

KRAWEN

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Designer

Sam Szabla

Exclusive Interview

Kraven Magazine sat down with Miami 's Super Designer Sam Szabla,

To make things interesting we invited his latest clients to the interview, Claudia and Manfred, Mr. Szabla competed there Luxury condo at the Caribbean located at 3737 Collin Ave in Miami Beach in April 2011.

KM: What was your biggest challenge on this project?

SS: Well more or less I would have to say time, we had less then 2 weeks, to complete the Job besides furnishing the unit, and we had to have lights installed, the vent hood moved, build a floating bar, and at the same time stay within budget.

C&M: Getting Sam to take the Job, we walked into the Hibiscus Island Home store in the Design District, and Sam was there we had no clue who he was, he actually helped us while we were in the store, the store was full of people as I remember ,it was quite obvious that he knew what he was doing, we asked him to help us design our Condo, actually we kind of tried to bribe him, (laughing)

KM: Would you say you were happy with the way it turned out?

S.S: Yes Im satisfied, I spend a good deal of time "reading" my clients tastes and dislikes, and once I feel I have it, I move forward, based on there wants and needs, I would say it was a success, and of course Claudia and Manfred were my ideal clients, that always helps. (laughing)

Claudia: Well I have to tell you the truth, I lit a candle in the church last week to thank God for bringing Sam into our lives, with out him I honestly don't know what we would have done. We both feel very fortunate to have

crossed paths with him, I would say we are friends for life now, whether he likes it or not (Laughing) and of course he is invited to Vienna this summer to help us design our homes there, in fact we have booked his trip already (laughing) so he cant say no.(laughing)

KM: So Mr. Szabla what do you have to say to that?

SS: Yes I will be going, I have other projects in Budapest and Barcelona that I have placed on hold, I like to do my European projects in the late spring and summer, I guess you can say I like to escape the heat and rain (laughing)of course with the strength of the Euro it makes scene to buy here and ship containers back, were finding great deals on art and antiques in the US when you compare the prices in Europe.

KM: Is it true you often turn down work, in fact from my sources, recenty a rather large Job in Coral Gables, because you just don't feel a connection?

SS: (Laughing) Well yes and no, yes I turn down design jobs if I dont feel a connection with the client, however that particular project was not because of a connection, long story short, if someone wants everything to be all white, then its just not the job for me.



KM: My sources tell me that the client in question is a very famous Actor, is that true?

SS: *I would have to say no comment.*

KM: Claudia why do you think Sam agreed to take your Job and turn down others?

C&M: *Manfred and I both agree that Sam has the same values as us, and really enjoys sharing with those that can appreciate his true talent or gift if you will, you know its hard to find people like Sam, he is very talented and gifted, humble and funny, these are traits you don't find often in one person, but even more than that, he's not moved by money, sorry I don't want this to come out wrong, but he was equally happy showing us Estate Sales in Palm Beach as he was in the Designer Showrooms, he appreciates value in all forms. So I guess why he took the job, was because we have an accent and are from Austria (laughing).*

KM: Mr. Szabla how would a client get ahold of you?

SS: *Best way is through my web site, SamSzabla.com* 

Mr. Sam Szabla is the exclusive designer for Hibiscus Island Home, Box-furd Cotton, Treasured Thread, Island 29 and his name sake brand Sam Szabla. While he is known for his design the world over, Mr. Szabla also has an extensive resume of Retail, Restaurant, Hotel Concepts and Consultations.

