

# DESIGN + DECOR

THE FLORIDA EDITION



## ICONS & ORIGINALS

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# THE MAKING OF ORIGINALS

FINDING YOUR VOICE. PROTECTING THE VISION.  
CREATING WORK THAT ENDURES.

*written by* **SHELBY SINCLAIR**

**I**n a design landscape saturated with imagery, inspiration, and influence, developing an authentic voice has become one of the most defining—and challenging—acts of creative leadership. For this Expert Advice feature, we invited interior designers, architects, and builders to explore what it truly means to create work that is original, intentional, and enduring.

From the design perspective, interior designers and architects address the question of Finding Your Voice in a Saturated Design World—sharing how clarity, restraint, and deep listening shape a point of view that feels personal rather than derivative. Their insights reveal that originality is not a formula or a trend, but a thoughtful evolution grounded in experience, intuition, and a genuine understanding of how people live.

Running parallel is a conversation with builders who approach originality from a different, yet equally critical, vantage point. Often positioned as the executors of vision, today's most respected builders reveal a more nuanced role—one where building itself becomes a creative act. Through judgment, material knowledge, and an intimate understanding of craft, they act as stewards of design intent, protecting architectural clarity from dilution as ideas move from paper to physical form.

Within the Icons & Originals theme, these combined perspectives underscore a shared truth: original work doesn't happen by accident. It is the result of intention, collaboration, and trust—when designers, architects, and builders move in alignment to create homes that feel cohesive, timeless, and deeply considered.



Lyndsey Davis Nicklas



Joyce Owens



Timothy Riehm



Luke Fredrickson



Jeffrey Fisher



Tim Dupre



Nan Wright



Michael King



Anthony Paterra

# LUKE FREDRICKSON

SONRISE BUILDING COMPANY





**S**onrise Building Company is a second-generation, family-owned general contractor serving the Naples, Florida area since 1991. Led by owner Luke Fredrickson, the firm has built its reputation on crafting custom luxury homes and high-end renovations rooted in precision, transparency, and enduring craftsmanship.

Known for its collaborative approach, Sonrise engages early with clients, architects, and interior designers to ensure that every project reflects thoughtful design intent, realistic budgeting, and seamless execution. Through detailed pricing breakdowns, open-book cost reporting, and consistent communication, the team provides clarity and peace of mind—allowing creativity and quality to guide each project from concept through completion.

#### Q&A with Luke Fredrickson

**D+D: At what point does building move beyond execution and become a creative act in its own right—and how do you honor the original vision while leaving room for craft and intuition?**

**Luke:** All of our projects move beyond execution and become a creative act from the start. We assemble a team that is involved architecturally and from an interior design standpoint at the very beginning, then execute the full design intent of the project. Too often, you see homes or additions that clearly look added on. Our goal is always for the finished product to feel as though it was de-

signed that way from the beginning.

**D+D: True originality often lies in restraint rather than excess. How do you help protect thoughtful design decisions throughout the build so they aren't diluted by shortcuts or trends?**

**Luke:** We take a team approach at Sonrise. We are in constant communication with the design professionals both before and throughout construction to ensure the project is completed as designed. We're deeply involved with the design teams, providing feedback and making sure our clients receive what they expect. What we do is a form of art—and our medium is construction.

**D+D: When you look at the homes that feel most enduring, what common philosophy or mindset was shared between builder, architect, and designer from the beginning?**

**Luke:** The common philosophy is teamwork. It's critical for the builder to be involved from the very beginning. Design-build projects consistently deliver the best outcomes. When designs are created without builder input, costs often force compromises later, which can dilute the original vision. Having the entire team assembled early ensures the finished home reflects the intent of everyone involved. ♦

**Resource: Builder:** Sonrise Building Company; Luke Fredrickson, Principal; Naples, FL; 239.261.3433; [sonrisebuilding.com](http://sonrisebuilding.com).