



Gloria Steward Lycknell goes over her portfolio with her draftsman, Mary Hedrick, at the Lycknell Interiors showroom in Wyomissing.

Jeffrey Fazio: Marketing

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ask her about a painting treatment called flaxing.

"I had to admit that I never heard about flaxing," she said. "I still don't know after looking through all my design books and making inquiries."

Her biggest surprise with the show is the number of men who listen and ask her advice.

"Home decorating is on a lot of people's minds, but they just don't know where to begin with a project," she said. "First you measure the room or area you want to decorate, then make a basic plan for the room and list what you'll need for the work."

"If you have a basic plan you've already accomplished 25 percent of the project. Then try to stick to the plan."

She admitted that the most frustrating part of her work is when a client asks for her help after a project was done incorrectly.

"I always tell people, only mistakes are expensive," she said.

Although her radio show is spontaneous with callers' questions ranging from how to choose window treatment fabrics to designing built-in bookcases in a child's bedroom, she occasionally devotes the entire hour to one subject such as lighting, painting, plumbing or furniture selection.

The most frequently asked questions - dealing with renovating kitchens, baths, living rooms and master bedrooms - may include ... "How can I best decorate my small kitchen with very limited space? ... How can I remove water stains from my fine wooden table? ... How can I brighten up our bathroom? ... How can I make sure the decorating of our bedroom appeals not only to me, but also to my spouse?"

A Chicago native, Lycknell attended the Art Institute of

Chicago. She began to use her interior design training and eye for design when she lived in Louisville, Kentucky, a city she considers an interior design town where residents entertain a lot and are very conscious of home design.

After moving to the Reading area with her family in 1973, she went into partnership with a design business in St. Lawrence. Now her business is located in Wyomissing.

Her husband, John, shares the building and is co-owner of Lycknell Associates, representing industrial safety products. The couple has three children - Robert and William, who live in the Reading area, and daughter Norah, a student at Northwestern University, Evanston, Ill.

A part-time instructor of interior design at Penn State Berks-Lehigh Valley College, Lycknell also volunteers in the community as a tutor for the Literacy Council of Reading-Berks and helps with projects for CONCERN, which offers children, youth and family services.

She designed a room for the Designer's Showcase House in Wyomissing, a biannual fund-raiser for the Women's Counseling Services of Reading.

In May, she will again lend her design talents to the prestigious Vassar Show House that has been raising money for scholarships to Vassar College for more than 36 years. Steard Lycknell's work for the spring show house will be to design a sitting room in a European summer retreat theme.

Lycknell was named one of Pennsylvania's "Best 50 Women in Business" in 2000 by the Business Journals of Pennsylvania and the Pennsylvania Department of Community and Economic Development.

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interior decorator who hosts Wednesday night call-in show on WEEU

LEFT: Lycknell, center, examines plans for a piece of furniture with Michael Susnoski, cabinetmaker, left, and Lora Davidheiser, design assistant, while J. Frederick Strause, cabinet supervisor, sands a piece of trim in the background. The Lycknell Interiors workshop is located on Chestnut Street.

RIGHT: Lycknell admires the arched cornice molding that adorns a set of cherry bookcases at her workshop.

