



CDECA

Canadian Decorators' Association

*Communique
Summer 06*



Katherine Joy Interiors



Avalon Interiors



Denise Levinter Interiors

Celebrate CDECA's New Look!

**Designer's Walk Open-House
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*The Importance of a
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Style*

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Summer*

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committee reports: communications

The Board of Directors of the Canadian Decorators' Association is proud to announce to our membership, our affiliate members, our students, and our public, the unveiling of the association's new logo, developed and designed by the accomplished team at Insight Design, Toronto. We are proud to also confirm that the logo was chosen after having sought out member participation and feedback at the Members Meeting on June 16, 2006.

CDECA's Website Committee identified early on in the process that the goal for the logo was to reflect very specific and enduring representations for CDECA members. Based on research carried out by the committee, it was determined that certain values must be incorporated into the logo. These values included:

- A Canadian Organization – the logo needed to represent the coast to coast membership base.
- A new look for what has been referred to as a “new generation” or “rebirth” of the Decorators' Association.
- A logo with a very identifiable look – to create a brand that people will recognize and remember now and in the future.
- A distinct design – something new – fresh – innovative.

- A logo that looks modern with an image that will stay modern for years to come.

With the selections having been narrowed down to 3 choices, the Board of Directors brought the designs forward to present to the members at the recent Members Meeting on June 16th, 2006, for their comments and feedback, underscoring the Association's emphasis on member participation. Members were delighted at having an opportunity to participate in helping to choose the logo and determine CDECA's new look.

The website committee worked diligently to create a process to assign the design and development of our new logo. We have now established guidelines that will assist us with future projects of this magnitude. We had a team that worked passionately toward moving CDECA into the 21st century with state of the art branding guidelines, and together with the chosen designer, Insight Design, created not only a distinctive logo but also involved members in the process.

Insight Design's team leader, Lowell Brown, expressed “in the development process we created several designs using the traditional ‘leaf’ look. Our feeling was that while this was effective in identifying the



CDECA
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organization as Canadian – it was not innovative. We needed to inject a modern element into the traditional maple leaf and play up the significance of the type of association you are. We wanted to come up with a design that was FLUID and could capture the essence of a leaf – but not display it as a leaf. As Designers and Decorators, it is often our job to ‘think outside the box’ to create a new look. This logo

design captures the innovative, and recognizable look. When you see this logo, you know it is distinct – very different. It represents a look that brands CDECA with its own identity.”

CDECA has turned a very important corner, and we are poised to turn with it. This is a new era for the association and with a new era comes a new look. Wear it proudly!

Update on Website

The team at Insight Design, our website developer, is currently working on our website. We are very excited to know we are only a few short weeks away from unveiling the new website to the members. We will announce to the membership when the website has been launched. We ask you to do what we ask our clients to do... live with it for a few weeks, get a feel for the site, play with it, take it for a test drive. When you're finished, we'd like to hear what you have to say. We know that there will be some tweaking, and we expect some changes to happen over time. Members will be able to log in to edit their preference contact information. Don't forget to check out that option!

This year has been filled with so many changes, and the support we have received from the members has been indescribable. We are grateful for your unwavering and generous support while we go through such a visual

change as well. We are confident that our association's brand will be an influential one in this country as we move forward with initiatives in education and professional development.

The next phase of the communications committee's work is to put into action an outline to strategically market our website. We will do this in conjunction with the marketing committee's overall marketing plan, under the leadership of Lynne Cegin. We look forward to working with other committees to continue this important work. We ask again that if you are interested in helping out with these identified tasks, to contact us. We welcome your involvement. Many hands make lighter work!

Many thanks on behalf of myself, and Barbara Nikke.

By Shelley Clee

Landscaping Design Project



Before

Scope of Project: widening driveway, tree and shrubbery removal, improved entry. A raised planter bed around the Norway maple became a feature surrounded by interlock which curves up to a new front step which has enhanced the entry. Addition to the existing fence hides the unsightly hedge of the adjoining property. Planters and hanging baskets now receive more sunlight and are easy to maintain.



After

By Deborah Casey,
Residential Interiors

committee reports: chairman's report

I hope all of you are finding this summer to be one of the best ever! Certainly the weather has cooperated and while we all struggle with juggling the demands of the busy lives we all lead, hopefully you have found time to really relax a little and “smell the roses”. Summertime seems to be so long in coming and so quickly fleeting. Every moment is so precious!

