



DECORATING DEN INTERIORS

Committed to Creating Your Perfect Space

WRITTEN BY SAM SCHUNK &
PHOTOS PROVIDED BY DECORATING DEN INTERIORS
VENICE GULF COAST LIVING MAGAZINE

A talented interior designer with more than 25 years of field experience, Diane Schaefer became the owner of Decorating Den Interiors, an established Venice business for more than three decades, in 2015. She began her career in Chicago, Illinois, as an in-home designer specializing in window treatments, furniture, flooring, and wall coverings, where she also sold and designed high-end custom closets. Since moving to Sarasota County over 15 years ago, she has been inspired by the beautiful surroundings of the Gulf Coast region and enjoys helping clients achieve the ideal look for their home. "I love getting to know their needs, making their living spaces more beautiful and transforming their dreams into reality," confides Diane.

If this is your first time working with a decorator, you may be concerned about making that first call for assistance but contacting a professional for advice before you start your project can prevent costly



BUSINESS PROFILE

mistakes. The initial consultation regarding a decorating project is available at no charge, and Diane notes, "No project is too big or too small. We can help with an entire house or just a single window. Also, if you are having your new home built, we can assist you from beginning to end in making important time- and money-saving decisions. During our first meeting, we will talk about how you live in your home and work together to define your personal sense of style. We will also discuss your budget so that we can bring together products and a design scheme that is best suited to your needs."

Gulf Coast residents often come to Florida from other areas of the country, bringing with them cherished accessories and furniture. Lifestyle decorating may mean mixing antiques, treasures, or collectibles into their new Florida home. These pieces can be blended and incorporated nicely with almost any décor for a warm, invitingly eclectic living space. Meeting with a decorator in your home is very important, since it offers the opportunity to evaluate your choices with the home's existing lighting. "During our consultation," explains Diane, "we will present an extensive array of product samples, fabrics, and decorating ideas, representing styles from classic, traditional, transitional, and contemporary. We can provide everything from custom closets, window treatments, wall coverings, and bedding, to furniture, flooring, lighting, and accessories for every taste and budget. Using these items, we create a vision that will beautifully complement your home and also put your unique stamp on your living space."

Coordinating projects for clients residing in Venice, Sarasota, Lakewood Ranch, Bradenton, and Longboat Key, Diane will listen to your needs, handle every detail from initial consultation to final installation, and provide the best service possible. "As a designer," shares Diane, "I take great pleasure in working with my clients to discover their home's unique potential. Give me a call and we can schedule your complimentary design consultation right away!"

For more information about this advertorial, call 941.484.3596, email decndenvenice@gmail.com or log on to DianeElise.DecoratingDen.com. Located at 614 Cypress Avenue in Venice, the Decorating Den Interiors studio is open 9 a.m. to 2 p.m. Monday through Friday, or by appointment.

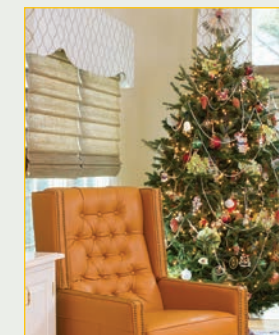


Holiday 2022 Decorating Ideas!

WRITTEN BY DIANE SCHAEFER, OWNER OF DECORATING DEN INTERIORS—VENICE

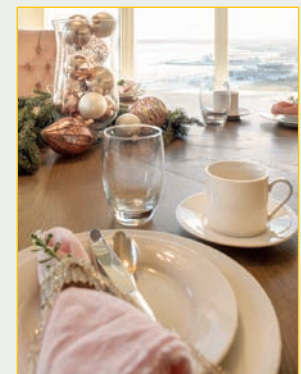
Here are suggestions to give your home a cozy and festive glow during the holidays:

- Dress up the front door with a floral wreath or colorful holiday arrangement and light the walkway with luminaries or outdoor lighting
- The foyer is where the first impressions are made. The front hall must be welcoming with good lighting. Have a holiday arrangement on a hall table. Mirrors and candlelight will brighten a foyer nicely.



- Since family and friends usually settle into the living or family room, pay careful attention to the arrangement of your furniture. Cluster your seating in groups adding a cocktail table and chairside tables.
- If your family likes to gather in the kitchen, make sure there are attractive accessories such as bowls of fruits, candies, pastries, or flowers in view. Keep festive aromas in the air.

- The dining room should be stimulating, provoking conversation. Drape the table with festive holiday linens. For an enchanting combination, cover your table with two tablecloths. Mixing and matching China and silver pieces can be a charming, eclectic way to enjoy those special heirlooms.



- Add festive throw pillows with color or sparkle to the rooms. Fresh pine and holiday florals keep your theme throughout the house.

A dozen more ways can be found to make your guests and family feel at home for the holidays. Put your own family's customs into everything you do. Preparing to welcome friends to your home is so much fun and ensures a memorable visit for you and your special guests!