

# DESIGN SERVICES

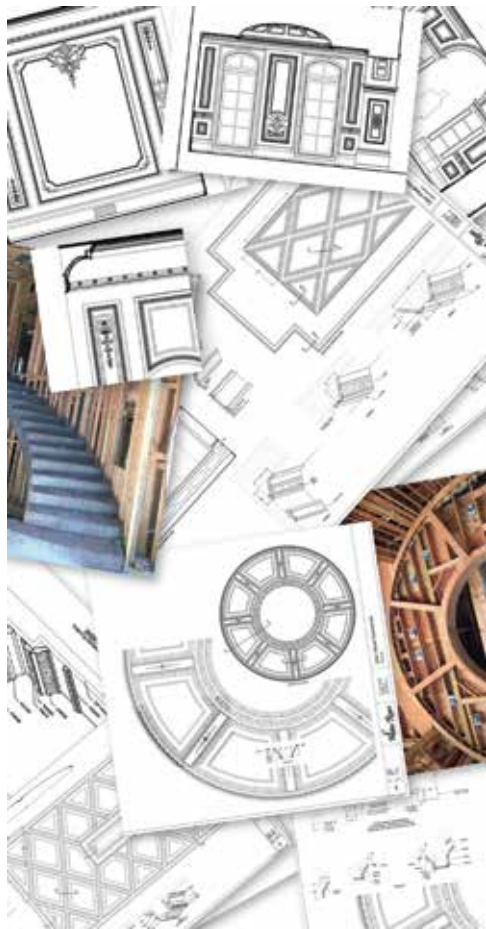
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# How It Works!

### WHITE RIVER DESIGN SERVICES, ENDLESS POSSIBILITIES...

In the building of a new residence today, White River's Design Team has the opportunity to work with clients that are very engaged with the construction and design of their residence. The job has progressed to the roof being on - walls, ceilings, and rooms begin to really define themselves. To the untrained eye, this point in the building process can be challenging. HVAC, plumbing and electrical is being installed with a constant "How large is this? Are there beams here? How big? Panelled walls? Where is needed blocking to be installed?"

Above all else, all homeowners have developed a defined idea of how important the interior millwork is to their home. They love how it can define an opening, ceiling or a room, but they do not know what creates truly beautiful interiors. Millwork flows through a home: it is bold, feminine, simple or tailored. It is grand, warm, or ornamented: there are endless possibilities. All too often clients are offered products to pick from, but not a more complex vision of a richly detailed interior. This is where White River's expertise in Classical, Traditional and Contemporary design development and the Language of Ornamentation fulfill a client's vision.



### AND THERE'S MORE FROM WHITE RIVER'S CUSTOM DIVISION

From White River's Custom Division, we offer the finest of craftsmanship. We build custom architectural doors, oversized, with engaged carved elements. We specialize in all quality domestic and exotic hardwoods. For more information, see pages 16-17.

On custom radius work, after creation of detailed drawings for approval, we go to work to produce the finest curved work available. Whether for moulded crown, carved crowns, casings, paneled jambs or other applications, at White River, we are the experts. For more information see pages 12-17. We also fabricate custom interior elements such as mantels, rangehoods, furniture parts, custom corbels and columns. White River offers pre-fabricated coffered ceiling systems for easy and fast installation on your job, your design or ours. For more information, see pages 18-19.

### AND THERE'S EVEN MORE FOR RENOVATION AND REMODELING

White River is the best resource for renovation, offering the creation of detailed historic millwork, mouldings, doors, mantels and carved elements. Remodeling today with millwork means taking what is in place and refreshing it with more style and elements, thoughtfully proportioned for each space. For more information, see pages 12-17.

### GET STARTED TODAY!

Contact one of our Design Professionals to discuss your project at 1.800.558.0119 or [Designs@WhiteRiver.com](mailto:Designs@WhiteRiver.com). At this phase, we will help you evaluate what level of service you require. This initial consultation is free.

Committed to

BEAUTIFUL INTERIORS • EXACTING DESIGNS  
LISTENING TO THE CLIENT • PROFESSIONAL COMMUNICATIONS  
CLASSICALLY DISCIPLINED DESIGNS

40 YEARS OF MILLWORK EXCELLENCE

## DESIGN SERVICES PROGRAM

### WHAT TO EXPECT - THE COSTS

White River provides a wide range of Millwork Design Services (preliminary sketches & elevations, 3D drawings and build-ups in CAD) for residential and commercial projects. Our projects range from 25,000 sq. ft. interior projects to important rooms and remodels. Our staff of Master Millwork Designers have more than 100 years of combined experience in the specification of traditional millwork. We will work with your Architect or Interior Designer from initial concepts, build-ups, to full estimating. We take pride in our ability to take your ideas and transform them into an interior of your dreams.

#### INTRODUCTION

Contact a Design Services Professional at [Designs@WhiteRiver.com](mailto:Designs@WhiteRiver.com) or 1.800.558.0119, to discuss your project and schedule an Initial Jobsite Consultation with one of our Master Millwork Designers.

#### INITIAL SITE ASSESSMENT AND DESIGN

During the first jobsite visit, our Designer will review your room interiors for desired levels of millwork and create some initial sketch concepts and ideas to begin the design process. You should plan on 1/2 to 1 1/2 days for this initial meeting, depending on the scope of the job and services needed. Photos will be taken of each room and specific architectural features, to develop millwork design promptly, offsite.