It was wonderful to see so many of you out for our overwhelmingly successful June 26th Professional Development Day, and even more heartening to be a part of such an emotionally positive business session following. With almost all of our Directors on hand and written reports and wishes from Lynne Cepen in Vancouver and Sherri Macki in Ottawa, and such an enthusiastic and supportive membership present, CDECA was represented “with heart” from coast to coast. With Shelley Clee in from Nova Scotia and Arnold Tiessen back for the third time in only five months from Winnipeg, spirits ran high. Certainly the response and encouragement from each and every one of you in attendance was just the best fuel for the engine that is driving your Board of Directors.

For those of you that could not be with us on the 26th of June, we do have a full written First Quarter Report for you. Some 28 pages in length, including full accounts from each Director, including all the committees and their activities, it is offered for you to review. This document lays the framework for our association's obligation to provide members operational and fiscal accountability. Each committee has presented its mission statement, goals and both short and long term objectives, which in turn form the foundation of our association. There are many opportunities for CDECA members to serve our association, and hopefully as you peruse your copy of the First Quarter Report, you will find your special niche. All the Directors, Chairmen and Committee Members are listed and easily found if you need any help, want to volunteer or have any suggestions. Remember, we are only as strong as we choose to be collectively. For those not in attendance, members will receive copies of the Report by mail; and if any of you wish copies, they may be obtained from our Secretary, Cynthia Taylor-Luce.

CDECA is getting positive attention. Our new ads in Canadian House & Home and Style At Home are garnering responses nationally, and it appears that home shows across the country are recognizing the importance of providing their audiences with professional counsel. We have been asked by several regional home show organizations to be the official “Ask A Decorator” feature. Your Show Committee is working on guidelines and will be offering a format for a CDECA “Ask A Decorator” booth which will be consistent from region to region across the country, whether it be our Vancouver members or our Nova Scotia members or our GTA members hosting the event. The important thing is to keep the message out in front loud and clear that CDECA Decorators are in fact, certified and qualified to be the Decorators of choice. Our success at these events naturally depends on volunteer participation. Please, please, please, call the Show Committee to see how you too can help raise our CDECA profile publicly. A few hours of your time does make a huge difference.

As we go to press with this Communique, I would like to draw your attention to Bill 121 2006, An Act respecting Interior Designers, known as The Interior Designers Act.

This Bill has had two readings in the Legislative Assembly and has been referred to Committee for review. This Bill has untold impact on our industry and needs to be addressed immediately. Copies of the Bill can be obtained from CDECA office on request or accessed from the internet from the Ontario Government.

Your Directors will be addressing this matter with you in a separate communication for your attention and action. Please watch for this important message and be prepared to act.

In the meantime, I hope you will continue to enjoy this beautiful summer.

Irene Turnbull

Celebrate Colour!



By Tracy Kundell, Avalon Interiors

Colour is the most important element that I consider in my designs; it saturates our lives and can influence how we feel both physically and emotionally. It can transform a home faster and more economically than any other decorating device. Colour surrounds us; it has healing qualities and can correct architectural problems and should reflect the mood of our interiors.

As our lives get busier and busier we seek harmony in our homes, and we strive to do so with the colours we place in our interiors. When something is not harmonious, it's either boring or chaotic. At one extreme is a visual experience that is so bland that we are not engaged. At the other extreme is a visual experience that is so overdone, so chaotic that we can't stand to look at it. How colour behaves in relation to other colours is a complex

area of colour theory too broad for this small article, but suffice it to say that harmony is dynamic equilibrium of those two extremes.

With so many colours to choose from, I usually establish the palette with a pattern that appeals to me. It might be a fabric that I love or beautiful area rug or painting. In this colourful room my inspiration was my clients' passion for Kandinsky's art, and Van Gogh's famous café scene. Who better to steal a colour palette from than the masters themselves! I used that inspiration and broke it down in terms of colour priority using a complimentary colour scheme to create my design.

These clients have a passion for gardening and love to bring their fresh cuttings inside. With two active young children the vibe was definitely youthful. Activating colours, such as yellow and red, move forward, warming and cheering, and inspiring conversation in varying degrees. Definitely an extroverted palette for the brave!

Ruby, volcanic orange or brick reds pack a punch in entries or halls. Even people who can't relax surrounded by strong colours find a short spurt of red's exhilaration comfortable as they pass through a brilliant hall. So don't be afraid to use colour, embrace it!

