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KAREN SOOJIAN

PRINCIPAL, KSID STUDIO

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For Karen Soojian, design is about originality, taking chances, and finding innovative solutions to problems. It is about helping her clients infuse artistic expression and style in their homes. Soojian, an award-winning interior designer who recently started her own firm, KSID Studio, uses her passion for design to help her clients live inspired lives.

"I offer my clients a full scope of services with an unlimited range of resources from around the globe," Soojian says. "I have years of experience to assist clients in setting up their home or workplace to reflect and elegant lifestyle."

Soojian's interiors are never clones. "If you yearn

for beige, we can do it with panache, but if you want to be bold and stand apart from the 'norm,' we're qualified to give you the special 'look' you want."

As the president-elect of the American Society of Interior Designers (ASID) Minnesota Chapter, Soojian strives to find inspiration in the world around her.

"We all have differences in what inspires us to be happy," she says. How can I help my clients define those elements? Is it the emotion of a certain color or the patina of an antique rug that they respond to? How do we incorporate those specific characteristics into their room. My job is to locate the resources and facilitate the perfect mix of objects."