



IMI Design owner Anita Lang takes the plunge

Georgann Yara | Special for the Arizona Business Gazette
5 hours ago

Starting a business fresh out of college requires confidence and smarts.

But that's not exactly how IMI Design founder Anita Lang, who hailed from a family of entrepreneurs, described herself when she did just that.

"I was always more ballsy than brainy," Lang said with a hearty laugh. "But any mistake I made, I remembered because I was paying for it."

Nearly 30 years after launching her Scottsdale firm in 1996, and hundreds of residential and commercial clients later, this combination has proved to be the right one for the veteran interior designer.

Lang's willingness to take the plunge has resulted in IMI's creation of every facet of interior design for residential and commercial clients, and Lang being awarded with 124 design excellence awards by the American Society of Interior Designers.

Over the decades, Lang and her firm have amassed a portfolio of work valued at \$2 billion spanning luxury homes, clubhouses, high-rise buildings and upscale hospitality properties, Lang said. IMI has crafted 1,800 pieces of custom furniture pieces along with, as Lang said, "an infinite number of bar napkin sketches."

The majority of Lang's business is in Arizona, but she also has clients across the country. Among them are screenwriter and producer Rhett Reese, known for the movie Deadpool, and his actress wife Chelsey Crisp. Lang has worked on three of their homes in California and Arizona, with the most recent being in the Valley which they look to become their main residence.



Among IMI Design founder and interior designer Anita Lang's projects is this Scottsdale home that was completed in 2022. "She had these great ideas. She's ... [Show more](#) ▾"
PROVIDED BY IMI DESIGN

Allison Saba has enlisted Lang's services for her Scottsdale home, which was fully remodeled and completed in 2022.

In addition to Lang's vision and ability to make it come to fruition, Saba liked that Lang connected her with a builder and other key personnel needed along the way to modernize the Mediterranean-style home that faces Mummy Mountain and offers panoramic views.

"She had such a great vision of how to maximize that view," Saba said. "She had these great ideas. She's fantastic at what she does and has a very creative mind."

The first born child to German immigrants in Chicago, Lang had an idyllic childhood growing up in Maine. The picturesque surroundings influenced her nature-inspired design ideas and use of natural materials.

"I'm grateful for how it stimulated my imagination," Lang said. "I want to be connected to the environment when building a home and paying tribute, whether it's a beach, desert or mountain property."



Among IMI Design founder and interior designer Anita Lang's projects is this Scottsdale home that was completed in 2022. "She had these great ideas. She's ... **Show more** ▾
PROVIDED BY IMI DESIGN

Lang worked in the design industry while pursuing her interior design degree from the University of Wisconsin. This made her a stronger designer and enabled her to start her firm after graduating.

Advertisement

"I started to understand my own intuition and creativity and how you have to stay true to your vision," Lang said. "I learned the strength of a good designer is to create original and seminal ideas rather than copying."

She opened her firm in a 400-square-foot office space in Wisconsin. Business grew and she moved her home and company to Arizona.

Lang has used her professional success to fuel philanthropic efforts and community involvement, much of which are art-centric such as ArtLink, the Phoenix Art Museum and the Scottsdale Arts Board.

She also organized an auction package that garnered \$22,000 for one-n-ten, a nonprofit that offers free services and programs for LGBTQ+ youth.

"I have such a soft spot for that community and one-n-ten," Lang said.

Lang also founded The Inspire Foundation, which unites interior designers to provide design services to community organizations in need.

Whether it's knowing that these spaces will be where families grow, a couple's dream house or where people come to luxuriate and get away from it all, Lang credited her team's heartfelt passion for and dedication to excellent design that yields nothing less than spectacular results for all clients.

"The most important thing about design is that good design really elevates the human spirit," Lang said.

the children. The client told Lang about their Maui vacations, their favorite hotel and the most important experiences they had together while there. She listened and incorporated those aspects in designing the home.

Advertisement

Later, the client sent her a note telling Lang she was able to build the life he wanted to give his children after the split.

“They had this healing and beautiful home. That was a really impactful time for me,” Lang said. “Hearing that from clients is really rewarding. We feel like we’ve had an impact on people.”

What: IMI Design

Where: 7007 E. Fifth Ave., Scottsdale

Employees: Six

Interesting stat: The U.S. interior design industry is projected to be worth \$177 billion by 2029, according to market research firm Mordor Intelligence.

Details: 480-970-8979, imidesignstudio.com

5 hours ago