Remember The Rule of Three is also a good starting point. Every room should have at least three colours, a main colour, a contrasting colour, and an accent. To qualify as an accent, a colour should appear three places in a room, even if it is just the matting on a picture frame or in a floral arrangement.

Keep in mind that the colours you choose will greatly affect how that space will be perceived so your furnishings should blend into your general colour scheme as well. Anything that doesn't should be disposed of or re-worked. **DO NOT COMPROMISE!**

Still unsure of taking the colour plunge, try one of the many available colour testers or oversize chips from the various paint manufacturers. They allow you to test the colour before ever having to open a paint can and waste your time and money.



Masterpiece Kitchen

I met with my clients on a Saturday afternoon to discuss their needs and objectives in redesigning their kitchen. I insisted on understanding their dislikes in their present kitchen. A tour of the house gave me a good understanding of my clients' taste and style. When visiting the kitchen which was primarily small, fairly dark and country style sporting colonial style country cabinets, I immediately understood their desire for a major kitchen renovation. While less than 10 years old, the pine cabinets looked tired and poorly assembled. My clients had exquisite taste, but also presented a number of challenges which they felt were crucial to incorporate into the overall design in a 14 x 9 ft. space. My clients' wishes included an eat-in area, maximum storage capacity, low maintenance design and materials and a modern style in bright and cheery colours. Not a simple task.

To make sure my clients' satisfaction is of the utmost, I executed three design proposals hoping that they would opt for the one I felt best suited their needs but would require a change to the window to increase the lighting source. Although this would increase the natural light, it might be a little more than they might have wanted to undertake. To my surprise, both agreed very quickly to adopt the design I preferred and the project started in earnest.

For this project I had to maximize the lighting within the area. Starting with removing the existing window and

replacing it with European style tilt & turn French doors opening onto a 'Juliette balcony'. I added 9 halogen recessed lights around the perimeter of the kitchen and placed valance lighting over all the counters. This provided for a very bright kitchen with ample natural daylight as well as strong lighting in all the working areas. I selected hardwood maple cabinets from Paris Kitchen in a simple Shaker style having clean lines and very strong durability. A granite countertop and backsplash provided for a low maintenance, crisp work area. The black granite, called Volga Blue, contrasted nicely with the golden colours of the cabinetry and the hardwood floors. Beside the fridge a corner cabinet supported a custom designed round granite table providing sufficient space for 3 people to have breakfast in comfort.

Only the best European appliances (Miele, Gaggenau) were chosen by my clients because of their compact size and efficient operation. Key stainless steel finishes were added to complement the cabinets and highlight the modern finishes. My clients were impressed with the overall layout, brightness and functionality of the kitchen.

By Kirsten Leuck,
Balmoral Interiors - Exclusive
Solutions for Living and Selling

Landscaping – A Labour of Love!

By Shelley Clee,
Beaver Bank Nova Scotia

Our landscaping project began with what we thought would be a simple design and even simpler task. All we thought we wanted was a small area filled with flowers, shrubs, bushes, mulch, etc. – just something to welcome us home each day. What we hadn't prepared ourselves for was the multitude of options and the weeks of work that awaited us.

After finding out how extensive a job landscaping is for the do it yourselfer, we eventually found a local landscaper who fit our needs and budget. Like a good interior decorator choice, fit is really important in your choice of landscapers. What we ended up with was a beautiful oasis filled with life, colour, and a restless energy that keeps us pretty busy in the growing season. We don't mind that, though, because we've learned so much about the world outside our doors.

Our subdivision was built around a championship golf course. It was important to try to create a design that enhanced the same raw elements. It took months of weeding through to find the diamond in the rough. We wanted to preserve as much of the natural environment as possible to provide us with a privacy buffer, yet enable us to be able to be good neighbours.

Our landscaper employed great artistic touches and created an enriching environment that appealed to our sense of nature and tried to give us as much maintenance-free planting for the first couple of years. We had such a large yard

that we thought it would be out of our price range to do the kind of landscaping our landscaper suggested. But we worked to eliminate as much of the labour intensive preparation as possible and did it ourselves. We added interest with objects like a cedar bench, beachstone, pea-gravel and large rocks allowing us to use focal points throughout the garden.

We cut trees at 5 foot heights and planted climbers and vines at the base. They don't take up as much space as big shrubs and they act as a focal point in the plan. We used tightly woven ground cover to prevent weeds from growing through. This year, we've added garden lights and it's made a world of difference. All we're missing now is a running brook with a fountain

or a goldfish pond. We figure another few years and we'll be ready to take that step.

