



**VIVIAN BENCICH, IIDA**

Vivian founded Square Feet Studio with husband John in 2001, with the desire to seamlessly combine interior design and architecture in one distinctive practice. Their portfolio includes retail, restaurant, hospitality, adaptive reuse and corporate projects.

1. Which designer do you most admire?  
Too many to name them all but would start the list with the countless master craftsmen who built the gothic cathedrals long ago and end it with Tom Scheerer.
2. What is your greatest extravagance?  
Time and some decent shoes.
3. What is your favorite journey?  
The one I'm on right now with Square Feet Studio, to meet and work with the folks that I do, it's a joy to nurture this practice and see it grow.
4. Why design?  
It's such a noble endeavor that allows me to influence the way people inhabit the world in a very direct way that makes me happy.
5. What do you consider the most overrated virtue?  
Patience.
6. Which words or phrases do you most overuse?  
"The thing is..."
7. Does the world need more or less color?  
I LOVE color, but what I think the world really needs now is love sweet love.
8. When and where were you happiest?  
Now and here and God willing tomorrow and there.
9. Which talent would you most like to have?  
Mind reading would be helpful.
10. What do you consider your greatest design achievement?  
Here's hoping that the best is yet to come.
11. Are you an introvert or an extrovert?  
An extrovert with limits.
12. What is your most treasured possession?  
Well they're not a possession but I most treasure my family.
13. 'Less is more' or 'Less is a bore'?  
Less is less and more is more, I like to keep things simple.
14. What is your most marked characteristic?  
Enthusiasm and a loud voice.
15. What do you most value in your friends?  
A sense of humor and time spent with them talking while sharing good food and a few drinks.
16. Who is your favorite Atlanta Housewife?  
I've honestly never watched that show. But Mad Men characters are another thing: Peggy Olson and Roger Sterling are my favorites, for what that's worth.
17. Do you think inside or outside of the box?  
I like to hang around the box and then go inside and take a nap.
18. Miranda Priestly, saint or sinner?  
Meryl Streep is pretty awesome.
19. What is your motto?  
You get what you get and you don't pitch a fit (my daughter's preschool teacher taught me that one long ago).
20. What's on your iPod?  
Elvis Costello, Ella Fitzgerald, the B-52's, David Bowie and that amazing mix that Jared Paul does every year.
21. Techno-geek or Luddite?  
A Luddite who appreciates the immediacy of text messages, but I'll never give up my analog calendar and will always keep a notebook handy for sketches and lists.
22. What is your favorite part of the design process?  
Finally seeing a space we designed at the end of the construction process...when it looks good, it's a great feeling.
23. Why IIDA?  
I really like the people I've met and we tend to throw better parties than the architects.