

# ENGINEER YOUR SPACE

*with Isabelle LaRue*

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## *Included*

Engineer Your Space	2
Biography	3
Contact	3
Topics for Discussion	4
Interview Questions	4
Press Release	5
Media Links	6

Electronic Press Kit  
2013

## What Fans Are Saying

"Ways to update your rented space and still get your deposit back at the end of the day - amazing"

- Lara Molebach on Pinterest

"FABULOUS! You make it all so easy to understand. Hope to see you on TV soon!"

- Catherine Todd on YouTube

"Thank you for inspiring me with little damage to my pockets!"

- Nyrazan Lopez on facebook

"Incredible and wonderfully inventive. Thank you so much for sharing your inspiring talent and video."

- SuperWahinetoa on YouTube

"I cannot believe how handy you are! Amazing - I can't wait to try one of these projects."

- Sierrakarolyn on YouTube

"I really love your videos and how easy you make stuff look. I have used and adapted your ideas and they work well!"

- VP Images on YouTube

## About ENGINEER YOUR SPACE

ENGINEER YOUR SPACE (EYS) is an award-winning DIY home design web series hosted by Isabelle LaRue showing renters how to decorate their rental like they own it, all on a budget. No lighting? Ugly floors? Can't paint? No problem! In every episode, Isabelle solves common challenges faced by renters with her unique MacGyver meets Martha approach. No TV magic here - every step is covered with nothing left to the imagination. With Isabelle's unique ability to break things down in simple, easy to understand terms, everyone watching feels like they can do it too. You'll see it IS possible to add style and function to your rental to create the home of your dreams, AND still get your deposit back!

The quality of EYS's content combined with high production value of every episode has earned the show praise from the online industry right from the start, with nominations from the International Academy of Web Television (IAWTV) for "Best Educational Web Series" and "Best Website Design" in 2011. EYS went on to win the IAWTV "Best Educational Web Series" award in 2012, was an IAWTV nominee for "Best Interactive/Social Media Experience", in addition to being a TASTE AWARD nominee for "Best Home Décor and Design Program".

Beyond the viewing experience, ENGINEER YOUR SPACE offers a rich online experience, anchored by the show's website ([engineeryourspace.com](http://engineeryourspace.com)), where fans can get details on every project featured on the show, as well as other DIY tips and inspiration. EYS has a growing community on Facebook, where fans can connect and engage with Isabelle, ask questions and share their projects. EYS is also very active on Pinterest, with many boards featuring hundreds of DIY projects to provide inspiration to its fans, viewers and other DIY enthusiasts.



## About Isabelle LaRue

Isabelle LaRue is a building engineer, entrepreneur and the creator, producer and host of the original DIY home design web series ENGINEER YOUR SPACE. She has always had a passion for building and making things, from elaborate teepees and fortresses as a child to complex mechanical systems working as a building engineer. Having the opportunity to live and work in many different cities and countries, Isabelle also honed her design skills over the years making every rental apartment feel like home. No matter how small the budget, how difficult the space, or how limited the resources, she always finds a way to create a stylish and functional home with her unique MacGyver meets Martha approach.

With her latest move to NYC, she gladly took on the challenge of downsizing from a large 2-bedroom apartment to a 450 square foot apartment. On a budget and with only basic tools, she set out on her own to convert this small generic rental studio into a comfortable home for living, entertaining and working. As the space transformed from impersonal and awkward to elegant and functional, the idea for ENGINEER YOUR SPACE was born: a show dedicated to clever, affordable and stylish solutions for common challenges faced by renters. She wants all renters to see the potential in their space and inspire them to transform their “less than perfect” rental from an eye sore to a beautiful home to be proud of.

Since the launch of the show in 2011, Isabelle has received praise from her peers in the online content industry, with EYS nominated 2 years in a row by IAWTV for “Best Educational Web Series” and taking home the award in 2012. As Isabelle continues to come up with creative solutions tailored for rentals, her fan base continues to grow exponentially in North America and across the globe. Outside of producing and hosting the show, Isabelle also specializes in detailed how-to demonstrations and tutorials for do-it-yourself home projects and is experienced in live presentations. Her projects have been featured on several websites, including Apartment Therapy and The Huffington Post.

## Contact Information



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## Topics for Discussion

Isabelle can add to your storylines on any of the following areas.

- 1) Decorating on a budget
- 2) Downsizing: how to rethink your stuff
- 3) Quick DIY tips
- 4) Storage solutions for a small space
- 5) Lighting tips and tricks
- 6) Tips for outdoor or balcony living
- 7) Making the walls of your home more fun
- 8) Tiling the easy way
- 9) Adding color without any commitment
- 10) Organizing your closet

## Interview Questions:

- 1) How did you come up with ENGINEER YOUR SPACE?
- 2) Who is the audience for your show?
- 3) What's the greatest challenge in building this type of show for the web?
- 4) How do you get your DIY ideas and make them come to life?
- 5) How does your background in engineering help you with the show?
- 6) What is it like to win an International Academy of Web Television award?
- 7) What are your future plans for ENGINEER YOUR SPACE (where would you like to see it go?)
- 8) You talk about having MacGyver qualities, how are you like him?
- 9) What is it like having all the responsibilities of being the creator, producer and host of this type of show?
- 10) What are some of your favorite pet projects?

DIY web series ENGINEER YOUR SPACE hosted by Isabelle LaRue, receives two nominations from the International Academy of Web Television (IAWTV) award for best educational web series and best website design

(USA, NY, New York) 12/14/2011 – The web series ENGINEER YOUR SPACE receives praise from its group of peers and industry insiders: the web series has just been nominated for best educational web series and best website design by the International Academy of Web Television (IAWTV) which honors the best in original web television and series programming. Isabelle LaRue not only hosts the show but is also the show's creator and producer, coming up with all the projects featured in the episodes.

ENGINEER YOUR SPACE inspires renters to transform their rental from eye sore to the home of their dreams with clever and affordable DIY solutions. In every episode, Isabelle solves common challenges renters face with her unique Mac-Gyver meets Martha approach - you'll see it IS possible to add style and function to a rental AND still get your deposit back when you move out!

Isabelle LaRue is a building engineer, entrepreneur and the creator, producer and host of the original web series ENGINEER YOUR SPACE. She uses her know-how from her building engineering days combined with her design skills to come up with ingenious, elegant DIY solutions that won't break the bank. She wants all renters to see the potential in their space and inspires those watching by showing step-by-step, how to take a less than perfect rental from an eye sore to a beautiful home you'll be proud of, one DIY project at a time.

ENGINEER YOUR SPACE is produced by Parinama Productions, a bi-coastal production company. For more information about the web series visit [www.engineeryourspace.com](http://www.engineeryourspace.com) and join the EYS community on facebook, Twitter and YouTube for the latest updates on episodes. For press related inquiries, send your emails to [press@parinamaproductions.com](mailto:press@parinamaproductions.com)

## Videos

 Sizzle reel of ENGINEER YOUR SPACE

 Interview with "Mingle Media TV"

## Photos