As our gardens mature, we find new ways to add depth and textures. We always refer back to our landscape designer to decide what to leave, what to transplant and what to remove. It has turned into a labour of love. I highly recommend using a landscape designer. They will save you so much in time and money and help you make all the right decisions. We hope you enjoy the photos as much as we have enjoyed our garden.



Designers' Walk Annual Open House

Wednesday, May 24th was the annual Designers' Walk Open House with seminars running all day long, culminating in a complimentary cocktail party with great food (as you can see in the photo). The day was well-attended and it was great to see so many current and former CDECA members. I can't stop myself from going into 'recruitment mode' at these events, and hopefully have convinced some former members to return to the fold.

The day started with a continental breakfast at the Resource Centre, followed by a presentation by Margaret Dietsch, Director of Sales, The Robert Allen Group. Hundreds of fabrics were shown, but the main feature was their Al Fresco Collection of indoor/outdoor fabrics which are so durable, they can be cleaned with bleach!

The second presentation was by Sharon Bickle, Director of Showrooms, Fabricut/Vervain. Sharon came all the way from Oklahoma to impress us with the beautiful Collier Campbell line exclusive to Fabricut. Gorgeous prints, silks and wovens and she assures us they are all "well-priced"! A little walk down the street to the Suzanne Brown showroom led us to Randall Horton, President and Gary Pedersen, Vice President of Marketing, The Fincial Company. An entertaining talk with lots of samples handed around the audience made this presentation memorable. Catalogues for The Fincial Company were also provided.

Primavera Interior Furnishings was the next stop, where we listened to Todd Huckabone, National Sales Manager Pierre Frey, and admired the rich collection of fabrics including fibres of linen, silk and even metal.

MP Lighting hosted the next seminar where Howard Cukier spoke regarding their low voltage interior halogen, LED lighting and glass and ceramic fixtures. Back at the Resource Centre, the topic of lighting was continued, this time with Tom Butters, a facilitator with the Lighting Concept Centre/Lightolier, giving us an in-depth multimedia presentation about how to design lighting for the aging population.

Michael Pourvakil of Weavers Art hosted the next segment with his usual

grace and provided the audience with a little pick-me-up - cold wine and other beverages - while he told us about the beautiful carpets surrounding us in the showroom, and the endless potential that exists for custom orders.

Robin Siegerman of Sieguzi Interior Designs spoke to us in her showroom about how we can use her company as an extension of our business, as our design partner/supplier for kitchens. They will do as much or as little of the kitchen planning and execution as we prefer. They have a beautiful and inspiring showroom.

From the last seminar, we had only to walk a few steps to the bar and the well-laden tables of refreshments and goodies which were most welcome at the end of a long but informative day. Designers' Walk deserves a thank-you for their hard work to make this day such a success.

We are very lucky here in the Toronto area to be able to enjoy these trade events. If you live within driving distance of the GTA (or can take the train), you should definitely plan to come next year. Make sure Designers' Walk has your email address on their contact list (contact Marilyn Gross at mgross@designerswalk.com).

By Cynthia Taylor-Luce



Dayle Laing, Dennis Mascall-Walls Windows Furnishings Association, and Kathy Quinn

AFFILIATES' CORNER

Good News for CDECA Members. The Decorating Centre, a new Affiliate Member, has set up a Buying Group to offer all CDECA Members some of the best discounts in the industry. They charge no membership fee to join, and offer a year-end rebate based on total sales of CDECA Members as a group.

This 'to the Trade only' company has set up a program which offers interior designers/decorators across Canada a one-stop destination for fabric, window blinds, shutters, drapery hardware, wall coverings, flooring, lighting, artwork, mirrors, bedding, casegoods, replica trees and plants, as well as home décor accessories.

As a member of a large buying group, The Decorating Centre purchases all their products as if they were part of a huge chain. Their combined purchasing power with their low overhead equates to exceptional discounts.

In most cases, pricing has been negotiated so designers/decorators will pay what they would be charged if they had accounts with suppliers directly. They offer Levolor and Shade-O-Matic at such low prices you can match Home Depot's price and still make a profit!

Orders can be placed in person at their Burlington, Ontario showroom or by phone, fax, and soon by web-site ordering, using Visa, MasterCard and debit. Out-of-town designers/decorators can have most items shipped directly to whatever address they prefer.

The Decorating Centre takes pride in listening to their customers. In response to requests for additional products, they are now sourcing case goods, additional area rugs, bedding, and lighting.