#### PRELIMINARY DESIGN IDEAS AND CONFIRMATION

We will produce a visual picture of our millwork and moulding ideas. This may include, but is not limited to: elevations, sketches and 3D drawings, if necessary. With clear communications, revisions will be made. Once you are delighted with the interior drawn concepts, we will begin to create the technical CAD drawings. White River may need to work on 2-3 rooms at a time, or the entire project. This will be determined during the Initial Jobsite Visit. The design process can usually progress as fast as the client allows. We estimate design time per room or job, in order to provide the information needed for the design fee deposit, which is prepaid at all times.

#### MEASURE AND REFINE

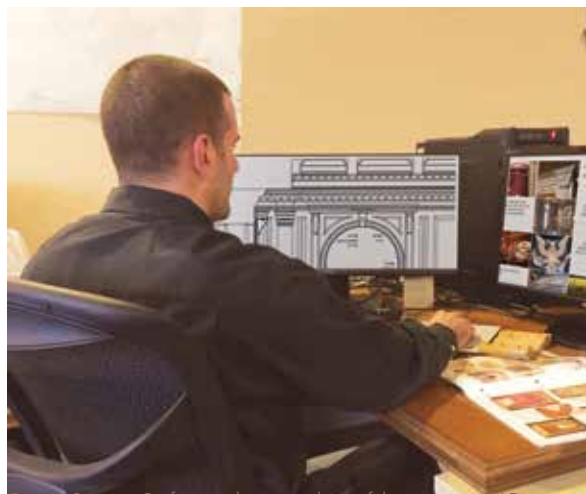
We will need accurate measurements to clarify the details for each room. After measurements are completed, build-ups in CAD will be created for your contractor or trim crews. During the Initial Jobsite Visit, our Designer will try to take as many measurements as is reasonable, but may need additional or finished dimensions at a later date. A jobsite millwork contact is a must.

#### MOULDING AND MILLWORK PROPOSAL

Depending on the scope of the project, the Client can have their contractor do the take-off and estimate cost. Upon request, White River can provide a material take-off and estimate, for a fee. In most cases, due to White River's expertise and product familiarity, we are asked to provide the estimate on more involved areas of the project.

#### EXPECTED COSTS AND FEES

- Hourly rate for all Design Services & Travel Time. Rate is based on project scope.
- Average investment for Initial Site Consultation is \$1,800- \$3,000, which includes airfare, some travel time, lodging, meals and jobsite time.
- Design Services are pre-paid and based on requested services.
- On certain projects, mouldings can be specified from the blueprints and photography.



Design Services Professional creating beautiful interiors in CAD

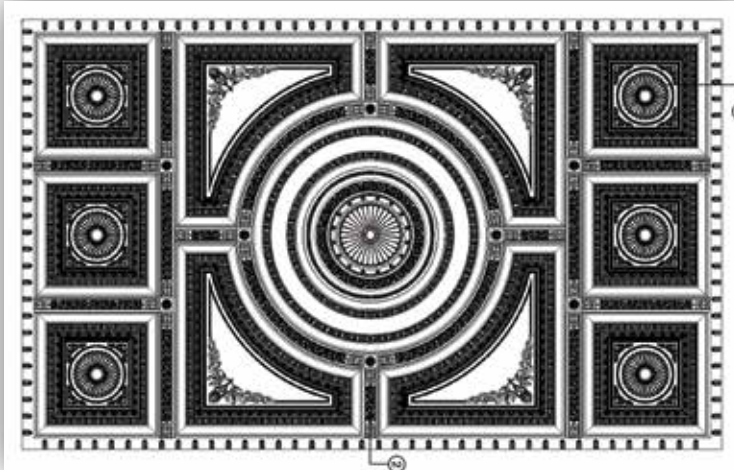


An opulent foyer, before and after by our Design Services



[WRDesignServices.com](http://WRDesignServices.com)  
Rich in photography, this website reviews White River's Design Services and pricing. Testimonials, projects and custom work featured too.

White River's breadth of Design Services, working with clients' visions, and beautifying current jobsite conditions, is endless. This page features an opulently ornamented ceiling to literally take peoples' breath away as they enter the Greatroom. And it does just that! Also featured is an older home badly in need of an upgrade to the interior. A sketch was developed as seen below, which won this client over. It was requested that the ceiling, lower left, was to have heavy beams in a Celtic motif. The finished ceiling is featured on page 19. White River listens to the client, their wishes and vision, and offers designs to fill those expectations. In the end, we sell LOVE.



Ornate ceiling. Design Services were requested to create an ornate ceiling that was to be the jewel of this Greatroom. Magnificent!

