



Joanne M. Rodríguez, ALLIED ASID

Joanne Rodríguez combines fashion and function in designs that stand the test of time



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WHAT QUALITIES SET YOUR FIRM APART?

Having a foundation and profound interest in fashion, I look to brands, and at times trends, to bring a theme to a project. It is especially inspiring to re-introduce an antique or family heirloom as the focus to work around.

WHAT IS THE SECRET TO A SUCCESSFUL PROJECT?

Vision, research, communication, coordination and trust. Organization ensures that nothing slips through the cracks. Timely problem-solving guarantees a project's momentum and success.

PLEASE DESCRIBE A RECENT PROJECT YOU'RE MOST PROUD OF.

I'm currently working on a basement renovation, which includes unique facets of entertainment. The entire family has been involved and there is an effortless ease associated with this project.



A completely renovated basement (opposite, top) with custom furniture, a state-of-the-art media system, dry bar, complete with GE Monogram appliances and a snack pantry. A grand foyer (above and opposite, bottom) showcases 19th Century French planters, a large-scale, hand-painted mural, elegant furnishings including a settee corded in contrasting leather, a side table and custom cast-stone consoles.