

## Residential Real Estate

# This Orlando couple left film careers to design 'mini theme parks' in homes (PHOTOS)



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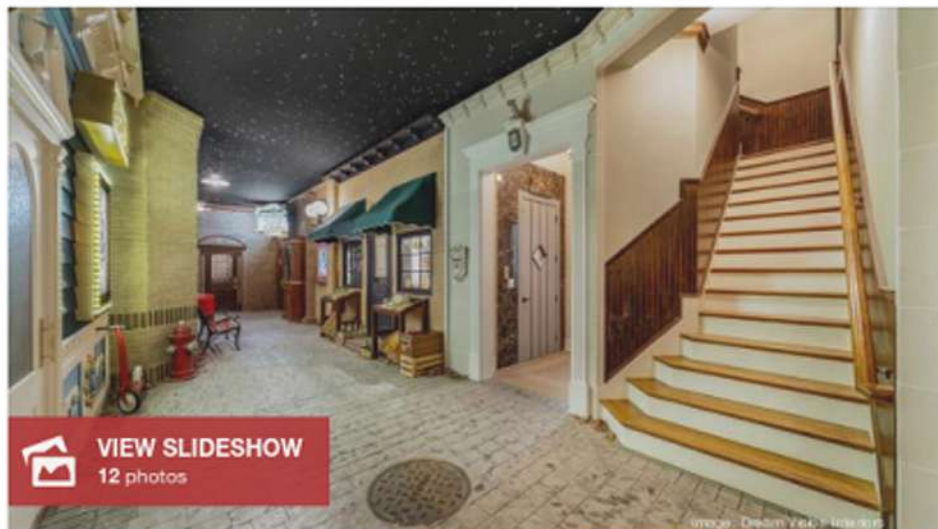
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## RECOMMENDED



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

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## IN THIS ARTICLE

**Greg Duffy**  
Person

**Jim Duffy**  
Person

Jim and **Kris Duffy** were shooting a film for the U.S. Army earlier this year when the project suddenly was shut down.

The film focused on the Reserve Officers'

**Kris Duffy**

Person

**Residential Real Estate**

Industry

**Tamara Combs**

Person

Training Corps (ROTC) on college campuses. When campuses began to close due to the pandemic, the film project was iced too. That was the "final straw" in the couple moving away from decades-long careers in video production, [Jim Duffy](#) told *Orlando Business Journal*.

Instead, they turned to another passion: immersive interior design. They recently moved from Charlotte to Windermere and [launched their custom interior design company, Dream Vision Interiors](#). The firm specializes in multi-room 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.



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

DREAM VISION INTERIORS

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***To see an example of DVI's work, check out the gallery above.***

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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. DVI hires workers – including artists, architects, fabricators and technicians – on a per-project basis. 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.

It appears to be a good time to dive into home design, as Central Florida residents are spending more time indoors and giving their houses more attention and investment. Common features popular among local homebuyers include home offices, good location and revamped entertainment spaces, Realtor [Tamara Combs](#) of Winter Garden-based Combs Premier Realty Group told *OBJ*.

"Another area of opportunity is going back to the roots of family values and improving the means of entertainment space, whether it's indoor or outdoor living," Combs said. "Many families are transforming backyard spaces to accommodate playgrounds, pools and gardens that offer a stress-free environment outside of work."

Here's more from [Jim Duffy](#) on why he and Kris launched DVI and what they plan to bring to life next:

**Why did you move away from film production?** We've been in the film and video production business for 35 years... Most of our work in the film and video world for the past 15 years or so has been for the federal government. A lot of the agencies started shutting down projects.

**How did you and Kris get involved in home design?** It probably started 10 years ago when we designed our house up in

Charlotte. That was a design from scratch. We built a totally custom home and worked with an architect. We just fell in love with the process. Over the years we started doing little projects here and there... We said, "You know what, when we make the move [to Florida], we're going to start doing this full time." We're now phasing out our video production company and now opening Dream Vision Interiors full time.

**Why is DVI targeting workers with a theme park background?** The type of work that we're doing, the theme park background is almost essential. There is what we call an obsession about details in our work. We want people to walk into, like that basement when people walked onto that street they actually felt they were on the street. There were details everywhere that sold it, everything from a manhole cover that we put into the middle of the basement floor. Then we redid the whole street with stamped concrete. Everything on the walls was authentic, from mailboxes to fire hydrants. We even had leaves on the street there.

**How else will DVI tap into the entertainment ecosystem in Orlando?** Our son, [Art Director] [Greg Duffy](#), he's worked for Universal for the past couple of years. He is very well tapped into, not only the people at Universal, but a lot of the people at Disney and a lot of people at the third-party suppliers and vendors that these bigger theme parks work with for some of their fabrication. The people who literally are fabricating things for Universal will be fabricating things for our projects as well.

**What is DVI working on now that you're excited about?** We're working on a really big project right now that's 8,000 square feet that's all themed around the town square. When people walk into this addition being

put onto the house, they're actually being immersed in a New Orleans-style town square. All the way around the town square are all the different rooms, There'll be a hobby room, a theater, a jazz club, a costume shop for sewing and that sort of hobby work and a toy store. We're putting in a guest room there, too. That'll be all mid-century modern, as if the guest room was created back in the '50s. That's taking up most of our time right now.

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