

Greenwich Book
January 2010

TOP DESIGNER:
Comfort, Joy and Prosperity: Anasa Interiors

Jennifer Ellen Frank has designed interiors for over 20 years in New York Metropolitan area. She attended art school in San Francisco and initially designed textiles before turning to interiors. Jennifer went on to study Feng Shui in China and blends this knowledge with her designs. She named her company “Anasa” which means comfort, joy and prosperity in Swahili.

Ms. Frank’s designs a room with the principle intention of involving and aligning all the senses making sure the form, function, and flow are correct. When the elements of a room flow harmoniously, all the senses are heightened; the space is harmonious and you feel good in it. Therefore, you can function to your fullest.

Jennifer uses colors and patterns to create the feelings her clients want. A lot of clients want to just use beige, because they are afraid of color. However, once she introduces color, they experience awe at the way it makes them feel. Colors have to flow from room to room; it doesn’t work to inject random color or design themes.

Ms. Frank’s work stands out because of her focus on detail and her attention to present-day living. “I am a lifestyle designer,” notes Jennifer. For example, she designs a home office to maximize a client’s ability to produce, focus, and multitask. The lighting needs to be just right and the chair needs to be exceptionally comfortable.

When doing a complete renovation on the home, she takes into account the way the rooms are used and how everything flows by really listening to client.

Jennifer’s most rewarding experience happens when a client wears a huge smile because the design surpasses their expectations!

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