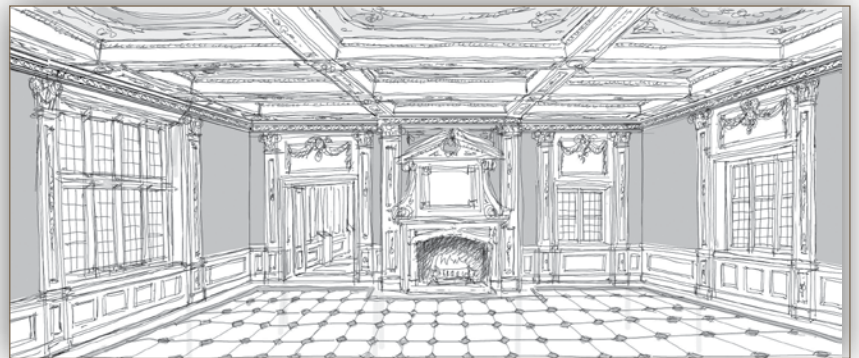
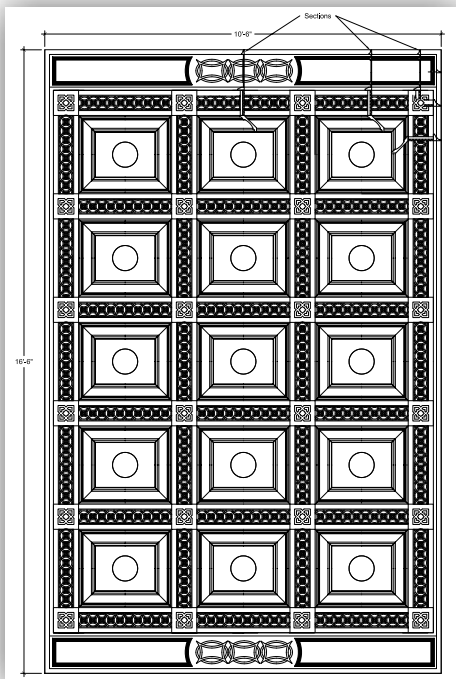


*"The most important part of the design process is that we listen to your dreams and expectations and when the job is finished, that you love your interior and you know you were a part of it."*

Joan Johnson  
 Founder White River  
 Senior Designer & Product Development



Design Services requested with these jobsite conditions



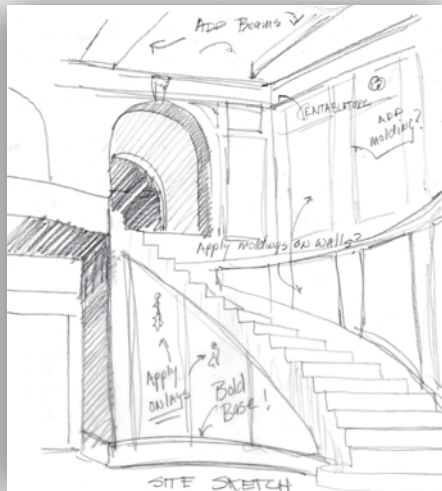
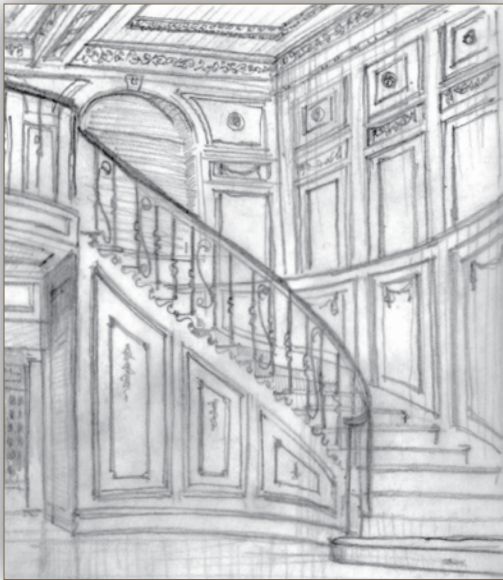
ABOVE: Sketch from photography. During the jobsite visit, our Designer takes specific photography of rooms. This allows for quick detailing of elevations in perspective for the client. Quick and loosely drawn, these incorporate walls, ceilings, and pilasters into one drawing.

LEFT: Coffered ceiling. This client requested that our Design Services create a beamed ceiling using Celtic motifs and fit the design into existing framing. Wonderful!

# ARCHITECTURAL DESIGN SERVICES

BY WHITE RIVER'S DESIGN TEAM

During the Design Process, detailed drawings allow confirmation of the Clients' vision of room interiors and communication of the Designers' suggestions. Freehand sketches illustrate design concepts in a very quick, loose format.

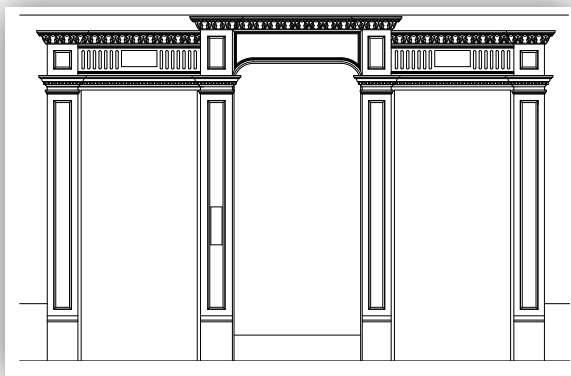


FAR LEFT: Sketch from photography. During the jobsite visit, our Designer takes specific photography of rooms. This allows for quick detailing of elevations in perspective for the client. Quick and loosely drawn, these incorporate walls, ceilings, panels, and stairs into one drawing.

LEFT: Freehand sketch. This type of sketch is drawn at the jobsite to quickly communicate design concepts between Designer and Client. Scale and proportion are considered, but not exact.

 WRDesignServices.com  
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In NYC, this elevator needed a professional update that complimented the intimate, Classically ornamented lobby of this apartment building. We studied the existing look and motifs, and requested dimensions so we could start the design process. The Interior Designer commented that this was easier than cabbng it around NYC trying to get this done, and how much it would update these three welcoming openings. Another very successful Design Services Project.