For more information and a full listing of products offered, contact the manager, Tara Munro at 905-681-2000 or email her at thedevelopingcentre@cogeco.ca. The web address is www.the-decoratingcentre.com (currently under construction but will be launched shortly).

In upcoming issues of the CDECA Communique, we would like to feature articles on more of our affiliate members who offer exceptional value to our designers/decorators. We would be pleased to accept submissions at communications@cdeca.com



*aah....
the
bath!*



**By Catherine Pulcine,
CPI Interiors Inc.**

Not simply a utilitarian space, your bathroom is your private place to relax and unfetter your senses. Appealing to that sensation of the spa and introducing it into our everyday lives, is becoming a reality when building our dream homes or renovating to allow the home bath experience to be one of our creature delights.

Water. The quiet simplicity of water, we love it. We go to places where the changing forms of it inspire us. From the rain shower, to the steam bath, the turbulent waters of the whirlpool and the crashing surf of the sea. Take all of these and transform them into the home spa. Luxuriate in the warmth, tantalize our senses and relieve our stresses. Capturing the feeling and the art of water in motion will achieve all of this.

The variety of inspiring luxurious products designed to compliment each other will astound. Remember

when having a bidet was almost unheard of? And if you were to have a shower separate from the bathtub, that was quite extraordinary? Not so today. The options, styles and variety, while enticing, can be very confusing. We will review some of the items and upgrades to introduce into your bath with some explanation as to some of the differences. Let your senses soar. Use your imagination and create the bath of your dreams.

Let's start with that bidet. Let us start

from the early beginnings of the luxurious bath. Think of a bidet as a miniature bath, at a comfortable sitting height, that provides partial bathing and soft sprays to soothe our human conditions. The style compliments the toilet that is installed next to it. Sleek and contemporary to traditional and elegant. Convenient, clean and simple – a bidet offers men and women hygienic fresh water sprays that provide comforts beyond tissue.

We think of the toilet mostly with regard to function, but while that is important, the style also represents the continuation of the overall look of the room. From sleek low style, traditional raised back with decorative bases, all the way to a 'hat box' fashion that will have them guessing where the toilet really is. Flushing mechanisms are refined to provide low water consumption, with effective waste elimination. You can even add power to the flush with discrete motors that eliminate the need for any visible tank.

No toilet would be complete without the seat, but not just any seat will do! Add a slow closing seat that not only does not slam, but also provides additional safety and hygiene, not to mention prevention of those late night ventures in the dark that can end with splash down and shock. For those who want the ultimate in potty comforts the heated French Curve toilet seat by Kohler is truly a luxury you will wonder how you lived without. With even heating across the surface of the seat that is maintained at a comfortable 25 degrees above normal room temperature, your sit will be most enjoyable.

Experience the whirlpool. No longer just the water jets, but air and water combine to provide variable speed effervescence and the ultimate in relaxation. Tubs come in every configuration you can imagine and work to fit your space. Whether a retrofit into an alcove or a tub centered in the room under the stars visible from the skylight above, every element of escape can be created in the privacy of your home.

Water is a natural way to rejuvenate your body, mind and soul. Bubble massage, aromatherapy, and chromatherapy are all multisensory hydrotherapy treatments that have until now been obtainable only at the most exclusive spas. You can create a space that offers the indulgence of a spa within your walls, there to use at your leisure. Once you have it, there is no further cost.

The whirlpool experience is one that creates a sense of well being, for a private escape and a time for true relaxation. With floating remote controls there is no need to change positions to alter the function desired. It is at your finger tips. Extra deep tubs envelop your whole body, caressing you with warmth and effervescing water from back jets and neck jets, adjusting to every contour

of your body to relax and invigorate. Experience gentle massage combined with the colours of calm. Chroma-therapy concepts are introduced to seduce your body and mind into relaxation as full spectrum colour gently washes over you. Coloured lights follow a sequence or you can choose a single colour that provides you with the most in leisure.

Showers are no longer just a place to clean our bodies from the daily toils. They can be body massages, rain forests and steam baths. From beautifully tiled walls with clear glass enclosures to open showers resembling Roman baths, these environments delights the senses.

Showers offer cascading waterfalls, gently sprinkling rains, or pound with body massage jets like the surf itself, providing inspiration, relaxation and truly powerful moments of pleasure. Custom showers with adjustable jets, rain shower heads, waterfalls and steam baths are all available to create that spa-like experience in your own home. Home hydro-massaging systems have integrated heating systems to maintain a constant water temperature while a recirculating pump keeps the water coming until every inch of your body is relaxed.

