

Local designer makes 'HouseCalls'



Gloria Steward Lycknell shares her interior decorating savvy

By Carole Simpson
Special Sections Correspondent

From interior design consultant to radio talk-show host has been an easy step for Gloria Steward Lycknell. It's just another way of connecting with people.

"What topic could be more broad-based, interesting and appealing than talking about the techniques of home and office design and improvements," said Lycknell, who takes to the airways with "HouseCalls with Gloria Steward Lycknell" on WEEU Radio 830 AM every Wednesday evening from 6 to 7. The program will celebrate its first anniversary in March.

The show maintains a lively, informative and conversational format, often with special guests, covering a wide range of design and decorating topics.

Callers are invited to tune in to Lycknell's professional experience and receive free advice on topics such as designing a nursery, remodeling a den or changing the window treatments in their living rooms. Listeners learn how to give their homes or offices that special look through appropriate interior design.

Each week, Lycknell opens the show with her signature mantra, "Your home is your haven. Your home is the first thing you see in the morning and the last thing you see at night."

She believes the success of her talk show is its broad appeal to listeners who take pride in decorating their homes.

"We try to get across to our audience that decorating isn't just for the wealthy," she said.

"Anyone can have an attractive home, apartment or office just by following some basic planning."

Classic, timeless, functional and comfortable are the key words of Lycknell's philosophy that comes across throughout each show.

Lycknell is the owner of Lycknell Interiors, a Wyomissing-based interior design consulting and manufacturing firm specializing in fine furniture and custom accessories. The hub of her business is in-house cabinetry, drapery and drafting workrooms that provide a single source for custom items of high quality for both residential and commercial markets.

Her work has been featured in *Kitchen and Bath Design News* and *Interior Design Magazine*. Her staff numbers eight, including J. Fred Strause, cabinetmaker; Karen Scheck, drapery specialist; and Mary Kedrick, drafting manager.

"We're a team and we're here to help our clients get quality work and advice, from 18th century to contemporary stylings," Lycknell explained.

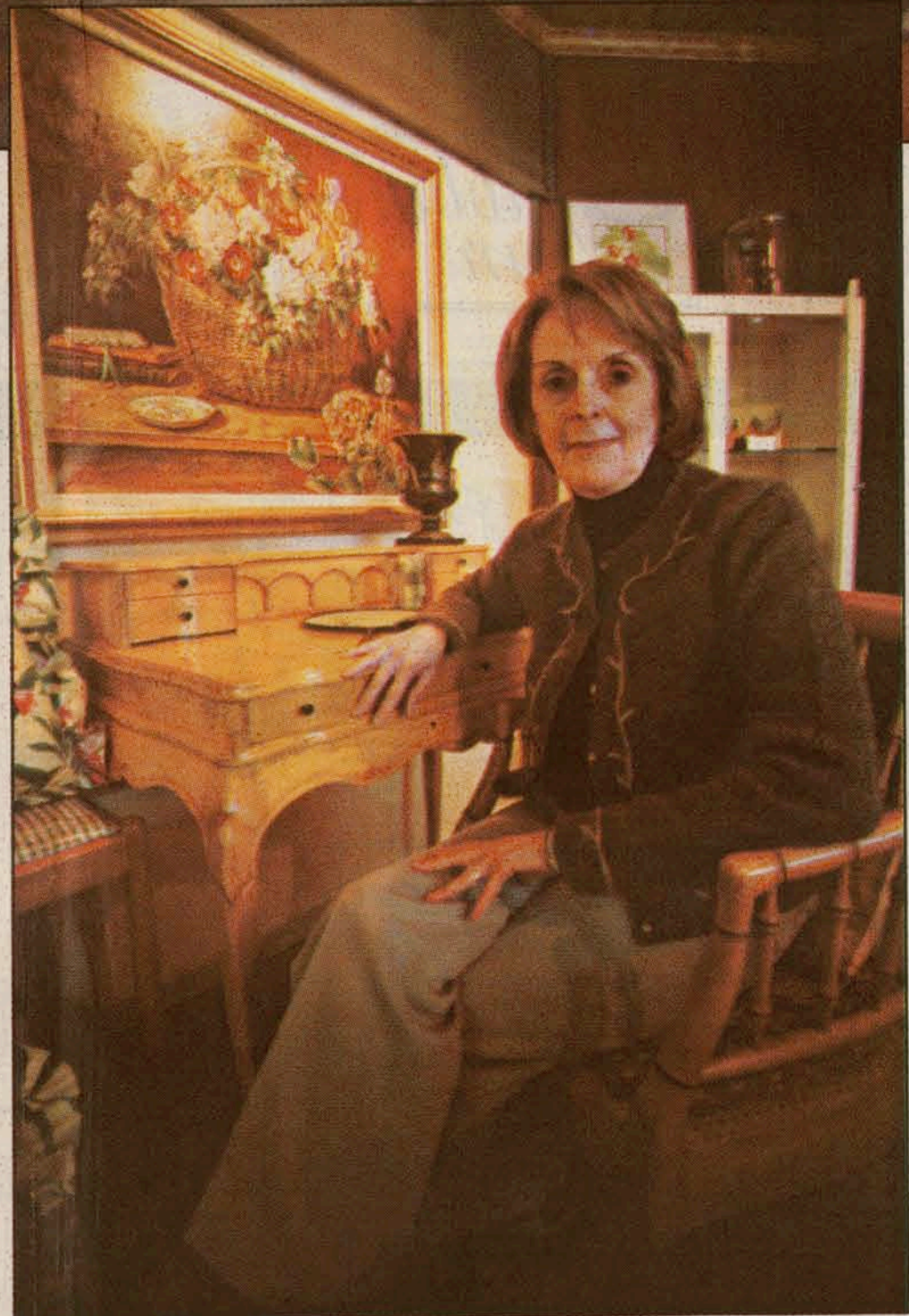
All clients receive her personal attention.

"If they're happy with our work, then I'm satisfied, too," she said. "In our business I can control the quality of our work so our customers end up getting more than they expected. That's very rewarding."

Lycknell plans her radio shows like she runs her business. She's a hands-on professional. With 20 years of design experience to draw on, Lycknell said she's yet to be stumped by a caller's question, with one exception.

Several months ago someone called in to

See Lycknell, on HOME 4



Jeffrey Fazio: Marketing

Gloria Steward Lycknell shares her interior decorating expertise with WEEU 830 AM listeners during her Wednesday night call-in show, "HouseCalls with Gloria Steward Lycknell."

LEFT: Lycknell is shown with a display in the design studio of her Wyomissing business, Lycknell Interiors.