



DESIGN DYNASTY

Keffie Lancaster comes into her own in the family business.

Age: 30. **Design experience:** Three years working professionally with my mother [30-year Sarasota designer Bonnie Lancaster] at Lancaster-Humma-White Studio, the oldest design studio in Sarasota. **What Mom taught me:** I'd come here after school and help organize the library and file paperwork. My mother always wanted to share what she was doing creatively with me. We have clients who've been around since I was in kindergarten, and now they're calling me for design help. **Greatest challenge:** Going back and forth between being highly creative and being practical in a business sense. **What Sarasota needs:** More variety in retail. I swore off palm trees the first year I was back in Sarasota, in 2003. Every accessory, every garbage can had a palm tree or a pineapple. **Don't skimp on:** Things that are long-term—flooring, window treatments, kitchen cabinetry. You don't want to pick a funky, bright blue tile that's going to look outdated in a year. Paint your wall bright blue instead. In two years when you're sick of it, it's easier to update. **What's in my home:** I'm painting my living room in Tibetan bright lavenders and pinks, very funky and fun. My roommate and I decided it's probably the last time we'd be able to have a pink living room. **In my spare time:** I'm on the board of directors of the Humane Society, and I'm the event planning chair of the Sarasota Young Professionals Group, so I don't have a lot of spare time. —Hannah Wallace