

Residential Real Estate

New Orlando firm to seek contractors for immersive home design projects



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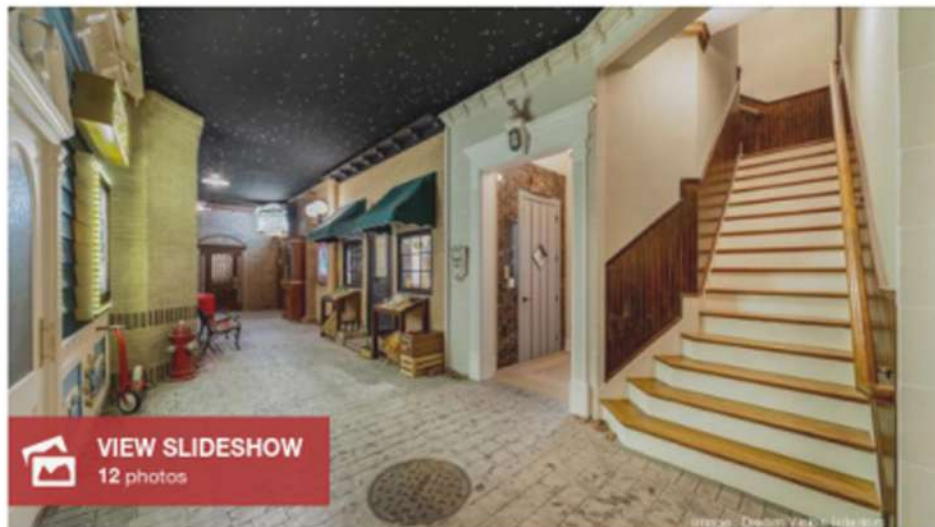
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By **Alex Soderstrom** – Staff Writer, Orlando Business Journal

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Celeste Carr

Person

Jim Duffy

Person

A decade ago, video production specialists Jim and **Kris Duffy** designed their own custom home in Charlotte and were enthralled.

Kris Duffy
Person

Residential Real Estate
Industry

“We just fell in love with the process,” [Jim Duffy](#) told *Orlando Business Journal*.

That experience turned the husband and wife on to interior design, a field they are now fully jumping into. They recently moved to Windermere and rolled out their custom interior design company, Dream Vision Interiors.



Dream Vision Interiors co-founders and owners Jim and Kris Duffy

DREAM VISION INTERIORS

However, DVI is not an average interior design company. The firm specializes in multi-room, immersive design experiences. For example, the company’s portfolio includes a 4,500-square-foot town street built in a basement, complete with rooms turned into a soda shop, an arcade and more. DVI will tap into the local pool of theme park design talent and hire contractors for its custom jobs, said [Jim Duffy](#), co-founder, vice president and senior designer.

'Creative community'

The pair believes DVI's services mesh well with the entertainment and tourism industries in Orlando, where Jim and [Kris Duffy](#) lived until 2010.

"This is a much more creative community down here," said [Kris Duffy](#), DVI co-founder. "There's a lot of people who get that immersive environment because of the theme parks."

DVI hires workers – including artists, architects, fabricators and technicians – on a per-project basis. The number of contractors needed for a project can range from 10 to more than 30, depending on the complexity of the job. The founders are bullish on workers with backgrounds in the theme park industry, which is "almost essential," [Jim Duffy](#) said.

The costs and timelines can range since each project is custom. For example, the expansive town street project lasted nine months from start to finish, [Jim Duffy](#) said. Meanwhile, costs can range from \$35,000 to north of \$1 million.

Business boost

During the pandemic, Orlando home sales are up and people are spending more time indoors. That makes the immersive experiences all the more attractive for homeowners, [Jim Duffy](#) said. "If you had an entertainment complex in your own house, you'd welcome a shelter-in-place."

Contact point

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