

Inside Palm Beach decorator's tropical lounge at Kips Bay show house

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NEWS

Sneak peek: Danielle Rollins' Cocoa Lounge among rooms at new Kips Bay show house in West Palm Beach

Palm Beach resident Danielle Rollins and 20 other design pros are showcasing their talents at the 2023 Kips Bay Decorator Show House in West Palm Beach to benefit Boys & Girls Clubs' programs.

Christine Davis

Special to the Palm Beach Daily News



When the annual Kips Bay Decorator Show House Palm Beach opens to the public for tours Feb. 24 in West Palm Beach, ticketholders will enjoy lavish water views showcased through windows and from patios at the rear of the residence off North

Flagler Drive.

The residence directly fronts the Intracoastal Waterway, a first for the show house, which benefits the Boys & Girls Clubs of Palm Beach County and the Kips Bay Boys & Girls Club in New York City.

Views of the water, however, didn't really factor into the room created by decorator and Palm Beach resident Danielle Rollins, one of 21 design professionals participating in the sixth-annual show house, which will be open through March 19.



Rollins has dubbed her room the “Cocoa Lounge” — and admits that it demanded an imaginative approach.

“It’s a windowless interior space that is more of a pass-through,” she explains. “Living in Florida, I can’t imagine it as a dining room, because it doesn’t overlook an outdoor area.”

She doesn’t hesitate to acknowledge the importance of such outdoor areas in South Florida: “Most of the year, we can have dinner outside, which makes living in Palm Beach so magical.”

Yet, she says, a room without a view can be charming, too.

“My lounge is a place to kick off your shoes, sit and read the mail (or) have a martini or cocktails before dinner,” she says.

She chose a neutral color palette based on a “deconstructed” palm tree, as she describes it.

“I wanted to push myself and focus on the absence of color,” she says, adding that the décor is “more about form and texture, and more organic in nature.”

Rollins’ design career has roots in Atlanta

Rollins is creative director at her eponymous firm, Danielle Rollins Interiors, on Georgia Avenue in West Palm Beach.

Her journey into the world of interior decorating was a circuitous one, explains Rollins, who holds an English degree from Hollins College — today Hollins University — in Roanoke, Virginia. Embarking on a design career came as a bit of a surprise, she says, her voice reflecting a bit of incredulity.

“I think I’m a freak. I have no idea where (the idea of becoming a decorator) came from, though I did daydream through math classes about curtains and ballgowns,” she says.

She embarked on her design career in Atlanta following a “not so good divorce” in 2012 that coincided with the publication of her first book, “Soiree: Entertaining with Style.”

“I decided I would go to work on my own and launch my design business, not having much of an idea of where it would go,” she recalls.

By 2018, she had decided that Palm Beach County — and Palm Beach, in particular — was where she wanted to be, at least on the weekends.

When Palm Beach beckoned, she followed

“I have always loved Palm Beach and said I would live here someday,” she says.

A step to making that dream a reality involved buying a small place in Palm Beach and traveling back and forth from Georgia.

She also got a chance to showcase her talent at the Kips Bay show house four years ago in West Palm Beach.

“On a lark, I did the Kips Bay show house in 2019, which gave me a reason to be in Palm Beach more,” she says.

For that show house, she transformed the bedroom she was assigned into a feminine retreat decorated in tones of apricot and primrose — and employed a liberal use of fabric and a floor painted brown, black and white. At the time, she described the color scheme as “sunset and seashells.”

A realization soon struck her: “It became clear that I was happier here than in Atlanta,” she says.

After making Palm Beach her full-time home, she expanded her Georgia Avenue office to include a showroom and a pop-up retail space. And she published a new book – 2020’s “A Home for All Seasons: Gracious Living and Stylish Entertaining.”

A closer look inside Danielle Rollins’ ‘Cocoa Lounge’

For her lounge at the show house, she chose Angelo Donghia’s Block Island armoire in mahogany and wicker as her point of inspiration. She calls the piece, which anchors the room, a “barmoire.”

Just adjacent is an armchair, another Donghia Block Island piece. Other vintage furniture includes an Enrique Garcel T-shaped console table and Billy Baldwin slipper chairs.

She’s combined these pieces with custom tables by Keith Fritz, including a coffee table made of wire-brushed black palm wood topped in Mayan sun clay tile and the two Brazilian rosewood “Cavrois” tables. There also are faux-tortoiseshell drum tables by Maitland Smith.

For the walls, she chose a seashell mirror by Stephanie Ferguson and framed photography by Helmet Newton, Carmel Brantley and Irving Penn, among others.

A folding screen is covered in Carlyle, a white batik fabric from the Danielle Rollins Home collection, which is repeated on the pillows that accent the Kravet sofa. The lamps on a console are custom designs by Christopher Spitzmiller.

Support for Kips Bay’s mission extends to other projects

Rollins is a big believer in the mission of the Kips Bay Boys & Girls Club organization and its educational programs, which she says provide “children with opportunities to discover their own talent. We might be helping to discover the next best designer.”

She has supported other Kips Bay fundraisers. And last fall, she joined her best friend, designer Billy Ceglia — a Lake Worth resident who also has decorated the lakeside patio at this year’s show house — on the planning committee for the organization’s “Designer Bash” in New York.

“And it looks like I’ll be doing it this October, too,” she says.

In addition to Kips Bay show houses, she has taken part in the Atlanta Homes & Lifestyles’ “Home for the Holidays Designer Show House,” Atlanta Symphony Associates’ “Decorators’ Show House & Gardens” and ADAC (Atlanta Decorative Arts Center) “Behind the Windows.”

Her career has also included creating fabric and wallpaper designs for firms such as Brunschwig & Fils, de Gournay, Schumacher, Fromental, Pierre Frey and Thibaut. Along the way, she collaborated on projects with Pottery Barn and Ballard Designs.

All of which has brought her to the latest show house. She hopes her Cocoa Lounge will offer people a broader view of her abilities.

“People think of me as uber traditional and (all) about color,” she says. “I’m happy to express this (different) side of myself, and I genuinely love the pieces in the room.”

She adds: “The theme for me was understated elegance, and sort of a study of tropical minimalism.”

If you go

The Kips Bay Decorator Show House Palm Beach, at 3240 N. Flagler Drive, West Palm Beach, will be open to the public for tours Feb. 24 to March 19, 10 a.m. to 4 p.m. Mondays through Saturdays. A special preview day takes place Feb. 23 with entrance by special ticket only.

Participating design firms: In addition to Danielle Rollins Interiors, the show house’s roster includes Amanda Lindroth, Amy Studebaker Design, Billy Ceglia Designs, Christopher Peacock, David Frazier, Delia Kenza Interiors, Eneia White Interiors, Errez Design, Honey Collins Interiors, Katharine Shenaman Interiors, Katie Ridder Inc., Lang Design Group, Lindley Arthur Interiors, Lucy Doswell Interiors, Mabley Handler Interior Design, Megan Grehl, Paladino Rudd Interior Design, Scott Sanders LLC, Stephen Mooney Interiors, and Studio Thomas James.

Tickets: General admission is \$40. For tickets and information, visit KipsBayDecoratorShowHouse.org.

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