The basin is yet another area that presents opportunity to create style and function. Vessels sit on beautiful glass bases, hand painted works of art are set into marble atop spectacularly carved cabinetry—all to create an environment of luxury. Kohler offers “Artists’ Editions” in basins and pedestals. They are a tribute to the time honoured traditions of fine raised enamel on bone china with platinum or gold bands like those on fine dinnerware—truly a beautiful choice for any bathroom.

Faucets that range from sleek single levers that rise above vessel bowls to wide spread faucets with exquisite lever handles enhance the bath experience. Polished or brushed finishes compliment the look. For those with more exotic tastes, gold and platinum replace chrome and brass.

To complete the overall bath experience, we must not forget to look at the base of it all. In-floor heating systems take away any hint of cold by warming the room and enhancing the touch. No cold feet here. Towel warmers provide the final element of sophistication.

To complete the look, bath accessories from waste baskets, toothbrush

holders and soap dispensers are additions that coordinate and give a refined look to any bath.

For the men in our lives, the bathroom holds its own mystique. It is a reading room, a library and sanctuary in one. While technology is prevalent in our lives, it is not exempt from the bathroom either. Telephones and radios have long been in the bathroom, so today to add the Ipod toilet tissue dispenser complete with docking station is not such an unusual thing to see. Televisions perched on extendable arms allow for nothing to be missed whether news, the stock market or sports.

Create the bath of your dreams. Use your imagination and leave nothing to chance. You will be amazed at the products available to tantalize and inspire. Ahhhh to the Bath.

Catherine Pulcine is Founder & President of CPI Interiors Inc., Ottawa's leading Residential Interior Design firm. She can be reached at 613-599-5564 x 22 or by email to catherine@cpinteriors.ca Their web site is www.cpiinteriors.ca

Fresh Strawberry Tart

1 store bought graham cracker pie crust-9 inches
4 Tbsp cornstarch
1/2 cup sugar
2/3 cup Jello powder (strawberry &/or raspberry-using both gives it a nice tang!)
1-1/3 cup water
1 tsp vanilla
1 quart fresh strawberries (or 2 pints)

Mix cornstarch, sugar and jello powder in saucepan. Slowly add water while stirring. Make sure all dry ingredients are dissolved. Cook and stir over medium heat until it boils. Continue to cook and stir for 2 more minutes. Add vanilla and stir. Set aside and cool. Wash and hull strawberries while mixture is cooling. Mix berries and mixture together. Pour into pie crust. Cool until set. Whipped Cream can be added to garnish. This is a great summer recipe and is super easy!

By Lidia Pirc ,Decorated Creations by Lidia

Selecting the Right Colours for a Relaxing Spa-Like Bathroom

When designing or renovating a bathroom, colour is always paramount in the overall look and feel.

Most of us play it safe when selecting the fixtures for a bathroom, choosing either white or neutral. However, the challenge comes when trying to decide what to use as the overall colour scheme.

Colour is really a sensation, creating a ‘feeling’ of joy, excitement or relaxation. Certain colours have measurable psychological and physiological effects on people. For example, the warm colours such as red and orange act as stimulants. Cool colours such as green, blue and indigo are thought to be calming and relaxing.

If your choice is to create a “haven away from it all”, then the cool palette is the better choice.

We typically think of “spa colours” as the blues and greens which rightfully belong to the tranquil and restorative settings of nature. We want to imagine being under an expansive sky, wading in a cool mountain stream, or enjoying the beautiful hues of the sun-warmed sea. In the bathroom depicted in the photograph, the selection of the blue and green glass tiles used behind the sink and again as a small detail in the shower, sparkle at night, and the reflective qualities of clear coloured glass create a “watery” feeling enhanced by the soft blue-green colours on the walls.

If you are looking to create a soothing, elegant atmosphere in a bathroom but are fearful of colour in general, then you cannot go wrong by using a monochromatic colour palette. This uses different values or intensities of the same colour. You can always add a ‘hit of colour’ in your accessories, such as towels, soaps or objects of coloured glass.



Whichever route you decide to go, follow your own personal taste. Remember to keep it simple and go with colours that you like.

By Denise Levinter,
DL Interiors Inc.

Why Every Business Should Have A Web Site

Imagine this. A young couple recently moved into a new home. Overwhelmed with the amount of things to prepare for their home they decide it would be in their best interests to hire an Interior Decorator. Like many other Canadians, the couple decides to first search the Internet for a local professional.

