

Five Dynamic Designing Women Join Up to Form Dream Team

Five of Detroit's leading interior designers recently joined forces and opened one of the area's largest design offices at the exclusive Michigan Design Center in Troy.

The five designers, all formerly with Gorman's Furniture, bring with them a total of over a hundred years of experience in the design business.

"I felt the time was right to put together this team," said D.J. Holub. "Coincidentally, the designer offices at the Michigan Design Center became available. My research indicates that a building boom is in progress in the suburban Detroit area," she added. "There is a real demand for upscale design services, which we provide."

The five "designing women" D.J. Holub, Julie Baba, Margaret O'Connor, Dianne Rosenberg, and Becky Spier — offer clients innovative and creative ideas on every aspect of interior design including construction services and renovations, both residential and commercial.

According to some industry observers, these dynamic women are a dream team of interior designers.

"I've known all of these designers for many years and individually they are regarded as the best in their fields," said Susan Zinger, Vice President and General Manager of the Michigan Design Center. "If discerning customers want extraordinary design, this is the studio."

Each of the designers is an expert in a particular field and brings a special talent to the partnership.

Spier, for example, of Interiors by Becky Spier, Inc. specializes in eclectic and traditional residential design. Her designs have graced the cover of the Observer and Eccentric Creative Choices section and been featured in Good Housekeeping magazine. She achieved the "Masters Club" award several times during her 11 years at Gorman's.

Rosenberg, of Dianne Rosenberg Interiors, Inc., favors classic contemporary with antique accessories and often uses locally-made custom-designed pieces. "I strive to create comfortable, warm homes that are inviting and reflect my clients' tastes and interests," she said.

Holub, of D.J. Holub Interiors, Inc., has experience in the building and renovation industry, having worked closely with architects, construction crews, and on-site builders. She

has designed a wide range of residential and commercial environments and, this year, won first place in the model category from the American Society of Interior Design. Additionally, she was the recipient of the "Masters Club" award for high achievement for each of the five years she was at Gorman's.

Baba, of Julie Baba Designs, Inc. just capped a 25-year career with two first-place awards for residential projects from the American Society of Interior Design. "Although I am recognized for my work in contemporary design, I also enjoy working in traditional and eclectic styles," she said. "One of my current projects is a blend of 18th century English furnishings with soft, transitional upholstery."

Finally, O'Connor, of O'Connor Interior Design, Inc., has designed the interiors of both private homes and commercial buildings, and also earned the "Masters Club" award at Gorman's for some of her seven years with the company. She has even designed Christmas trees and served as the Chairperson of the Best of Troy Committee of the Troy Chamber of Commerce. "This committee was established to honor local business owners for their commitment to improving and enhancing the esthetic quality of life in the city of Troy," she said.

The new location is a significant plus for these five designers. "When we bring clients into our studio," said O'Connor, "We have instant access to Michigan's largest selection of furniture, lighting, fabrics, floor and wall coverings, accessories and window treatments from forty showrooms, representing 1,400 product lines."

Nonetheless, even with such a broad selection, the designers don't limit themselves to the products available in the Design Center.

"We travel to Chicago, Dania, Dallas, Los Angeles and High Point on a regular basis to bring our clients the most



Becky Spier, DJ Holub, on ladder, Margaret O'Connor, back on ladder, Dianne Rosenberg, under ladder, Julie Baba, left.

creative and cutting-edge designs and ideas," said Baba. "And our manufacturers, artists and artisans supply us with products you won't find anywhere else. As a team, we give our clients exposure to resources we've compiled from across the country."

These dynamic five designers are located at the Michigan Design Center, 1700 Stutz, Suite 104 C in Troy and can be reached at (810) 649-4677.

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Julie Baba, A.S.I.D.
810 649 4677

Becky Spier, A.S.I.D.
810 649 5595

D.J. Holub, A.S.I.D.
810 649 2977



Margaret O'Connor, Allied A.S.I.D.
810 649 0440

Dianne Rosenberg
810 649 0088