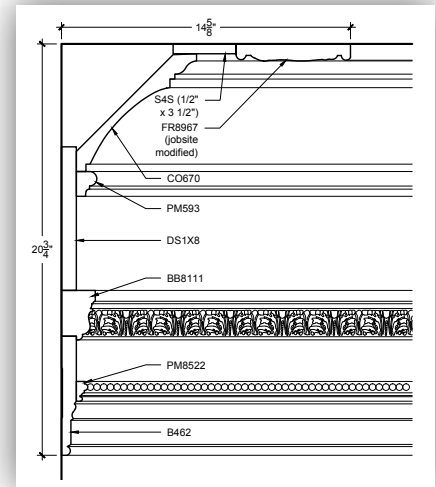


## A WORD FROM THE WHITE RIVER TEAM

*"You can't get your millwork designs out of a magazine picture. And your investment in expert, professional Millwork Design will ultimately save you money while adding an immeasurably elegant dimension to your beautiful home."*

*"Call us and let's discuss your project. We think you will be surprised at how we can help you choose a beautiful millwork package and save you money. "*

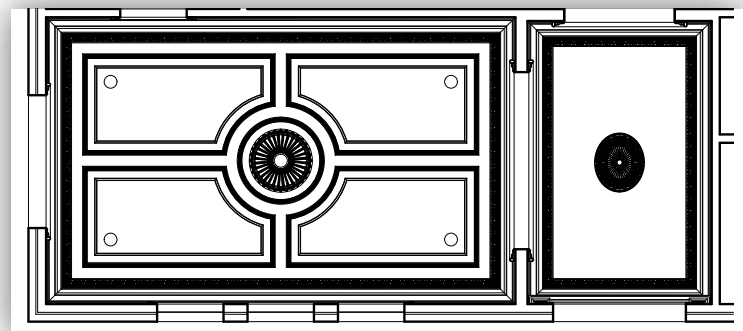
Renderings in a variety of illustrated formats create rooms with atmosphere, depth, scale, and proportion. The next stage of the design process includes, but is not limited to: wall elevations, reflected ceiling plans, moulding sections, and an estimated cost per detail for each room. The scope of the millwork detail can be captured in moulding sections only, or may demand full elevations where details change per wall elevation and more documentation is needed.



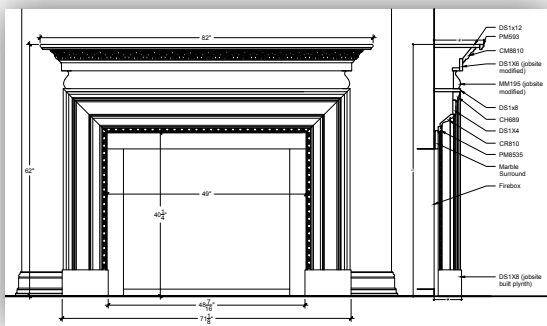
Cornice comprised of 8 profiles

These clients in Oklahoma loved classical mouldings and millwork. They laid out ceilings and doors with plenty of room for proportioned larger crowns and casings with light ornamentation.

Rooms flowed one into the other, and had striking focal points to keep it interesting. We were asked to design the fireplace wall and other furniture pieces along the way. This is a wonderful family home and we are thankful to have been chosen to do this project.



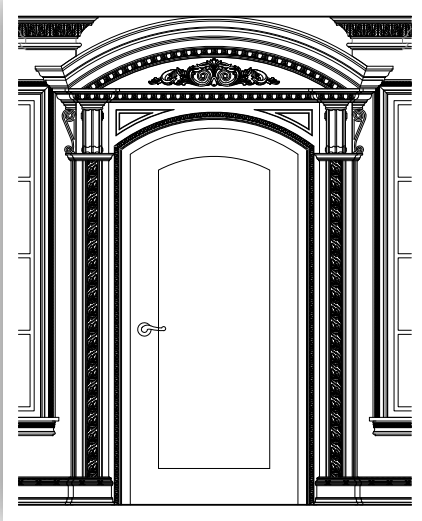
From concise specified drawings to the finished mantel.



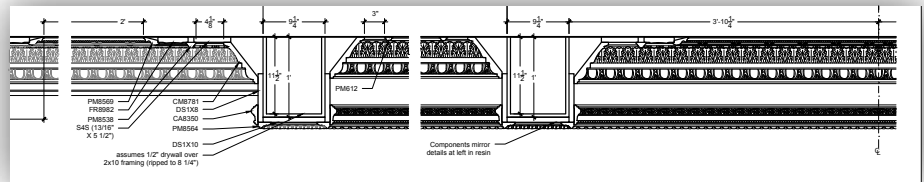
# ARCHITECTURAL DESIGN SERVICES

BY WHITE RIVER'S DESIGN TEAM

A homeowner in Alabama shared the following with us after our Design Services assisted with his remodel: "I wanted this to be a home that I can pass down to my children—really a quality home. I felt that people should walk in and stand in awe over all the detail. We really like Classical ornament, columns, and arches, so I wanted no unornamented mouldings in this home. The Design Services were well worth the money. Now that it's done, everyone that has walked through the house has been blown away by how beautifully it's turned out. We've been very, very pleased."



This richly detailed Classical curved pediment is supported by ornamented pilasters, corbels, and egg and dart crown. With proper proportioning, even an intimate door can be all dressed up. Door opening is 3'10" w x 8'10" h.