The Internet is a fast, convenient and often times a hassle free way for people to find, research and purchase whatever they need. The old days of cracking open the Yellow Pages and calling every number in the book are gone. Searching the Internet is much faster and easier.

If you don't have a web site, or if your web site isn't properly listed in search engines you may be losing out on a lot of possible business leads.

How can a web site help you get business? Think of a web site as a digital brochure. There are some basic pieces of information that you should include on a web site that will help answer initial questions a potential client will ask you. Always remember the five "W's".

Who are you?

What do you do?

Where are you located?

What makes you different from your competitors?

Why should I do business with you?

If you can provide answers to these basic questions on a professionally designed web site, you have a shot of attracting interest from potential buyers.

The next important task is to make sure people can find you on the Internet. With over 60 million websites already online, how can someone find your site? There are two main practices a web site owner should follow. The first is to make sure your pages are properly coded and submitted to search engines. If you don't know how to do this yourself, hire a professional Search Engine Specialist. The second task is to trade links with other local (and related) websites. Trading links with other web site owners is a great way to attract additional traffic and exposure to your business.

If you want to expand your business and are looking for more clients, a website is an essential tool every business should have.

By Lowell Brown,
Insight Design & Communications

Lowell Brown is the owner of Insight Design & Communications a local web design & graphic design firm which specializes in developing web sites and communication tools that work for your business. Websites that work are websites that actively Promote, Sell & Market your products and services. Call Insight Design at 416-398-6669 or visit www.insightdesign.ca for more information.

BREAKING NEW GROUND WITH ON-LINE DECORATING

This “pied-a-terre” project in mid-town Toronto was an opportunity for my design partner Diana Russell and I to break new ground because our clients lived off-shore and almost everything had to be handled on-line. They purchased a new condo suite from plan to be used for occasional visits to Toronto. It also had to be a practical living space for their two pre-teenage sons who may eventually use the suite while attending university. They wanted this multi-purpose retreat to have a warm, comfortable, residential feel, but with a chic, ‘uptown’ boutique hotel look. The suite includes a kitchen/living area with a wonderful park-setting view (rare in downtown Toronto) and two bedrooms and bathrooms.

What did designers and decorators do before computers and digital cameras? I took photographs of everything we sourced and e-mailed floor plans, drawings and photographs of every element in the decorating mix (custom cabinets, shelving and closets, furniture, fabrics, lighting, rugs, window coverings, mirrors, frames, etc.) to our clients for their approval. This removed the element of surprise and provided a comfort level for all of us. It also slowed down progress at times while waiting for approvals, but deadlines weren’t too tight because our clients visit so infrequently.

For this article we’ll focus on the open living space which includes a kitchen with a large island/eating area and a family/living room. During their first visit to their new, empty condo, our clients had hastily purchased a large sofa, chair and love seat for the living room, which quite frankly did not fit the space, blocked the view and didn’t contribute to the look they were trying to achieve. Therein was our first challenge – to clear the room diplomatically and start fresh.

We did this by finding a buyer for the furniture, which our clients readily agreed to because they too felt the furniture they had purchased did not fit the space.

The second challenge was to optimize the awkward configuration of the primary space. A large island dominates a major part of the space (shown in the photo), and spills into the living room, leaving very little room for a balanced furniture arrangement. Clearly, a symmetrical floor plan was impossible. Traditionally a fireplace serves as a natural focal point around which furniture can be centered, but this approach did not work in this off-centre space.





high-end track lighting designed in an L-shape to mirror the sectional sofa. A classic Tizio floor lamp behind the sofa for reading completes the eclectic contemporary look and nicely plays off the dark base of the Noguchi cocktail table. We also used track lighting in the kitchen, which is configured in a rectangle over the island to exactly mirror that shape. Three Murano glass pendants are suspended over the island for accent lighting and to provide a virtual separation between the kitchen and living areas. All the lighting is on dimmers and the combinations of different light levels can be stunning at night.

We chose a warm neutral palette: Farrow & Ball 'Light Stone' throughout the suite with 'Pointing' on the ceilings, doors and trim. The soft moss green ultra-suede on the sofa and in the contemporary area rug unifies the inside with the lush greenery outside. Sheer floor to ceiling drapes on the windows and balcony doors soften the sharp

Our solution was to open up the room both visually and physically by positioning a custom designed L-shaped contemporary sofa from Fluid Living around the outer north east corner of the room, which is flanked by floor-to-ceiling windows. We kept the sofa very low to preserve the lovely park views. We chose two cane-back Barbara Barry chairs to flank the fireplace, create the illusion of balance, and provide extra seating.

