

# A Canvas Case Study: Noz Design

## About Noz Design

Noz Design is an interior design firm based in San Francisco, California led by principal designer Noz Nozawa. In 2020, Noz was named an Architectural Digest Rising Star, House Beautiful Next Wave Designer, and Sunset Magazine's Best Designer of the West. While the firm typically focuses on 20 to 30 residential projects per year, Noz recently brought on two additional designers, doubling the firm's size.

## The Challenge

Noz has instilled her firm with the ethos that all clients deserve an equitable experience: a simple, rectangular room deserves great design just as much as a room with a unique and challenging architecture (such as the bay windows so common in her local market of San Francisco). However, measuring and modeling unusual spaces can add complexity and cost to both steps — sometimes even requiring extra hands. As a result, Noz strives to find ways to ensure that clients with such unique spaces — which often yield the most creative design possibilities — aren't unfairly penalized.



## The Solution

Canvas enables Noz and her team to capture her clients' spaces in seconds using their iPads and iPhones. The scan available immediately on-device allows her team to extract quick dimensions on-site, but the real time-saver comes from Canvas's Scan To CAD service. The firm simply uploads the scans and within two business days, an editable, professional-grade CAD model of the existing conditions is available in SketchUp format, the firm's 3D design and visualization tool of choice. As Noz describes it, Canvas allows the firm to get straight to the starting line of a design project.

Most importantly, it doesn't matter if a room is a rectangle or has complex architecture: Canvas is able to capture it all and convert it into a clean and editable format. Noz describes a recent project which involved a SoMa high-rise condo with eight angled windows, each of them unique. Instead of being intimidated by all the inconsistencies and spending time double-checking every detail, Noz was able to scan the room with confidence — knowing that Canvas would capture the discrepancies and represent them correctly in her final SketchUp model.

### RESULTS AT A GLANCE



All clients get the same experience, regardless of home architecture



Time and energy redirected toward creative efforts



Showcases technical capabilities



More capacity for additional projects



With over 20 active projects at a time, there's always something else we could be doing. Time and energy saved is time and energy well spent somewhere else.

**Noz Nozawa, Principal Interior Designer + Owner, Noz Design**

Beyond reducing the stress and energy required to design nuanced spaces, Noz sees technology like Canvas as improving her industry as a whole. She believes that clients can often underestimate the rigor, hard work, and technical skills required to do interior design. Using Canvas demonstrates to clients that the interior design profession is a complex mix of technical skills and artistic thinking, and that designers equip themselves with cutting-edge technology to do the work.



Credit: Colin Price Photography

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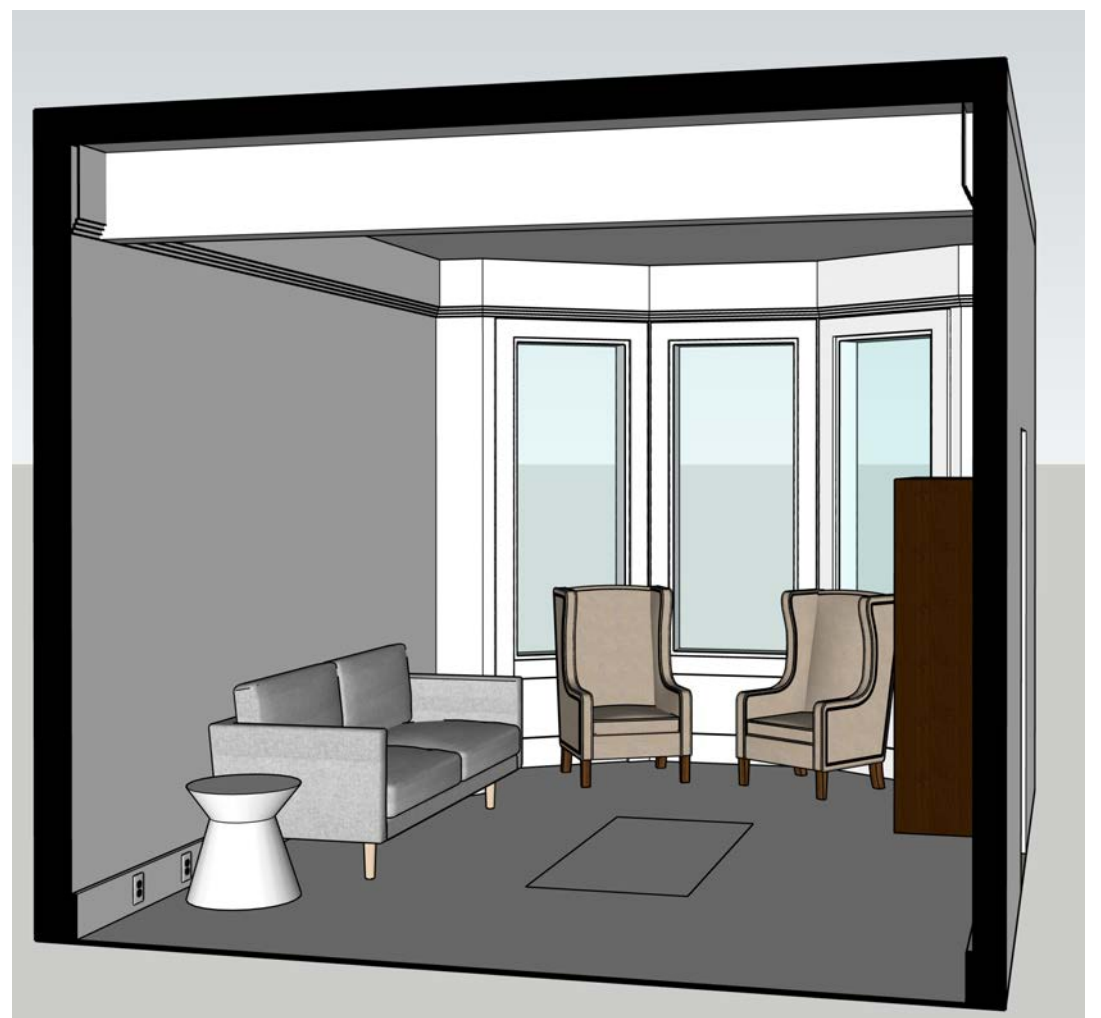
Being able to measure and model unique rooms as fast as simple rooms is invaluable. Being able to scan unusual spaces enables me to do what my team does best: interior design.

- Noz Nozawa

## What does Canvas do for Noz Design?

Canvas enables Noz and her team to:

- Take on more complex projects in architecturally unusual spaces
- Provide an equitable experience to all clients
- Unlock creativity by reallocating energy otherwise spent measuring and referencing hand drawings to creative efforts that add value to their clients
- Grow the business, as her designers can take on additional projects without the burden of measuring and modeling



Canvas powers thousands of businesses across the home improvement industry, including design, renovation, architecture, and more.

**Let's talk**

If you're curious about how Canvas might work for you, visit [canvas.io](https://canvas.io).