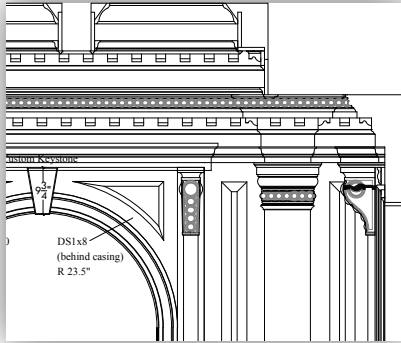
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Our Custom Division was asked to manufacture these complex arched panelled pediments that connected the columns. With recessed panels, curved mouldings, keystones and woodcarvings, once crafted, these three pediments installed with ease.



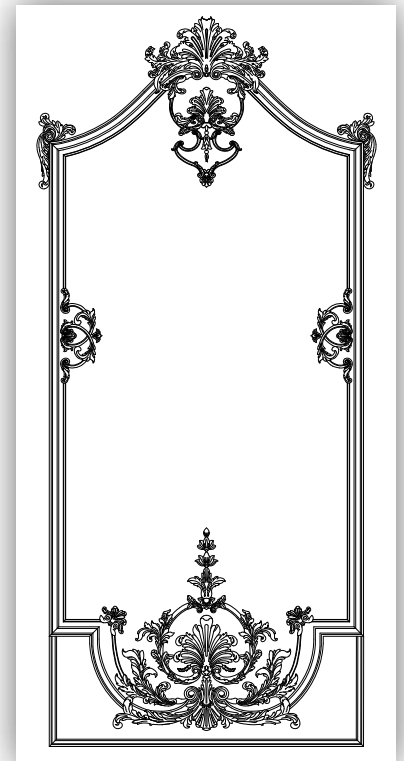
In this Design Services Project, the Architect wanted something special for the Hospital Director's room. They wanted to feel like they were stepping into the warm fire-lit study of a European manor-house, but with cleaner lines and a coin motif. In the end, every surface of the space was covered in wood panelling and moulding. The successful result is an elegant, warm interior.



Detailed specifications for panelled library



The Baccarat Hotel in NYC hired our Design Services to create stunning, elegant, large scale White Oak carvings from hand rendered drawings. Hundreds of pieces were needed throughout this hotel, each designed with intricate details, and within only a few months. The final results met their deadlines and were absolutely beautiful as they set the tone for each of the rooms.



Ornate carvings range in size from 8" w x 15" h to 44" w x 42" h.







LEFT: Custom carved filigree for cabinet doors, designed by our Design Services. Fanciful.



ABOVE: Custom, oversized corbel being handcarved by Master Carver. Corbel motif features hearts, spades, diamonds, and clubs as specified by Designer for private residential lounge.



BELOW: Handcarved ceiling medallion designed by our Design Services. The size is 4" thick by 24" diameter. Delightful.



### CUSTOM MANTELS



 [VRDesignServices.com](http://VRDesignServices.com)  
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ABOVE: Acanthus plume cartouche was reproduced for a New York hotel. The French motif was exacting and perfected. Profound.



ABOVE: This customer was building a new house and requested that White River reproduce the mantel from her family home. She was very pleased with the end result!

RIGHT: Custom crown with an arched frieze. White River was asked to create the crown detail with special attention to the arched frieze which had to fit perfectly with the small finials. This detail highlighted cabinetry and furniture in the room, and the cabinet builder and client were extremely pleased. Such grandness.



CUSTOM RANGEHOODS

White River can take your clients' photos, proportion the project in CAD, and then build and ship it. This rangehood has layers of details and shapes, adding to the intricacy of construction. This cabinet shop regularly sends us photos of inspiration for needed elements that we design and build. Great collaboration.



White River reproduced this ornate rangehood from a photo. We designed the center cartouche, plumed corners and panel mouldings that connect these elements together. The main rangehood that we fabricated was installed with corbels below and an acanthus crown finishing it at the top. Beautiful Cherry.

CUSTOM TURNINGS

The carved turning on the right was reproduced for table legs, helping something old to have another life to live. The oversized finials below are 6" w x 8" h and added elaboration to a beamed ceiling. Just lovely!



These custom columns were designed to combine stock items with the lower large palmette motif. Another pleased customer. Beautiful work.

# WHITE RIVER ARCHITECTURAL DOORS

YOUR DESIGN OR OURS - MADE TO ORDER

White River Hardwoods is a manufacturer of the finest architectural hardwood doors. Door specifications can be interior or exterior units, pre-hung units or slabs. Our Custom Shop specializes in domestic and exotic wood species, unique detailing, heavy embellishments, or oversized units. In reproducing European door styles, we utilize our woodcarving plant for historically designed openings. We also specialize in radius work for doors and other applications on your jobsite.



LEFT: Fanciful pantry door built by our Custom Shop features rail and stile frame with vertical panels. The deeply carved custom woodcarvings are based on the clients' photos.



