

Featured Supporter



“Interior Elements is an innovative, progressive, and dynamic organization bound to meeting and exceeding our clients’ expectations by providing a design-based and consultative approach to the contract interiors marketplace.”

Ben Chappell principal Interior Elements

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Ben Chappell knows firsthand the difference a little help can have on a student's future.

Chappell, who worked his way through Auburn University, received a full, merit-based scholarship while in college, and it was something he will always be grateful for.

“Even a small \$1,000 per semester scholarships goes a long way when you are working through college,” the principal at Interior Elements in Ridgeland, Miss., said. “Even if you are already able to take advantage of a scholarship or grant, additional scholarship money helps with hidden costs like books, housing and living expenses.”

For that reason, Interior Elements and Chappell decided to enter into a \$35,000 pledge in December with Mississippi State that will sponsor scholarships for students in the College of Architecture, Art, and Design and establish the Knoll Design Studio in the Interior Design program.

Though Chappell did not go to MSU, the Auburn alumnus said he still wanted to support the university.

“So many of the designers that come

from your program end up being clients of ours, and each one of them has been instrumental in our success throughout Mississippi and elsewhere,” he said.

“We’re committed to this investment with MSU because we felt the need to reciprocate all of the loyalty and support we’ve received from the MSU architecture and design professionals that we work with on a daily basis.”

Chappell was originally recruited from an Atlanta financial brokerage firm to manage a manufacturer’s representative group in Birmingham, Ala., about eight years ago.

“The entrepreneurial spirit kind of just hit me, he said, “and I felt like I could really make a difference in this industry.”

The Ridgeland branch of Interior Elements was founded in June 2010 when Chappell took over the Knoll, Kimball, and DIRT representation. This move allowed the firm to grow exponentially and access additional vertical markets unable to be reached with the smaller, Birmingham-based group.

Interior Elements is now one of the top two contract furniture dealers in state and the largest K-12 educational furniture dealer in Alabama and Tennessee. The company is a Knoll dealer, and Chappell said the brand is widely and internationally recognized as the leading manufacturer for mid-century modern furniture.

“It’s the most respected brand in our industry, and that gives us immediate credibility with clients,” he said.

Some notable clients include C Spire Wireless, Butler Snow, Comcast, Blue Cross & Blue Shield of Mississippi, MSU,

Ole Miss and the University of Mississippi Medical Center.

Chappell said the furniture dealer is able to support the unique needs of all their clients because they also have access to 85 other manufacturers that specialize in specific areas such as health care, higher education, K-12 education and more.

“That access enables us to be much more of a specialized unit,” he said.

According to Chappell, a lot of Interior Element’s success is owed to the commercial architects and designers that consult with the company, and he said they are blessed to have assembled such a dynamic, progressive group of team members.

“Our salespeople are truly recognized as consultants by customers throughout our footprint and our design, and the account management department offers a holistic project management model that is unique in our industry,” he said. “We have dedicated, NCIDQ-certified designers assigned to each client and project to closely navigate our customers through budget development, programming, implementation and warranty servicing.”

Interior Elements has 11 employees in its Ridgeland office and is reaching out, with two representatives in Birmingham, Ala., and one in Knoxville, Tenn.

The company’s primary focus, however, is Mississippi, and Chappell said he has been very impressed with the architectural design community in the Jackson area. “It’s great to see that there are some insightful architects that are really making strides right here in Mississippi,” he said. And he is happy to have a part in helping that success continue.