense of déjà vu. Why? If the exterior doesn't look similar to the dozen other new developments visited that day, the interior sure does. Jaimi Thompson has made it her business to help homeowners overcome generic design. Her company, Artisan Design Group, brings together the construction and design teams needed to remodel a single room or build an entire home from the ground up. Currently designing interiors for several Downtown San Diego apartment buildings, Artisan Design Group serves clients ranging from SmartCorner to Sapphire Tower as well as suburban residents looking for a trendy touch.

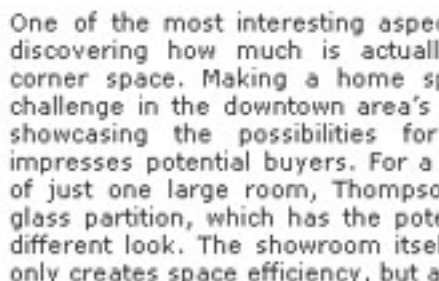


Artisan Design Group started in 2003 when Thompson recognized a need to mix the interior design and construction sides of the home-building process, enabling residents to experience less confusion and chaos. With 18 years of experience in the home design industry, Thompson is the ideal advisor for the business-minded individual who wants the most current possibilities but doesn't want to hire several companies to get one job done. "If you can create a situation where the buyers understand that there are reasons things cost more, and weigh it against the long run, they can see great value," Thompson says.



Artisan Design Group has created several model homes and sales offices for large-scale builders. Beginning with the kitchen and continuing through the bathroom and living room, the company's showroom in the Gaslamp Quarter provides a hands-on preview for clients and features endless options of luxury materials. The most popular client requests, especially for downtown apartments, involve specialized wood flooring, glass mosaics made from Italian tiles, low voltage lighting and custom backsplashes to match the granite in the kitchen.

Thompson's motto, "Experience Artisan Design...where life is art," is exemplified in handpicked art that she chooses herself. Artists such as Massimo Cruciani, who paints distinctively styled scenes of Italy and San Diego, grace several walls in the showroom. One-of-a-kind art to accent living spaces also comes in the form of photography by Michael James Slattery Jr. and hand-blown vases.



One of the most interesting aspects of the showroom is discovering how much is actually housed in its small corner space. Making a home space-efficient is a key challenge in the downtown area's smaller apartments, so showcasing the possibilities for storage immediately impresses potential buyers. For a studio space consisting of just one large room, Thompson would recommend a glass partition, which has the potential to be suspended from the ceiling or slide open for a different look. The showroom itself is connected to the SmartCorner sales center, which not only creates space efficiency, but also establishes more synergy.



Since Artisan Design Group is the contracted firm for some of the interior design services within the SmartCorner units, residents are attracted to the showroom to upgrade their new homes. "Someone might come in to buy a sofa and find out we're doing SmartCorner, then go out and sign up to get a condo," says Thompson.

Remodeling what used to be cool in the 1980s with Artisan Design Group is easy, because along with offering all the materials one could ask for, the company will also install it for clients who aren't Home Depot aficionados or the do-it-yourself types. By adding color, texture, lighting or new furniture to a room in need, a warm and inviting space can be created in no time. Artisan Design Group's one-stop-for-everything showroom is open Monday through Friday from 9 to 6 p.m.

Home, sweet home ...

**WHO:** Jaimi Thompson

**WHAT:** Artisan Design Group

**WHERE:** 332 J Street, Downtown San Diego

**INFO:** Call 619.269.1211 or visit [www.artisandesigngroup.net](http://www.artisandesigngroup.net)