

# TAMPA BAY BUSINESS JOURNAL

MEET ONE OF THE PENNY HOARDER DESIGNERS,

*lisa gilmore*

**L**isa Gilmore has worked with Kyle Taylor before, so it was no surprise when the Penny Hoarder founder and CEO reached out to her to help with designing the firm's new headquarters in St. Petersburg. Gilmore helped pick out textures and colors, rugs and art. Her unique eye for style and design can be seen throughout the entire office space, which was named this year's Coolest Office Spaces winner.



BRIAN JAMES GALLERY

## LIVABLE GLAMOUR

[liv-able glam-er]

*adjective, noun*

Where unique personalities are captured for one-of-a-kind spaces and functional, everyday glamour.

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**What have been some of your favorite projects?** This is a hard question to answer, all of our projects hold something special for me, I really do put so much love and soul into my work. The Penny Hoarder offices are really high on the list; the relationship I have with Kyle is irreplaceable, we just get each other, and our design conversations always just flow. I mean, really – look at all that velvet and wallpaper I got to use in that space. How could it not rank high on the list? For our residential projects, we just finished a really beautiful custom home that we helped design from concept to completion. It's down on Terra Ceia, which is such a hidden gem location. It's the perfect blend of an old Florida farmhouse with modern and glam touches. I'm pretty sure we may have used every color spectrum in the rainbow and had no restraint with pattern mixing, which really makes my design heart flutter.

**Define "livable glamour":** It's really quite simple. It's all about taking what is glamorous to you and making it livable. So whether it be amazing chandeliers, velvet, pattern, denim, linen or antiques – we take what makes you tick and makes you the happiest and make it as livable as possible, meaning that we source the perfect textiles that will work for your lifestyle. Kids and dogs? No problem, we've got a fabric that can handle that. Mother-in-law gets a little sloppy with her red wine from time to time, but you really want a white sofa? We've got your back there, too. Here is the fun little definition I came up with, to hopefully convey it as best as possible: *Livable Glamour* [liv-able glam-er] /adjective, noun/: where unique personalities are captured for one-of-a-kind spaces and functional, everyday glamour.

**When you work with a commercial client, what's your No. 1 rule?** Really taking time to understand their brand and digging deeper. It's important to be able to convey their voice without throwing their logo or specific brand colors all over and really get creative about it, but the end user has to be able to understand they are in the right place. However, my No. 1 rule for all clients is communication – you can never have too much of it.

**What made you return to Florida after being in Chicago?** I have family in Florida and the opportunity presented itself to move back, so that's what I did! I launched my business in winter 2011, and the rest is history.

**What do you consider success with any project?** The smile on our clients' faces, the tears of excitement on reveal days, the success stories of their own businesses thriving because of the designs created. At the end of the day, the project isn't about me at all, it's about the end user and how it will impact their daily life, whether it be their personal residence and a place for rest and rejuvenation or their businesses, where their livelihoods will prosper.

- Pam Huff



RANDY VAN DUINEN



JO-LYNN BROWN



JO-LYNN BROWN

## CLOSER LOOK

**Title/company:** Owner/principal designer, Lisa Gilmore Design

**Education:** International Academy of Design, Tampa

**Hometown:** Kathleen, Florida

**Current home:** St. Petersburg

**Home life:** I currently live downtown with my lovely little furry family, a Maine Coon kitty, who has been my trusty sidekick for 12 years and a sweet German shepherd pup who is quickly approaching 2 years old.

**In the car tunes:** Some days I may be listening to electronic vibes like Phantogram or Odesza, then the next day I could be rocking out to Foo Fighters or Smashing Pumpkins, there might be some Billie Holiday or Madeleine Peyroux tossed in there, and of course Beyonce and Jay-Z might make an appearance.

**Off hours:** Being a business owner, this is always a tough balance, and being a creative one, sometimes you never know when the mood/inspiration will strike. I really do try to preserve my weekends for off time, but as we know that doesn't always happen.

**Favorite restaurant:** I recently traveled to Paris and can't get the amazing food out of my head, but specifically Le Fumoir was a dream. I wish I could make it a usual spot. Locally, it's hard to nail down just one, we really have such a great hive of restaurants to choose from. I really love Annata, but truthfully, I can never pass up wings from The Burg Bar & Grill.