

Tomás Elías González Benítez reinforces visual communication in interior design

Interior design specialist Tomás Elías González Benítez explains how project presentations turn technical choices into clear client decisions

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Contemporary interior design demands more than just a well-executed aesthetic. Every project requires clear communication between designer and client, especially when explaining decisions related to materials, lighting, layout, functionality, and visual coherence.

According to Tomás Elías González Benítez, a professional presentation of a project allows the client to understand not only what a space will look like, but why each decision contributes to improving its use, its balance, and their daily experience.



Tomás Elías González Benítez

At this stage, material boards, visual references, texture samples, and color proposals serve a strategic function.

Tomás Elías González Benítez and visual communication in interior design

For Tomás Elías González Benítez, one of the main challenges of current interior design is to transform technical ideas into clear and useful information for the client.

The choice of wood, a neutral palette, a spotlight, or an open layout should not be presented as an isolated decision, but as part of a comprehensive solution.

Visual communication helps to streamline the process, reduce uncertainty, and align expectations before execution. In residential and commercial projects, this phase allows for anticipating adjustments, optimizing timelines, and strengthening trust between all parties.

"Interior design is not just about creating an attractive image. True professional presentation involves explaining how each material, each proportion, and each functional decision contributes to building a more coherent, livable, and durable space," says Tomás Elías González Benítez.

Tomás Elías González Benítez's strategic vision for connecting design and customer

The expert points out that today's clients are more actively involved in project development. They compare references, evaluate alternatives, and seek proposals that reflect their identity without sacrificing functionality. Therefore, designers must combine technical expertise, aesthetic sensibility, and the ability to listen.

In this process, the project presentation becomes a bridge between the creative idea and decision-making. A well-designed space should be clearly explainable: from circulation and the use of natural light to the selection of materials, colors, and furniture.

For Tomás Elías González Benítez , the value of interior design lies in creating solutions that respond to people's real lives. Visual presentation, when done methodically and precisely, allows the client to understand the project's purpose and participate with greater confidence.

Tomás Elías González Benítez 's vision reinforces a central idea of modern interior design: designing is not about imposing a trend, but about developing functional, harmonious spaces that resonate with their inhabitants. Much of a project's success lies in this relationship between technique, communication, and trust.

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