

"2020 Visual Impression gives life to all my projects! It is a very user-friendly design tool that helps show exactly how I envision the space. Also, bringing in a little color makes a world of a difference when you are selling your designs." —Kara Treen



2020 VISUAL IMPRESSION CONTEST WINNER

2020 Customer Spotlight

Kara Treen won the first place in the Flexible Plan category in the 2020 Office Inspiration Contest for 2017 with her design titled "Cleveland High-Rise". The panel of judges highlighted the contrasting flooring materials and bold panel fabrics as details in the design that would show the client exactly how their space will look and feel.

Kara grew up in a mid-century modern home, where her parents surrounded her with the design and architectural influences of Charles Eames, Alvar Aalto, Alexander Calder and Eero Saarinen. In this way, her parents have been her biggest influence in her career choice. Kara did try another field of study for a while, Sports Medicine, but felt unfulfilled and switched her major to design in order to fully express herself. A couple of years after graduation, Kara moved to Cleveland, where she found working for National Office Supply company was a perfect fit.

In addition to her daily work, Kara has also become involved in her local community through the National Trust for Historic Preservation. She was recognized by them for bringing the '[This Place Matters](#)' campaign to Akron, OH.

Working with 2020

Kara has been using 2020 Office software for just over a year and started rendering with 2020 Visual Impression about 9 months ago. She found the program to be very user friendly. She took time to watch some of the training videos and picked up some tricks along the way,



About the Designer

Kara Treen

Designer, National Office Supply

Favorite color: Mustard yellow

Favorite design style:

Mid-century modern / Art nouveau

Favorite quote:

"What we are to do on this earth is embellish it for its greater beauty. So that oncoming generations can look back to the shapes we leave here and get the same thrill that I get in looking back at theirs." —Philip Johnson

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but finds her best method of learning is trial and error. Kara considers the paint palette feature to be one of the most beneficial features in the software. "Being able to apply grades of finishes, grommets, pull handles and laminate directions saves everyone a lot of time in the end."

2020 Visual Impression Highlighted

"This is a must have tool now! Our clients love seeing their designs come to life; it also helps to assure them of their finish choices."

The design Kara entered was based on a project she was working on at the time. The client wanted a modern open space that had a variety of areas to work in. He wanted people to walk in his space and forget that they were in Cleveland. The panels, work surfaces and storage are all *avenir GEN2* products manufactured by National Office. The laminate on the panels was a new product by Wilsonart called *Eclipse Moxie*. The wall mounted canopy was the new *Co-Op* by Arcadia.

Advice to Designers

Kara advises other designers to ask clients as many questions as possible! "How many users, what size work surfaces, storage, privacy, collaboration spaces are required? Get all the technical questions answered so you can get down to the fun part of designing their 'look'."

When asked about inspiration, Kara responded that her inspiration comes from all over. "History is one of my biggest influences. I also pull inspiration from nature, magazine covers, my boss' socks...you never know when inspiration is going to hit, so I'm always observing."

National Office is a 'factory direct' manufacturer from Cleveland that has been in business for over 50 years. We produce *avenir* style panels and almost any custom size or shape work surface. We partner with a long list of suppliers to complement our furniture and to ensure we can meet every and all client needs.

Learn more about National Office at natoffice.com or on [Instagram](#) and [Facebook](#).

