



The Magnifico IV's lime green walls create a stunning contrast to the room's rich brown dining table, hutch and tropical wall accessories.

Special



The Primo IV's large kitchen features a precast stone hood that provides a striking contrast to the espresso cabinetry.

Special

DesignWorks shines in Pineapple models

Special to Builders Showcase

Denver-based interior design firm, DesignWorks, spans the country creating timeless interiors for a variety of local, regional and national residential and corporate clientele. In Northeast Florida, the award-winning company lent its expertise to The Pineapple Corp.'s four stunning new model homes at Palermo.

"DesignWorks is a talented interior design firm with the expertise to bring a floorplan to life and give it the feeling of a home, not simply model on display," said Executive Vice President/Chief Financial Officer/Spencer T. Calvert. "Our new models at Palermo are as distinctive on the inside as they are on the exterior and each home provides something exciting for visitors to discover."

According to DesignWorks Project Manager and Design Director Diana Ellis, the key to a winning interior design scheme is an understanding of a builder's vision and floorplan, and knowledge of the target market. For The Pineapple Corp.'s models at Palermo, DesignWorks capitalized on the attractive European-inspired exterior architectural designs and continued those themes throughout the models. By using a variety of colors, textures and fabrics, DesignWorks gave each home a distinct and memorable personality.

In the Magnifico IV model, the casual Coastal Mediterranean feel is accentuated with the use of deep chocolate, lime and crisp white hues. Ellis and her team at DesignWorks contrasted lighter fabrics with darker furniture to give the home a tropical, Tommy Bahama effect. The home was merchandised for a young family whose children would delight in the separate living space upstairs, which features a large game room with cool furnishings, television, games and arcade machine, along with a technology center.

Among the home's many inspiring attributes is its formal dining room. DesignWorks used dramatic lime green walls to create a stunning contrast to the room's rich brown dining table, hutch and tropical wall accessories. The room also features a tiered ceiling with crisp white crown molding and a barrel archway leading to the gourmet kitchen.

The entertainment/great room in the Magnifico IV is one of the home's most eye-catching rooms. Using varying shades of brown, khaki and lime, DesignWorks created a room that invites guests to sit down, relax and enjoy their surroundings. A plush, chocolate rug and rich cypress wood ceiling panels add to the room's cozy feel.

In The Pineapple Corp.'s Primo IV model at Palermo,

warm cinnamon, olive and mustard tones were used to create a rustic ambiance that coincides with the home's Tuscan architectural theme. Textures, deep tone paint and ambient light from the home's many windows make a statement in each room while contributing to the character of the home.

The large kitchen features a precast stone hood that provides a striking contrast to the espresso cabinetry. To showcase its size, DesignWorks included a granite table with contrasting chairs as an extension of the island. It also has travertine floors laid with a variety of tile sizes, granite countertops and an intricate tiled backsplash. Decorative pasta and wine accents add to the Tuscan theme. The spacious kitchen flows into the formal dining room and family room, which feature complementing colors and finishes. Large windows provide ample natural light and enhance the warm, olive walls in the dining room. An elegant place setting on a dark wood table with leather chairs echoes European sophistication while the exposed pecky cypress beams and tray ceilings add style to this impressive room.

The faux-finished cinnamon walls create a comfortable atmosphere and Old World Charm in the elegant family room. The family room showcases espresso bookcases located on both sides of a stone, gas fireplace. It also features exposed pecky cypress beams that highlight tray ceilings.

These two beautiful models and two additional elegantly decorated models are open from 10 a.m. to 5 p.m. Monday through Saturday and from noon to 5 p.m. on Sundays. For more information, contact new home consultant Kurt Morgan at (904) 223-8793.

DesignWorks is owned by Letty Rozell and has been in business for 30 years. The company specializes in residential model home merchandising as well as commercial projects for builders such as recreation centers and sales offices. DesignWorks serves clients in Arizona, California, Florida, New Mexico, Idaho, Indiana, Illinois and Colorado and has received numerous awards and accolades for its work. Some of the design firm's achievements include Gold and Platinum awards from the National Association of Home Builders' Senior Housing Council, as well as Gold, Silver and Bronze Key awards for design excellence.

The Pineapple Corp. is the fastest-growing premier builder of luxury custom and semi-custom homes in Northeast Florida.

For more information about The Pineapple Corp., call (904) 223-7024 or visit www.thepineapplecorp.com.



Prudential
Network Realty

Today
Shrimp • Chi