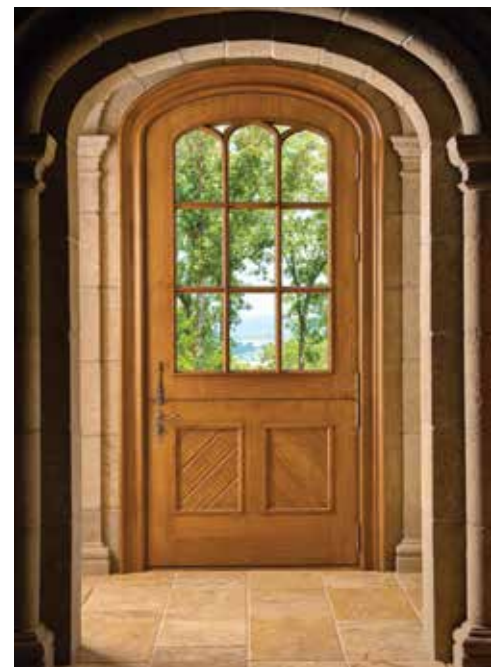
LEFT: Custom Interior Door (one of thirty units for a job) features a parquet lower panel and custom woodcarvings designed for each door.  
ABOVE: Two panel mouldings frame upper and lower panels creating soft but dramatic framing, which fits perfectly with the custom carving.



ABOVE: The ultimate architectural element – curved beams merging with straight beams. The straight handcarved mouldings are manufactured from Cherry and curved carved mouldings manufactured from resin – and who can tell the difference? Resplendence. Grand.

LEFT: This Tudor arch cased opening features 30" panelled jamb with curved panels at the top. The very intricate details were supplied by White River's Custom Shop. Gratified.

BELOW: Entry door features quarter-sawn White Oak, true divided lights and is a true Dutch Door.



BELOW LEFT: Black Walnut Radiused Center Panel. Precise detail and design create richly detailed Walnut doors. Featuring radiused panels and center lock rail area. Lumber selected for color and grain match. Doors are 36" w x 96" h x 2 1/4" d. BELOW RIGHT: Black Walnut pair. Simple raised panel doors with radiused top panels. Lumber selected for color and grain match. Pair is 60" w x 96" h x 2 1/4" d.



RIGHT: Premium White Maple Door. Precise detail and design created richly detailed Maple doors. Featuring radiused top door and lock rail area. Door is 36" w x 120" h x 2 1/4" d.



ABOVE: Elegant design and precision fabrication makes the difference.



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BELOW: For the contemporary residence, these rail & stile doors are designed with horizontal panels. Poplar doors are 5' w x 88" h x 1 3/4" d.



LEFT: This oversized contemporary barn door, simple in form, complements the modern interior. Beautifully stained Poplar door is 44" w x 88" h x 2 1/4" d.

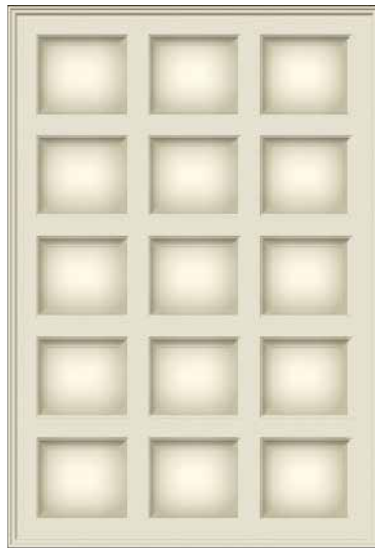
# WHITE RIVER COFFERED CEILING SYSTEMS

YOUR DESIGN OR OURS - MADE TO ORDER



## PREFABRICATED BY WHITE RIVER'S CUSTOM SHOP

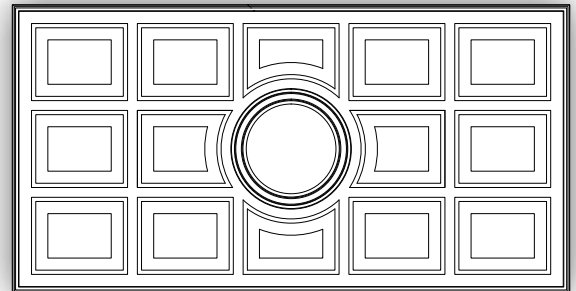
Coffered ceilings add beauty and architectural interest to any room, but installation of a coffered ceiling can seem like a daunting task. Site concerns, such as a sagging existing ceiling or working around scaffolding for a lengthy period, can make a project seem challenging. All of these concerns can be easily resolved through the fabrication of your coffers in the controlled environment of our Custom Shop.



LEFT: Coffered ceiling designs rendered in 3D. This type of rendering helps a client to realize the depth and form of an overall ceiling layout.

BELOW: Coffered ceiling rendered in 2D CAD. This type of rendering helps in the dimensioning of the desired ceiling details into the allowable space.

BOTTOM BELOW: Individual coffers using an acanthus leaf crown, traditional cove, and a large dentil crown. This type of rendering offers closeup details of ornament or traditional crowns.



The high quality and craftsmanship of the work from our Custom Shop dramatically decreases on-site installation time (up to 75%) and ensures an accurate fit to your specific ceiling. Each ceiling system is made to order to the specifications of your space with any White River stock or custom mouldings, primed or unfinished, ready to stain or paint.

Contact White River today with your vision, desires, questions, and concerns. Let our Design Professionals answer your questions, initiate ideas, and select products to fit your style and budget. From the Coastal Cottage Style to elaborate, complex, ornate coffers, we have it all. White River can offer you a quote for a ceiling delivered to your jobsite based on your room size and style. Design Services fees apply for complex ceilings or ongoing changes.

