



## Lisa McDennon Designs a New Dallas Showroom for Hinkley Lighting

June, 2012 (Laguna Beach, CA)—For the recent expansion and complete renovation of its 17,000-square-foot Dallas, Texas showroom, Hinkley Lighting turned to award-winning interior designer Lisa McDennon, whose firm, Lisa McDennon Design, is based in Laguna Beach, California.

“Hinkley was looking for a fresh, lively style with a definite West Coast perspective,” says McDennon, who quickly arrived at a concept for the 17,000-square-foot showroom, which is located in the Dallas Design Center. Working with the client’s request for distinct sections for different types of lighting—chandelier, bath, outdoor, and a boutique for their luxury brand, Fredrick Ramond—displayed in functioning, inspirational “vignettes,” McDennon decided to create the concept of a home within the showroom, allowing it to be an accurate reflection of the brand’s innovative image.

The transformation starts at the showroom entrance, which features a grand pair of doors lacquered in Hinkley’s signature turquoise and punctuated with oversize polished chrome doorknockers. Playing off the company tagline “Life Aglow,” the all-white reception desk has a translucent back-lit front panel and is framed by a white mosaic stone wall washed with soft light. “We wanted to create a sense of glamorous arrival and welcome,” McDennon says. Inside the showroom, McDennon expanded the vignettes into fully designed, fully working rooms: foyer, living room, dining room, kitchen, and a large bath display area incorporating both traditional and contemporary designs. She also developed two outdoor settings with real wooden arbors, nine-foot-high walls covered in boxwood greenery, and a generous seating area with real wooden arbors, nine-foot-high walls covered in boxwood greenery, and a generous seating area with an operating stone fireplace. The Fredrick Ramond boutique, intended as a showroom within a showroom, is treated as its own gallery space in which individual products are displayed in large square niches like works of art. McDennon also designed a new kitchen and a flexible events space, utilizing multiple types of seating as well as modular banquettes so that it can easily be reconfigured as a café, restaurant, or lounge, depending on the required use.

McDennon, mindful that the opening of the vibrant new showroom coincides with Hinkley's 90th anniversary, was careful to design spaces that honored the Cleveland-based company's substantial history while reflecting its forward-looking philosophy. "We're proud of our heritage and excited about our future," says Hinkley president Rick Wiedemer. "To have this innovative new showroom correspond with such an impressive milestone in our history is very exciting."

With degrees in fine art and interior design, Lisa McDennon opened her own full-service interior design firm in Laguna Beach 12 years ago. Specializing in high-end residential and commercial projects, she works in both the United States and international locations such as Thailand, New Zealand, and Fiji. Upcoming projects include the Pacific Edge Hotel in Laguna Beach and other local resorts. She has won numerous awards and been featured in many publications, including being named one of *House Beautiful's* "New Designers to Watch."