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**FOR IMMEDIATE RELEASE**

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## **Dallas Interior Design Group Secures Five New Residential and Commercial Contracts**

*Award-winning interiors firm Elaine Williamson Designs inks multiple residential and commercial deals exemplifying escalating consumer confidence and economic growth in the region; Company launches new LEED AP Accredited 'green' division*

**DALLAS, TX, August 24, 2010** - Elaine Williamson Designs ([www.ElaineWilliamsonDesigns.com](http://www.ElaineWilliamsonDesigns.com)) - an award-winning, internationally regarded firm specializing in high end residential and commercial interior design and décor throughout Dallas, Texas and beyond, today announced it has secured fully 5 new home and business interior design contracts within the past 30-days. The company concurrently announced it has formerly launched a LEED AP Accredited residential and commercial interior design division in response to increasing demand, and to best service its rapidly escalating client base.

The commercial project for North Texas Spine and Sport entails a complete re-design for a physician's personal office and 4 patient rooms. This contract is a continuation of the company's prior engagement with Texas Spine and Sport that is now complete, where Elaine Williamson Designs re-designed the medical office's exterior façade, lobby and lounge areas.

Combined, the 4 newly contracted home projects encompass nearly every residential space, including entry/foyer, office, bathroom, dining room, breakfast area, kitchen, sitting room, family room and formal living room. All 5 of Elaine Williamson Designs' newly contracted projects were driven by satisfied client referrals.

"Despite the economic downturn, 2010 has been a very busy year for our firm," said Elaine Williamson, principal of Elaine Williamson Designs. "This flurry of new residential and commercial contracts - all referral based - further validate that our highly customized, client-centric design methodology, distinctive style sensibility and work ethic is resonating within the local marketplace."

With burgeoning demand for "green design" solutions within the marketplace, Elaine Williamson Designs has also formerly launched its new LEED AP Accredited residential and commercial interior design division spearheaded by ASID Allied Member Joanna Jackson – a degreed, LEED Accredited interior design professional for new construction as well as building construction and design.

As the division head, Joanna is charged with cultivating Elaine Williamson Designs' "green project portfolio" relative to both new business development and client services. In addition to driving residential and commercial client acquisition initiatives, Joanna and her team also execute contracted eco-conscious interior design and re-design projects from start to finish, including defining project scope, space planning and layout conceptualization, and furnishing

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and materials procurement. LEED Team design coordinator Kathleen Boykin also oversees related vendor and contractor relations.

“We always stay abreast of current and forecasted design and décor trends, with all things ‘green’ now leading the way,” Williamson notes. “This new LEED design division best assures our clients that we have the knowledge, skill and expertise to plan and execute their environmentally conscious interior design project with a high degree of style and visual appeal.”

#### **About Elaine Williamson Designs**

Elaine Williamson Designs is a full service, award-winning firm that specializes in high end custom interior design and style making for luxury residential and high rise properties, as well as retail, medical and other commercial projects nationwide. Elaine Williamson Designs works with homeowners, home contractors and builders, remodelers, architects, business and commercial property owners, and property management companies to provide concept-to-completion luxury interior design - or re-design – services. With over 20 years experience and clients across the United States, the company’s reputation for creating distinctive, highly personalized designs that are elegant with maximum visual appeal, yet entirely functional, comfortable and livable have made Elaine Williamson Designs among Dallas’ most sought after interior design firms. Visit [www.ElaineWilliamsonDesigns.com](http://www.ElaineWilliamsonDesigns.com) for more information.

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