

[THE 2017 STYLE GUIDE]

# Tablescapes

2017 TABLESCAPE STYLE GUIDE

WITH  
Dena  
Verdesca

Dena Verdesca is a communications consultant from Durham, North Carolina, where she combines her love for design and writing. Her Florida upbringing influenced her love of bright colors, which she uses in her paintings and textiles. Dena is the co-author and Creative Director for the 2017 Atlanta Food & Wine Festival Tablescapes Style Guide.

"To tell someone else's story you have to inhabit their voice. Balance color and shape, and commit to your structure. People need bones. Buildings need support beams and design needs a grid and white space to breathe."  
—Dena Verdesca

Windy O'Connor, one of the participating artists in the series, excites with her gesture and color choices. (see below) "Zinger" ink on paper 18x 22, windyocorner.com



Hand-painted brush strokes on a solid color background show artistry in Verdesca's wallpaper and textile designs from 2014.



"Blue Florida skies with brilliant, fuchsia bougainvillea on pink stucco houses, influence my color sense. To this day, I am obsessed with pinks."

One festival dinner theme pairs a chef and an artist. The artists were inspired by the rich colors of the ingredients.

Verdesca links "palate to palette" in her custom menus.



Verdesca uses classic type forms and white space in her designs for men's magazines.



Dena Verdesca portrait by McCausland Havers, bougainvillea and paint by Shuters took, Best Life Magazine, textile courtesy of Dena Verdesca, painting by Windy O'Connor