

# AS SEEN IN *Architectural Digest*

EXCELLENCE IN DESIGN | SOUTHWEST AND CENTRAL OHIO

## Design with Intention

By understanding a project from the inside and out, Irwin Raymond designs award-winning spaces that tell each brand's unique story

From strategy and creative direction to interior design and architectural services, Irwin Raymond cultivates a pragmatic yet imaginative approach to design. The firm's name, Irwin Raymond, is a playful nod to this paradox. Founder and Creative Director Brian Weltman named the firm to honor two men who made him who he is today. As a fine artist and designer, his grandfather, Irwin, nurtured his creativity, while his father, Ralph Raymond, instilled in him a "Midwest work ethic" and practicality. Weltman balances each of these characteristics when working with clients.

"Incredible design means nothing if there's no intention behind it," says Weltman. "The discovery phase ensures you answer the 'whys' before diving into the creative."

Irwin Raymond specializes in translating client and brand identities into physical spaces. When designing an office for a plastic surgeon in North Carolina, the firm used neutral tones and natural materials like stone and white oak to create a zen backdrop reminiscent of the California coast, an homage to the surgeon's roots.

"Working together to create something great should be fun. It's exciting. I like to laugh and connect with clients to make the process enjoyable and organic," explains Weltman.

This approach has served the firm well in its work across the health and wellness, retail, and hospitality industries. "When you hire us, you're not just getting us, you're getting the network of professionals that we've built relationships with over 18 years of being in this business," says Weltman. "We take ego out of the equation and listen to what clients need. When clients succeed, we succeed."



**CLOCKWISE FROM TOP:** To capture the essence of "health care as hospitality," patients are greeted by a grand Brazilian marble reception desk and three-dimensional wood accent wall. The consultation rooms feature picture frame moldings and creamy white walls accented with rich furnishings. A ribbed glass desk facade complements a sophisticated retail display, allowing MedSpa patients to shop for aftercare before leaving through a discreet exit. Designed with a modern, simplistic typeface, the exterior signage is backlit to mirror the soft glow patients feel as they leave. The waiting area features clean-lined furniture, soothing greenery, and designer sconces.