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### News Story

## Dallas Interior Design Group Launches LEED Accredited 'Green' Commercial & Residential Design Division

Reported by eFurniture for imageSource on 8/31/2010

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DALLAS, TX (August 26, 2010) - Elaine Williamson Designs - an award-winning, internationally regarded firm specializing in both high-end residential and commercial interior design and décor throughout Dallas, Texas and beyond, today announced it has formerly launched a LEED AP Accredited residential and commercial interior design division in response to increasing marketplace demand for "green design solutions," and also best service its rapidly escalating client base. This as the company recently announced it has secured fully 5 new home and business interior design contracts within the past 30-days.

Elaine Williamson Designs' new LEED AP Accredited residential and commercial interior design division is 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 and materials procurement. LEED Team design coordinator Kathleen Boykin also oversees related vendor and contractor relations.

"We've been extremely blessed to continue our growth trajectory during tough economic times," said Elaine Williamson, principal of Elaine Williamson Designs. "Bringing Joanna on board and concurrently establishing this new LEED AP Accredited interior design division is a direct reflection of where we are today, and how our company intends to grow, prosper, adapt and provide maximum value for our clients in the months and years ahead."

The company's new LEED division launches amid a flurry of sales activity at Elaine Williamson Designs, with 5 new contracts recently procured. A 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.

### 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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