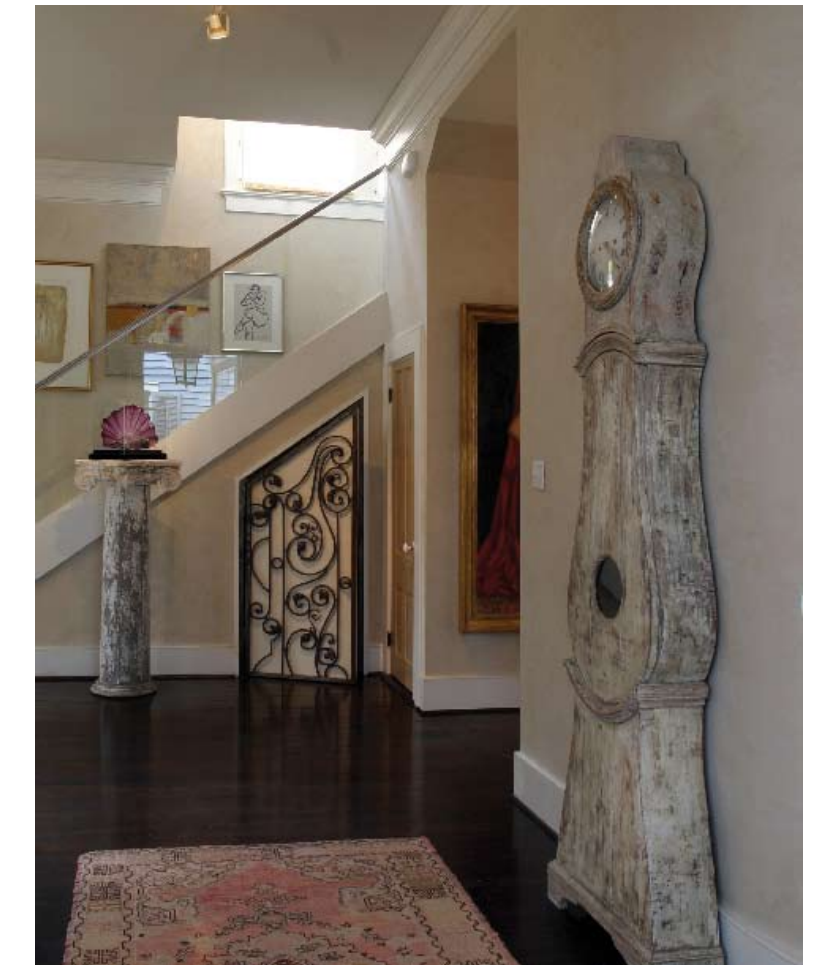




Nancy Greenfield

WOODCOCK GALLERIES



Ask Nancy Greenfield, ASID, the secret to the success of Woodcock Galleries, and she'll answer with one word: teamwork. The award-winning interior designer, who established Woodcock Galleries in 1977, is quick to credit the collaborative talents of her staff with the firm's ability to turn out unique custom homes and major commercial projects in Florida and around the country. "Teamwork is how we accomplish our goals," she says. "We communicate."

Woodcock Galleries, professional staff includes Leslie Reeves, a design graduate. Nancy's design assistant, Melanie Lee, accompanies Nancy on buying trips and oversees the firm's library of fabrics and retail space, which houses lamps, antiques, accessories, and artwork from local artists. Judi Dickens is the office manager.

Nancy measures her own success as an interior designer by reflecting her clients' personal desires and tastes. Whether they prefer a traditional or contemporary décor, Nancy says, she enjoys a challenge, and it's her goal to

LEFT
The combinations of old and new adds an understated and quiet elegance to this living area. Blended together are an 18th century Louis XVI mirror, Mamo Nouchies lamp, antique bust and contemporary sculptures, McGreal "Monks" paintings, 18th century Aubusson pillows, and Nierman Weeks Venetian table.
Photograph by J. D. Hayward

ABOVE
An Antique Oushak and the 18th century Swedish clock invitingly draw one into a collection of paintings and glass. The old iron gate camouflages the door to wine storage. Dale Chiluly glass showcases on old column.
Photograph by J. D. Hayward



make each installation stand out and represent the family or homeowners who will be living with it. "I wouldn't want anyone to walk into a house, see a 'look' and say, 'Oh, Nancy Greenfield did that.'"

Since Woodcock Galleries is located in Pensacola, where in recent years major hurricanes have caused extensive damage to homes along the coast, many of Nancy's current projects involve rebuilding for her clients who experienced that kind of damage. The firm also designs many homes for the clients of several area custom builders as well as projects out of town, two of which are in progress now in Mobile, Alabama, and North Carolina. While Woodcock Galleries does mainly residential design work, they are also currently designing a building of 27 lofts and have also designed offices and restaurants. "About two years ago we did a probation office," Nancy says with a laugh. "That was different." Because it is a boutique firm, no client need ever worry that their project will be "lost among many." Rather, each client receives individual and prompt attention throughout the entire design process, from concept to installation.

Nancy is deeply involved with the community and has been involved in numerous community projects, including ASID committee for the Gulf Coast Kids House, the Arts Council Board of Northwest Florida, the Symphony Designer Showcase House, the Pensacola Opera, and the Junior League of Pensacola.

TOP LEFT
The Wolf 48" gas range with Scaglio stone hood serves as the focus of this kitchen with honed granite counters and Walker Zanger tile backsplash. The fleur-de-lis dot is a reference to the client's New Orleans heritage.
Photograph by J. D. Hayward

BOTTOM LEFT
Formerly an open picnic area and storage shed, this guest house features now with slate floors, raised beaded ceiling and antique French lantern. Furnished with "great" day bed.
Photograph by J. D. Hayward

FACING PAGE LEFT
This dining room is dominated by a pair of Jean Geraci canvases and Auguste Gafufi's work. Corragio silk strip draperies and Conrad shades soften the afternoon sunlight on the 19th century French Louis XVI painted table and Regence style chairs.
Photograph by J. D. Hayward

FACING PAGE RIGHT
View from Dining room to Family room and the bay. Larsen Solace fabric on Emmanuel Morez chairs, New Classics table, Nierman Weeks chandelier, Ivan salvaged Baker sofa in new attire.
Photograph by J. D. Hayward



Q&A more about nancy...

WHAT COLOR BEST DESCRIBES YOU AND WHY?

Red! It's warm and dramatic and fun!

WHAT PERSONAL INDULGENCE DO YOU SPEND THE MOST MONEY ON?

Travel. I love to see how other cultures live and build—these experiences revitalize my senses and give inspiration for new creative ideas.

WHAT IS THE HIGHEST PROFESSIONAL COMPLIMENT YOU'VE EVER BEEN PAID?

Knowing clients truly enjoy living in the spaces we have helped them create. That's the greatest reward.

WHAT DO YOU LIKE MOST ABOUT DOING BUSINESS IN YOUR LOCALE?

I love our downtown location in the historic district. It's exciting being part of new and exciting changes starting to take place in our Pensacola.



Woodcock Galleries
Nancy Greenfield, Professional Member ASID
FL ID43639
433 East Romana Street
Pensacola, FL 32502
850.434.1210
Fax 850.434.5329