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the shanna **WOW**

After more than two decades shaping homes for others, **Shanna Gatanis** has created the one space that most completely reflects her own creative philosophy—where architecture, emotion, music, and human connection become inseparable parts of the same experience.

PHOTOGRAPHY JOHN DANTAS & MICHAEL SCOTT
TEXT ANA BEATRIZ BARROS

"Great design doesn't begin with materials," she believes. "It begins with understanding how people want to feel before discovering how they want to live."



Known for interiors that balance bold expression with emotional depth, Shanna has built a career between Florida and New York designing homes that feel deeply personal. Rather than pursuing a recognizable style, she has always pursued something far more lasting: authentic human connection.

That philosophy finds its fullest expression in her new flagship studio in Winter Park's Palmetto Grove district. More than a new address, the project represents a full-circle return to the city where her practice first began over twenty years ago, transforming a 1950s building into an immersive creative destination.


GABBA
GABBA
HEY



Long before becoming a designer, Shanna toured with John Mellencamp, witnessing how music could dissolve barriers between strangers. That memory inspired the Record Lounge, where vinyl, a Technics turntable, Steinway speakers, and an open fireplace encourage clients to slow down, listen, connect, and dream freely.

The experience is elevated by Storch Entertainment, which integrated Basalte and Lutron technology with the Technics turntable and Steinway speakers, bringing together globally recognized brands in a seamless home automation and music system. That same philosophy shapes the studio's daily routine.

Designed as an open environment for designers, architects, builders, artisans, and clients alike, every room encourages collaboration instead of hierarchy. Resource libraries, shared workspaces, and informal gathering areas reinforce the belief that meaningful design is always created together. While the studio draws inspiration from Palm Springs, mid-century architecture, and the vibrant optimism of the 1970s, these references never feel nostalgic. Instead, they become part of an expressive visual language where color, texture, art, and craftsmanship work together to create memorable experiences.


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Rather than welcoming visitors into a conventional office, the studio unfolds like an expressive home, where art, furniture, collected objects, and sculptural forms reveal the outgoing, curious, and deeply artistic personality behind every decision.

The bar perfectly captures that spirit. Conceived as a place where conversations happen naturally, it replaces formal presentations with coffee, music, and spontaneous exchange. A custom-designed rug created in collaboration with Art + Loom brings another layer of color and artistry to the space, reflecting a creative partnership that connects Dubai, Miami, and New York. A custom chandelier by Avram Rusu, warm wood finishes, lacquered surfaces, and bespoke seating create an atmosphere where creativity feels effortless and collaboration begins almost instinctively.



For Shanna, creativity grows faster wherever people feel comfortable enough to simply be themselves.

If one room defines the entire studio, it is the Drawing Room. Serving as both Shanna's office and creative sanctuary, the space encourages conversations to unfold naturally among art, materials, and furniture, replacing presentations with genuine dialogue and shared imagination.

Here, ideas begin exactly where Shanna believes they should: with pen on paper.

Instead of presenting finished concepts, the room celebrates the raw creative process, allowing clients to experience design as it evolves through conversation, emotion, material exploration, and the intuitive rhythm that defines the studio's philosophy.




