

# Beautiful Interiors

by Ruth Ward



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ave you visited show homes or stayed in a beautiful hotel and come home feeling that your house will never look that good?..... Well, think again.

Gainesville is lucky enough to be home to Donna Cohen, Interior Designer and President of Donna Cohen Classic Design, L.L.C. She has lived and worked in Gainesville since 1979 and has managed projects from Key West to Maine. As I walk around her fabulous home and see her 'Gator wall' you realize that her heart is here in Gainesville "Gainesville is a wonderful and interesting city to work in, considering the diversity of my clients, from commercial to residential, from very large projects, to small one hour color consultations," says Donna.

Donna has an impressive background having taken classes in New York and Paris. Her commercial jobs that she has worked on have won Gainesville City Beautification Awards right here in Gainesville and Donna continues to keep up with styles and trends with continued educational trips to the Atlanta Decorative Arts Center and South Florida's Design Center of the Americas. Donna is quick to point out that this impressive background might intimidate those that are thinking of hiring an interior designer for the first time and feel that it would be too expensive. Her one hour

consultations are affordable and informative and have saved many from making the mistake of buying a sofa that is too large for their space or painting walls that don't match the furniture. She takes her time to listen to what the client wants and does not push her ideas on them but helps them create the idea they have.

To put all her ideas in motion Donna Cohen says the key is having good people that work with you, and she has a team that will pull together whenever she needs them. "We work on a lot of deadlines, so having good subs that don't mind working early or late is crucial sometimes."

*"When we moved to Gainesville ten years ago, we bought our house but didn't have any resources in the community to help us decorate it. Donna was recommended to us and she helped pull the house together...it quickly went from a plain house to an attractive home."* **Terry and Phyllis Hansen**

*"From the first time I met Donna when we moved to Gainesville a couple of years ago, she immediately struck me with her incredible ability to quickly identify and define our family's style and understand and deal with our always hectic way of life. She then was able to use that to create a beautiful, fun, comfortable, happy (and durable!) home for my husband and me, along with our three kids and three dogs—quite an amazing feat if you ask me! She has impeccable taste, a wonderfully creative, fresh, and discerning eye. She is a master of time management and has an absolutely enormous heart—it really was—and is—a pleasure and a gift to have the opportunity to work with her!"* **Sally Kay McNitt**

*"Donna Cohen is a superb interior decorator. She not only has a wealth of creative ideas but she is incredibly organized, hard working, and very easy to work with. She always listens to what I want and then works her ideas around my lifestyle. With Donna, there is no detail that goes unnoticed. She is well respected and admired by her clients as well as all those who work for her."* **Patti Wynne**

Service, including but not limited to:

Space Planning, On-site Management, Selections Coordinator for New Construction, Remodeling, Upholstery and Furniture, Wallpaper and Paint, Window Treatments, Model Homes, House Staging for Resale, Both Residential and Commercial Design.

When asked about what makes a successful designer, Donna says: The customer is always right, return phone calls and e-mails as soon as you can, always think outside of the box and don't get stale, learn how to read your clients, and above all, be nice!

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