Once the design and quote is approved, the Design Team can refine the construction drawings to create a unique design that perfectly fits your home and personality. While most White River mouldings are in stock in Poplar, you can also choose from a variety of other species for custom moulding runs. Layouts can range from a basic grid to more intricate designs including octagons, circles, and much more.

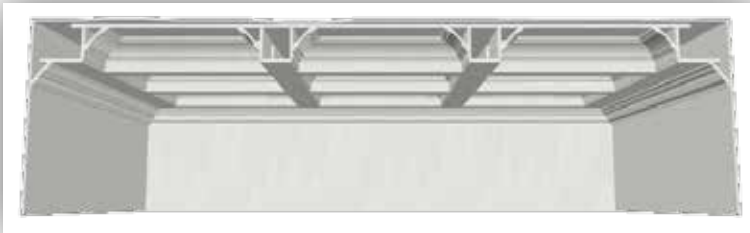
Each coffer includes crown moulding, a panel which covers the ceiling surface, and any other embellishments you desire such as panel moulds, carvings, etc.

To start this process, call White River today at 800.558.0119 and ask for our Design Services or email [Designs@WhiteRiver.com](mailto:Designs@WhiteRiver.com).



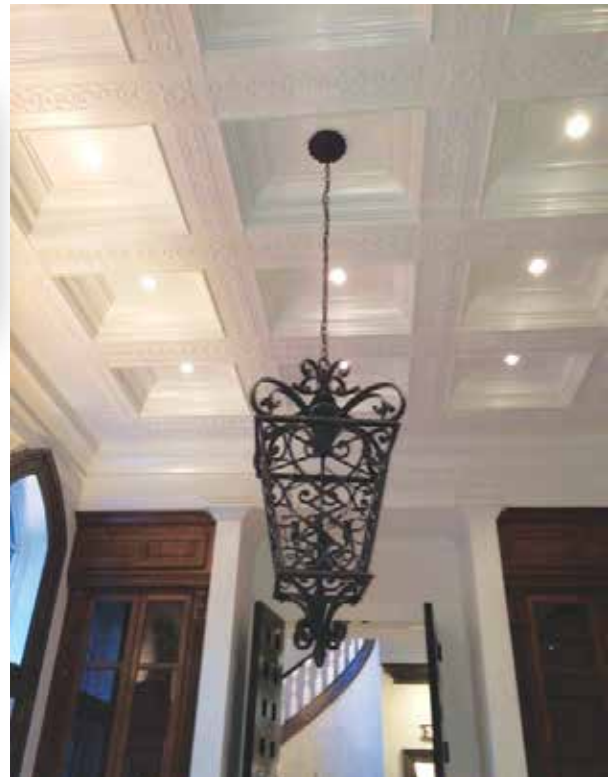
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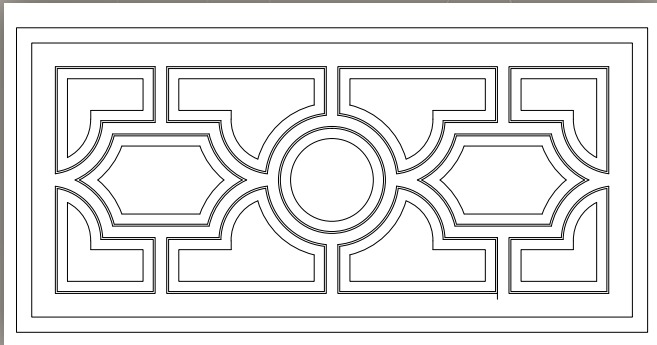
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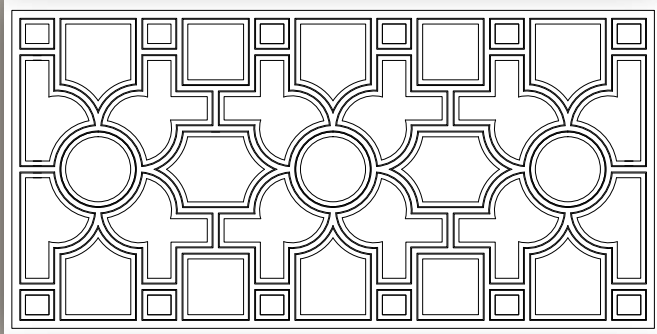
ABOVE: Rendering depicts how a sagging existing ceiling can be leveled up with our coffered ceiling system.

RIGHT: Once all the coffers are fabricated, they are crated and shipped to you for installation. After each coffer is in place, the beam bottoms and perimeter crown are installed on-site.