ORLANDO

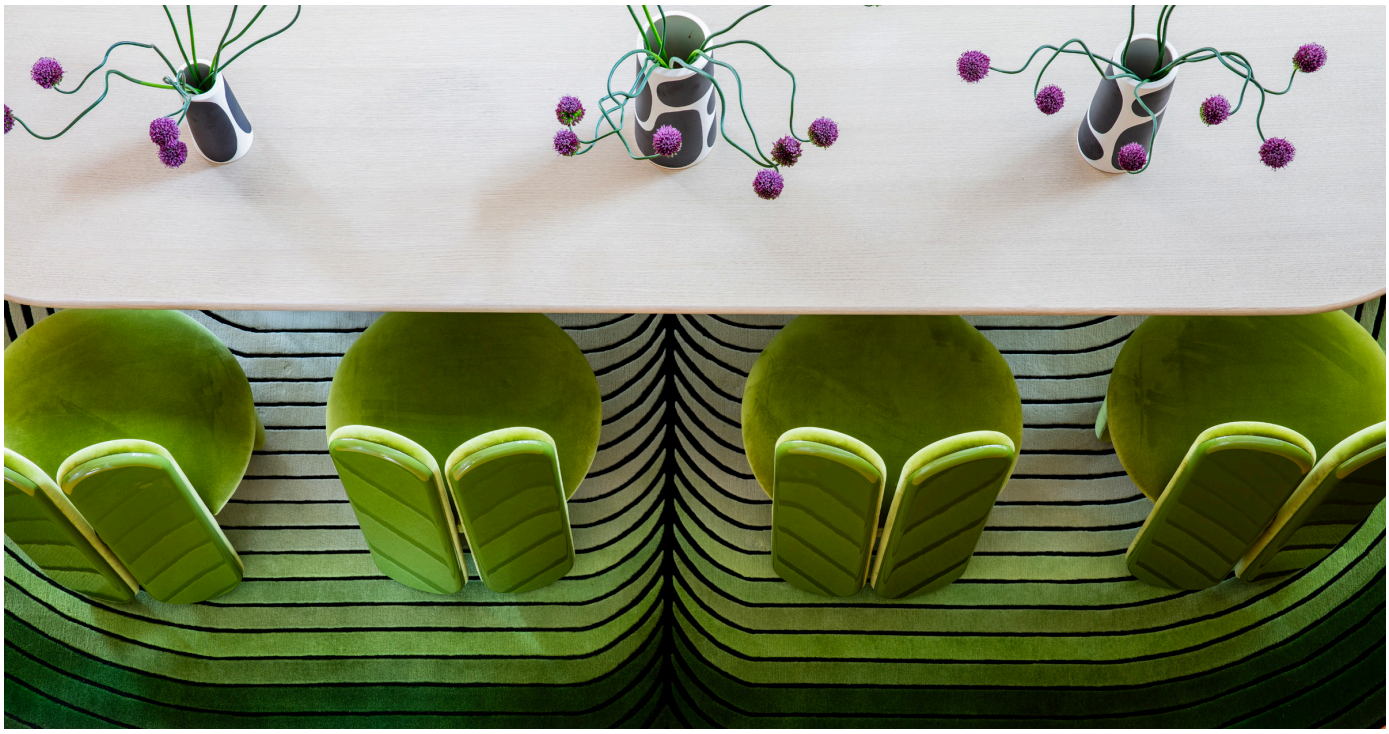


Bold color, expressive artwork, painted ceilings, and sculptural forms transform every corner into a source of inspiration. Rather than following convention, the interiors celebrate curiosity, inviting every detail to spark new ideas while reflecting the fearless creativity that defines Shanna's design approach.

That same creative confidence runs throughout Shanna's portfolio. Whether designing intimate residences or larger-scale environments, no two projects feel alike. Instead, each one embraces its own narrative, balancing artistic expression with thoughtful restraint to create spaces that feel authentic, memorable, and unmistakably personal without ever repeating a formula.

Eclectic influences, collectible furnishings, and carefully curated materials reveal a designer unafraid to explore new directions. Every project reflects its own identity while remaining connected by a consistent commitment to originality and interiors that leave a lasting impression.









The most memorable interiors are never those that simply impress—they are the ones that make people feel seen, welcomed, and inspired from the moment they arrive.

Clients have given that feeling a name: **The Shanna Wow**: an emotional response born not from spectacle, but from spaces that feel unexpectedly personal, joyful, and deeply authentic.

Across every residence and hospitality project, that same philosophy endures: interiors rooted in storytelling, enriched by art and craftsmanship, and thoughtfully designed to reflect the individuality of those who experience them.







More than a new chapter, this studio is the clearest expression of Shanna's creative voice: a place where design is measured not by what it looks like, but by how deeply it makes people feel.