



Elaine Williamson specializes in high-end custom interior design and style making for luxury residential, commercial and hospitality spaces. Her design firm, based in Dallas, creates designs that are distinctive, highly personalized and elegant, yet entirely functional and comfortable. Elaine prides herself on adapting to her clients' needs because, as she says, "great design always starts with the client first. One size design does not fit all."

**Currently reading**

"Atlas Shrugged" by Ayn Rand ■

**My drink**

Coke Zero by day  
Blackberry Smash by night  
*(Muddle blackberries with mint, add ice and vodka, garnish with whole berries and powered sugar)*

# Elaine Williamson

FOUNDER, ELAINE WILLIAMSON DESIGNS

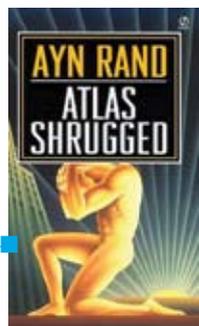
**TO ME, HOSPITALITY MEANS** graciousness served with a side of elegance. Meeting all of one's needs or at best anticipating and fulfilling those needs.

**MY IDEAL SATURDAY CONSISTS OF** spending time with my daughter Alexandra when she is in from college, my son Austin, my husband Rick and our dogs: Ivy, Joey and Sydney.

**MY FAVORITE ARTIST IS** Chris Latanzio of Dallas. He does great dimensional wood-based artwork using vivid paints and shapes. I love his creativity and vision.

**MY FAVORITE DESIGNER IS** from the Dorothy Draper era. I love all of the plaster and mirrored door-frames. It still is timeless and elegant. Draper had vision before her time and her drive was immense and pointed. She was a courageous designer.

**MY FAVORITE HOTEL IS** Parker Palm Springs. ■ To me it is eclectic yet elegant; retro yet modern; avant garde yet refined; and always will be timeless. Hospitality weaves its way through all facets of one's stay.



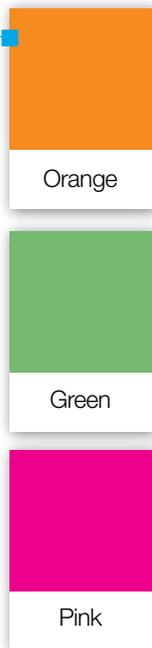
**THE MOST IMPORTANT GUESTROOM AMENITIES TO ME ARE** fine linens, a luxuriously appointed bathroom and a view. One should always choose a hotel room that at least has the same or better amenities than we find in our own home. The room in which we stay lends an immeasurable amount of weight toward the pleasure with which we equate our overall experience.

**OVERDONE IN DESIGN TODAY IS** faux finishes, heavy furnishings and fabrics. In certain areas of the country, heavy fabrics, damask chenilles, are still going strong. As more and more shelter magazines are emphasizing cleaner lines, it is beginning to spill over into the mainstream residential market.

**TODAY'S HOT COLOR PALETTE IS** orange, greens and pinks ■. Although, the use of strong color calmed by lighter tones is such a classic look. This can be achieved with all colors on the palette.

**MY FAVORITE MATERIALS TO WORK WITH ARE** linen and silk velvets, which are the yin and yang of fabrics. These two always will work well together and always are full of color and texture.

**MY ADVICE TO YOUNG HOTELIERS IS** to be open to creativity always. Let your designers be creative and bring many ideas. Putting too many parameters on at the first meeting can oftentimes cloud the creativity process and something fantastic might be overlooked.



HOTEL DESIGN (ISSN 1932-8990) is published monthly except for combined issues in January/February and July/August (10 times per year) by Questex Media Group LLC, 306 W. Michigan Street, Ste 200, Duluth, MN 55802. Subscription rates: \$36.30 for 1 year, \$60.50 for 2 years in the United States and Possessions; \$68.00 for 1 year, \$147.95 for 2 years in Canada and Mexico; all other countries \$88.00 for 1 year, \$147.95 for 2 years. Single copies (prepaid only): \$6.50 in the United States, \$8.00 in Canada and Mexico, \$15.00 for all other countries. Back issues, if available: \$7.00 in the U.S., \$10.00 in Canada and Mexico, \$15.00 for all other countries. International subscriptions will be subjected to \$75.00 per annual order for air-expedited service. Include \$6.50 per order plus \$2.00 per additional copy for U.S. postage and handling. Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to HOTEL DESIGN, PO Box 1268, Skokie, IL 60076-8268, Canadian G.S.T. number: 840 033 278 RT0001, Publication Mail Agreement Number 40017597. Printed in the U.S.A.

Dr., Danvers, MA 01923; phone: (978) 750-8400; fax (978) 750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission request to questexpemissions@theygsgroup.com or call 800-494-9051 Ext. 100.

Hotel Design does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Hotel Design welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

Questex Media Group provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media Group to make your contact information available to third parties for marketing purposes, simply call toll-free (866) 344-1315 between the hours of 8:30 am and 5 pm CT and a customer service representative will assist you in removing your name from Questex's lists. Outside the U.S., please phone (847) 763-9594.