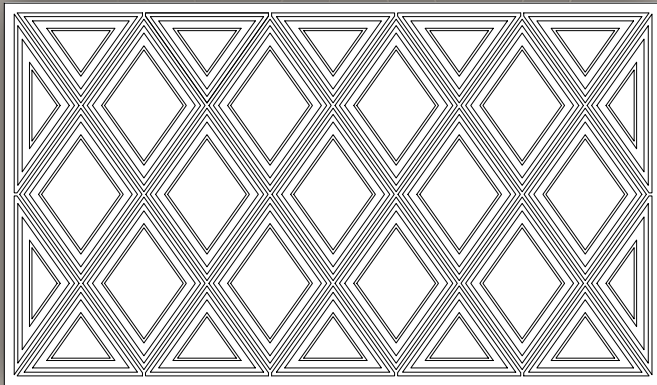




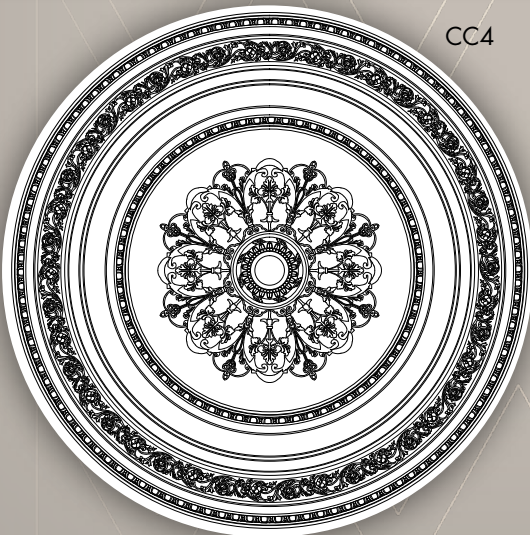
CC1



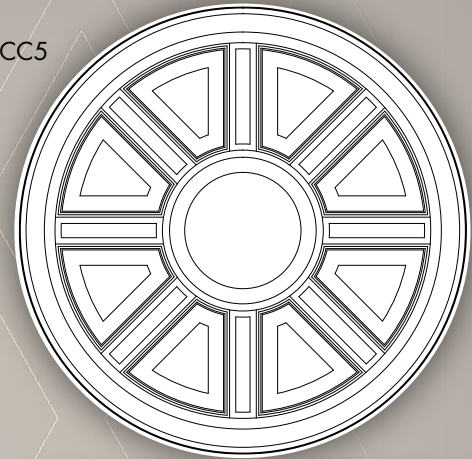
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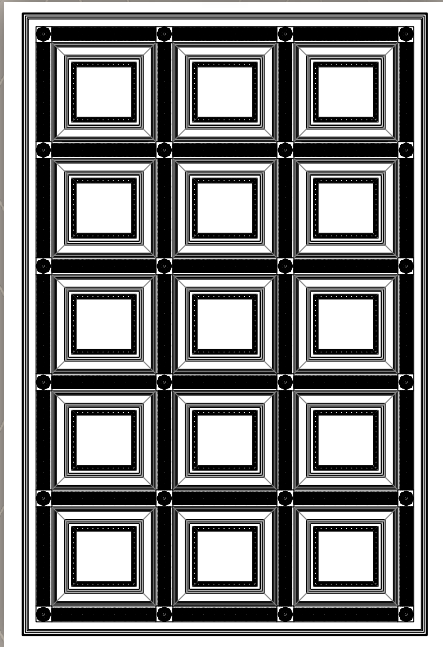
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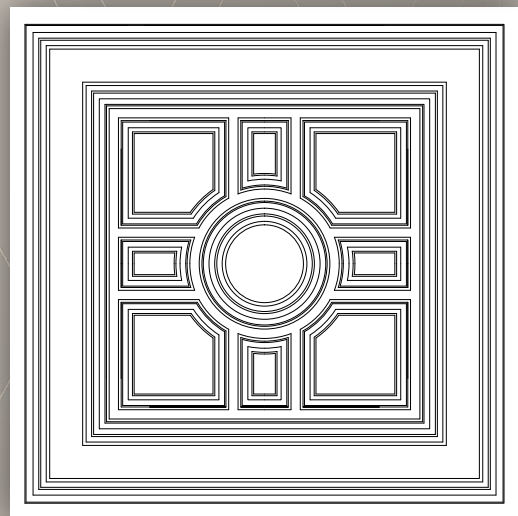
CC4



CC5



CC6



CC7



BMC Design Center  
Dealer - Dallas, TX

*"BMC is an award winning showroom. White River participated in the design and supply of mouldings for this large geometric coffered ceiling along with a moulding selection center showing 70+ mouldings & carvings with renderings for our customers to choose from. I have worked with White River for 17+ years and would absolutely recommend customers to use their products. White River's unique products include the high-relief mouldings and unique details."*

Chris Ludwig

Design Services - New Construction  
Yale, OK

*"Daryl and I wanted a comfortable, classic, yet contemporary home fit for the cover of Southern Living. We're beyond thrilled with the outcome and your beautiful woodwork was the star of the show! We, as well as everyone who has walked through, have marveled at it. Descriptives used: elegant, opulent, amazing, a timeless masterpiece, a dream come true."*

Jennifer Mueggenborg



Precision Interior Products  
Dealer - Houston, TX

*"I have worked with White River for over 10 years starting with my personal home. One of my many successful projects was supplying White River along with Design Services for the Houston based company Modern Home Renovation. The White River staff has addressed all issues we as a distributor have faced, ranging from design, stock availability, freight, and making sure our customer is completely happy with the final result. After using White River's Design Services for various jobs, our customers and carpenters are very pleased with the layout, detail, and product specification for their elevations. I enjoy working with White River and look forward to our next project."*

Mike Ferron

Ira Schwartzman Construction  
Contractor - Winslow, AR



*"I have worked with White River Hardwoods for the past 15 years, and their sales people have always been very knowledgeable about how to best get me the product that I desire.*

*They have always spent a lot of time on the detail work up front, and the quality of their work has always been excellent. Before any project was sent to the shop, I received a detailed drawing showing me what would be manufactured. This always helped me verify that I would be receiving the finished product as I had intended it to be. I would definitely recommend White River Hardwoods, and I have done so many times in the past for mouldings, custom doors, and Design Services."*

Ira Schwartzman



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