

PRESS RELEASE

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HOW ABOUT A LITTLE “THERAPY” WITH YOUR DESIGN?
Award Winner Portland Design Firm Offers Clients More Than Home Design

PORTLAND, Ore. –Perhaps the thought of re-designing your home might already have you imagining potential disagreements with your spouse or “significant other”. Now leading Portland area design firm, the Jennifer Adams Design Group has taken a ground breaking step to help these worries. Offered in its services on many high end projects is a member of the “Design team” that you normally would not expect, but many often need, a therapist.

“This has been a wonderful addition to our business. I cannot begin to tell you the number of projects that we have worked on where clients tell us they feel that we play the role of a therapist in their lives just as much as we play the role of a Designer! We are in people’s most intimate spaces and we see a lot. It is amazing the emotions that are brought up during the design process!” said Jennifer Adams, owner and president of the Jennifer Adams Design Group. Not surprising many of the clients are spouses or partners, even business partners who differ on project scope, budget as well as individual design elements. “It’s not always between the couple; we often deal with emotions relating to contractors, vendors and builders. Pretty much every aspect of the design process brings up heightened emotions. Not all projects require these services, but enough seem like they could benefit from having a therapist, so we felt like it was time to add one to our team,” added Adams.

The man behind the design counseling and consultation is Gregory Cason, PhD, is a licensed psychologist with a large private practice serving couples and individuals in Los Angeles. He also serves as a Clinical Instructor with the UCLA David Geffen School of Medicine where he trains psychiatry residents and psychology fellows. In addition he is an Adjunct Professor of Psychology at the California Graduate Institute where he teaches Cognitive-Behavioral Therapy.

“When two people embark on designing an environment together, whether it be their home or business, they bring their entire history of experience as well as their hopes and fears,” Says Cason. “I think it’s safe to say that while being in their environment during a project, I definitely dispense more relationship saving advice than I would do in a traditional patient session in the office.”

Dr. Cason has a PhD in Counseling Psychology from the University of Houston, an Internship in Professional Psychology from The University of Texas at Austin Counseling and Mental Health Center, and a Post-Doctoral Fellowship in Clinical Psychology from Harbor-UCLA

Medical Center. All of his doctoral training has been accredited by the American Psychological Association. He also holds a Master's Degree in Clinical Psychology from California State University, Northridge and a B.A. from UCLA. Previous professional roles include Director of Doctoral Training at the Southern California Counseling Center, Associate Director of Client Services at AIDS Project Los Angeles, and Director of the Counseling Center at Woodbury University. Dr. Cason has also served on the Board of Directors for the Los Angeles County Psychological Association. He has written several articles and has a column called "Ask the Therapist" for a popular health website.

About the Jennifer Adams Design Group: Jennifer Adams Design Group is widely considered one of the top interior design firms on the west coast. The firm was founded by Jennifer Adams and in less than ten years time the firm is a leader in high-end residential, commercial and even aviation projects. The firm has two offices, one in Portland, Oregon and a Southern California office in Del Mar, just north of San Diego.

Jennifer Adams, Founder and President of the group, is also well known for her media roles. Jennifer is the reoccurring on-air designer for BETTER, a nationally syndicated television program produced by Meredith Broadcasting, owners of Better Homes & Gardens. In addition, Adams was a lead designer on HGTV's popular show, "My First Place" and she does a style and design segment on the popular Portland radio program on KXL Radio, "Brian Bushlach's Home & Wealth Show". In 2008 Jennifer was named to the Portland Business Journal's "40 under 40" list of outstanding business people under the age of 40. She was also named Woman Entrepreneur of the year by the Portland Business Journal.

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