

I LOVE DECORATING A FAMILY ROOM! THESE DAYS, IT IS THE HEART OF THE HOME—
the place where your family spends the most time and really lives. It is a great place to let a family's unique personality and style really shine.



Photo By Heather Talbert



Photo By Patrick Heagney

JENNA GROSS

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Interior Designer Jenna Gross, originally from Columbus and founder of Colordrunk Designs, has been serving up masterful mixes of pattern and color in homes and commercial spaces since 2013. Whether her clients want interiors that are sparkling or still, Jenna serves up complex combinations that are refreshing from start to finish.

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By **MARLA CALIGARIS**



Photo By Heather Talbert



Photo By Patrick Heagney

Atlanta Interior Designer Jenna Gross, originally from Columbus, features a diverse range of projects, each demonstrating her mastery in crafting complex combinations that leave a lasting impression. She spoke to *SVM* about her business *Colordrunk Designs*, where she gets the inspiration from, and how the *TIPSI* collection was born.

When did you know you wanted to be an interior designer? I grew up in the design business, spending countless afternoons at my mother's home store and my uncle's upholstery shop and I always knew I'd do something creative with my life. After graduating from the University of Georgia, I initially planned to enter the world of fashion—trading in gracious, small-town living for the bright lights of New York City and a career with fashion icon, Marc Jacobs. It was a wonderful time, infused with colorful patterns and people, and it taught me to create fearlessly.

Realizing the intoxicating power that colorful surroundings have on people's moods and attitudes, after returning to the South, I turned my attention from fashion to interior design. Today, whether my clients want interiors that are sparkling or still, I serve up complex combinations that are refreshing from start to finish.

What was the initial idea that led to starting your business, *Colordrunk Designs*? When my husband and I began shopping for a “forever

home” for our growing family, there was nothing exactly right for us on the market. So, instead of wait for the perfect house to come along, we decided we'd design and build/renovate one. The house we landed on was built in the early 80's (in a neighborhood full of beautiful homes built in the 1920's-1940's) and it had all the wrong kind of character. We decided to renovate it and through that experience my career was born. My first real client was actually another Columbus entrepreneur, Diana Best Harbour, who now lives in Athens and is the owner of the *Red Dress Boutique*. She took a chance on me at the very beginning of my career and the rest is history.

What is your favorite room to decorate and why? I love decorating a family room! These days, it is the heart of the home- the place where your family spend the most time and really lives. It is a great place to let a family's unique personality and style really shine.

Your style is known for being livable, colorful, and classic. Where do you get your inspiration from? On any given project, I try to take my inspiration from the client. It is their space, and they will be living with it, and in it, long after I am gone. While there are certain hallmarks of my design style—a playful use of bold colors and patterns, and a focus on spaces that are functional and livable—I try to determine what the client wants and needs in their space and follow that muse throughout the project. Beyond that, I take my inspiration from a lifelong love of art, and my years working in the fashion industry.

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What is the best tip you can give when it comes to designing a space? Make it personal, please do not design with what is on trend. Design with items that make you feel happy in your space. And, honestly, reach out to a designer- we are pros and have done this over and over- we have resources that can make designing your space an easy (and fun!) experience.

How do you define your design aesthetic? I don't really know how to define my design aesthetic. Some people would call it transitional? I do love clean modern lines, and I find myself designing more and more with a cleaner, more modern aesthetic these days, but I maintain an appreciation for more traditional design elements, too. I like to take traditional design elements and turn them on their head by introducing bold colors and patterns. For instance, in my own home, I insisted on having both a formal dining room and a formal living room; however I needed those spaces to reflect our family: young, fun, and comfortable. I tried to achieve that balance primarily through the use of color. Our "formal" dining room has all the traditional trappings with a formal dining table, chandelier and my china on display.

How many colors do you generally use in a room, and how do you put those colors together? Well that depends on the client. For my loud clients

there is no limit. But even for a client that prefers a more subdued color palette, I will work in pops of color to keep things interesting- throw pillows and art are a great place to introduce color, texture, and visual interest in any space.

Who are some of the Interior Designers that you like to follow? Celerie Kemble, Meg Braff, Kelly Wearstler and Miles Redd.

Finish this sentence: The best part about the South is: the color. Summer nights spent watching the sunset on the beach, lake, or river. Old houses with timeless draperies in chintzes and classic chinoiserie motifs. Pink as a neutral. My husband wears a lot of pink and our northeastern and west coast friends always giggle about that.

How was the TIPSI collection born? Tipsi is an ode to the playful side of life. Tipsi is classic design in a vibrant color palette with a modern sensibility. Your grandmother's drapes dipped in chartreuse and hot pink. For my initial collection, I literally evoked memories of my grandmother's drapes. Tipsi's debut collection, "*Lady V*", features reimagined interpretations of classic design motifs in vibrant, coordinating color palettes. This collection is inspired by my memories of my days spent surrounded by the classic beauty of my grandparent's (Thomas and "Lady" Violet Buck's) home imbued with vivid colors and a playful edge. The line includes five patterns in coordinating colorways that can be mixed and matched in endlessly enjoyable combinations. **SVM**



Photo By Mali Azima



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