



# Q+A REISA POLLARD

THE VIVACIOUS FOUNDER OF **BEYOND BEIGE INTERIOR DESIGN** LETS HER CLIENTS' INDIVIDUALITY TAKE CENTER STAGE TO CREATE DISTINCTIVE, ONE-OF-A-KIND SPACES.



**OPPOSITE, LEFT, AND BELOW:** Reisa Pollard and her team at Beyond Beige Interior Design created an office, living room, and bedroom with custom millwork and refined, masculine touches for a bachelor. **BOTTOM:** Pollard infused this dining room with eclectic character, mixing industrial details, playful pattern, and a painting that nods to the client's Italian roots.

Reisa Pollard founded Beyond Beige Interior Design, a boutique Vancouver firm, in 2003. She and her team take on a wide range of projects—residential, commercial, and hospitality—and their design process focuses on two important things: The client, and the depth of the imaginations of the BBID team. Pollard spoke with GRAY about this process, her approach to design, and a dream project that'd really bring the house down.

**How does Beyond Beige approach a new project?** We take a lot of pride in having a chameleon-like ability to take on the client's personality—or the company's brand—and formalize it in design, so that at the end of the day it speaks to them as much as it speaks to us. There's no cookie-cutter formula; we work "from the client out," so that what we end up with is truly unique to each project. The first part of the process involves a ton of questions for the client.

**Are you essentially taking those answers and translating them in design terms?** It's like going through an interpreter. Clients often proclaim that they have no idea what their aesthetic is, but if we start asking the right questions, they really do. We learn as much about them as we can—including their lifestyle—and then we find ways to bring that out through specific design choices.

**What is your approach to design?** I always want to evolve. I never want to leave my fingerprints on something—"that's Reisa's thing"—because I love the challenge of meeting different visions. Right now we're doing a really industrial renovation while working at the same time on a home that looks like Versailles, and on yet another that's very West Coast contemporary—they could not be more different! But I would be so bored if everyone was coming to me to produce a look I'd already done. I always want to end up with something new, something a little left-of-center.

**If you could have any historical person as a client, who would it be?** Oh, gosh! No one has ever asked me that. I would have loved to do Liberace's home—just serious glam—and I'd also love to do some aging British musician who lives in a crazy castle, but then inside it's totally rock star. Maybe Keith Richards. He'd have money to spend but would just want really weird stuff—which I would be happy to source for him. ✱

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