



88.5 WFDD
PUBLIC RADIO FOR THE PIEDMONT

MM Interior Design Group

About Radio Camp

WFDD is our local NPR affiliate (National Public Radio). Every year, during the summer, WFDD offers “Radio Camp” for middle-school students. Radio Camp provides the chance to learn the basics of audio storytelling and editing, how to use professional grade software and hardware, conduct interviews, and write and mix a three-minute feature story for air.

Narrative storytelling requires a high level of analysis, observation, in-depth interviewing, and rigorous reflection: skills that students develop in this program.

Radio 101 allows students to interact with experts across the country and produce work that has a real-world impact.

Plus, the student gets to produce an interview, and then hear it broadcast on the radio!

Guy Ashton’s Interview (Summer 2024)

Guy is a local middle school student, smart and enthusiastic. He interviewed Marta Mitchell (President/Partner) about how MM Interior Design Group is using the latest Virtual Reality technology in Interior Design.

Following is an edited transcript of their conversation:

“ Using VR in Interior Design ”



Guy Ashton and Marta Mitchell

When you walk into a space that suits your body and mind, you feel at ease. Designers are employing technologies to expand their vision of what's possible. When you go from an idea to reality, things sometimes change. Maybe that window is too big, maybe that bean bag chair looks weird. Marta Mitchell has a solution for this.

At MMIDG the use of virtual reality is put in place. They have a VR lab where they can bring clients into the space and they can use VR goggles and really interact with the space and make changes. It's really simple. You want a different chair? Boom! Click a button and it's a different color.

Marta Mitchell believes that everything can be done and there's a solution to every problem. That's one thing that they take a lot of pride in. There's always a way to do everything, it's just a way of finding out how to get there. Marta's favorite thing is the space planning part, trying to figure out where each room is going to be laid out. There are a lot of challenges, it's like working a puzzle.

Allowing your customers to achieve their vision when it comes to interior design is really important. What you decide to put in a room, says a lot about you and your business.

