

# TOTAL PACKAGE

Design Studio West does it all

The aroma of freshly baked cookies gets your attention as you step into Design Studio West, the one-stop design, plans-permits, cabinetry, appliance, construction and installations business and showroom.

Located in the heart of La Jolla's Girard Avenue design district, Design Studio West is in "a perfect neighborhood," says owner Lee Austin, "because we're surrounded by leading architects, general contractors and designers, and as busy as La Jolla is, our customers find our parking lot a plus."

Austin, who founded Lee Austin Construction in 1982 and has operated Design Studio West since purchasing it in 2001 says the term "one-stop shopping" describes what his team delivers: fully integrated design and construction with a 4,000-square-foot showroom that makes clients' selections for kitchens, bathrooms, entertainment, home offices

**Below: Design Studio West owner Lee Austin and some of the products featured in the company's La Jolla showroom.**



and quality storage areas a breeze. All DSW designers are accredited kitchen and bath design specialists with educations that include design and art degrees.

DSW's construction team includes residential remodeling specialists who partner with architects, engineers, builders and interior designers. Project prices often fall between \$20,000 to \$2 million and in that range DSW will deliver a new home or mix and match any type of remodel job from kitchens, baths and family rooms to closets, decks and room additions.

"About 60 percent of our business is repeat or referrals from previous clients," says Austin. "Clients trust us to deliver what they asked for and do so with design ingenuity and business integrity."

"The difference (between DSW and other builders) is the total integration of all aspects of each project, including detailed pre-planning and continuous communication. We're there for our clients at every phase of the project. One-stop thoroughness keeps everybody close and on the same page."

Design Studio West is San Diego's exclusive dealership for Poggenpohl, Heritage and Hallmark Custom Cabinetry and also is a dealer for Sub-Zero, Wolf, Dacor and Miele appliances.



"Even though we have more than 250 doors on display, we also create custom doors for any design style," Austin says. The DSW showroom is an idea starter with upwards of 15 full-size display spaces, some of which are fully active kitchens with working appliances and fixtures.

Stopping by the showroom means prospective clients will meet one or more of DSW's three award-winning kitchen and bath design specialists: Margaret Dean, Traci Taylor and Karl Utzman, all Allied ASID professionals.

"We're always looking for new ways to partner with other designers and other contractors," says Austin. "This is where the future is headed in our industry."

## Significa

**Business:** Design Studio West

**Owner:** Lee Austin

**History:** Lee Austin Construction, Inc. Founded 1982; Design Studio West Founded 1985

**Headquarters/showroom:**

7422 Girard Ave., La Jolla

**Phone:** 858/454-9133,

**Web address:** designstudiowest.com

**Hours:** 9 a.m. to 5 p.m. Mon.-Fri., 10 a.m. to 4 p.m. Sat. ∞