Storage is always an issue in condos so we had cabinets and shelving units built in around the fireplace and under a large custom designed window seat in the kitchen (not shown). A delightful built-in second window seat provides a quiet reading corner in the living room and another opportunity to enjoy the view. A plasma screen over the fireplace and a surround sound system completed the basic requirements for this multi-purpose room.

Another challenge was to provide adequate lighting, which is always something that builders overlook, even in high-end condos. We worked closely with a lighting expert to create a lighting plan for client approval. Pot lights were retro-fitted in the bulkheads around the perimeter of the room, which were complemented with

turns in the bulk-heads (often an issue in condos), as well as the angular sectional sofa and pattern in the rug.

Our clients were so pleased with the way their 'pied-a-terre' in Toronto turned out that they invited me to help them decorate their principal residence off-shore, which they are expanding in several phases so it's an on-going project. It's also another on-line project, which has required several site visits as well. Needless to say I took photographs and measurements of every square inch of their home, which I refer to often. One never knows where this business will take you and we're loving it!

By Sharon Orr,
OR Design Décor



Special Recognition

CDECA - 2005 Awards Entry - CDECA Decorating/Design Industry Award

Category: Best Overall Project in the \$50,000 - \$100,000

Presented by: Creative Interiors Design Centre and Lisa Geisler, North Bay, ON, P1B 1B4

My clients Andrea and Cory live in a century old home in Northern Ontario. They are a young professional couple that appreciate and value the character of their home, but crave touches of today's technology and interior finishes.

Having worked with these clients on a previous project I was familiar with the space. When I first saw the kitchen I was excited about the possibilities. The 10' high ceilings were begging for some attention. The original kitchen looked tired, lacked function and beauty.

I knew there would be some challenges working on a home over 100 years old. For example: The floor was out 11" from one side to the other. We would need to tear out everything and start fresh. My goal for this kitchen was to unify the traditional styling of the home with today's modern elements, establish a functional space that would suit my client's lifestyle and create a room that was breathtaking from every angle. With a budget of \$100,000 and the support of my talented design team we carried this project from concept to completion. To achieve our mutual vision we first determined the client's requirements and established a new layout for the kitchen. The plan included a new foyer, (which was achieved by closing in the exterior porch), an island with seating, new Jenn Air stainless steel appliances, two sinks (to allow more than one chef), a message center and two large pantries with organized storage

LIGHTING

We incorporated design elements such as antiqued tin ceilings and cherry beams. One particular beam was designed to accommodate two incredible light fixtures that would hang directly over the island. These fixtures are an impressive 36" high and look as though they were made for this kitchen. We integrated the use of pot lights, under-cabinet, and in-cabinet lighting throughout the ceiling and cabinetry to ensure that there was the proper

amount of general, task and accent lighting. Selected lights were placed on dimmer switches to give the client illumination flexibility.

FLOORING & WALL TILE

Once the floor was leveled a radiant heating system was installed to warm the new ceramic tile. A weathered



looking floor tile was selected for its look and practicality and placed in a stylish pattern that satisfied the client's request for mosaic tile accents. We extracted the subtle cream colors from the mosaic floor tile, and specified a tone on tone backsplash tile, which was laid in a block pattern with strategically-placed decorative inserts. The backsplash acts as a great backdrop to showcase the granite countertop.

CABINETS & MILLWORK

The cabinetry and millwork in this kitchen incorporated some traditional elements such as hand carved detailing and furniture style cabinetry. We used painted cabinets combined with solid cherry to tie in the beams in the ceiling to give a rich, dramatic and unified look. We also used wire mesh on the display cabinet doors and bead board as backdrops in some of the cabinetry for additional accents.

WINDOW TREATMENTS, PAINT & ACCESSORIES

To soften the windows, a traditional floral fabric was chosen and a tasteful valance was designed. A coordinating fabric was selected to line the scalloped-box pleated valance and cover the accent buttons. The valance was placed on a Velcro rod and with the remaining window depth we were able to install cream-coloured wood blinds (with decorative tape to hide cords) for privacy. These fabrics were also used on the entry bench cover and accent pillows. It was from the floral fabric we chose our paint colours. The paint colours in this kitchen are medium tone to compliment and contrast the cabinetry, ceiling and floor. For the finishing touches we incorporated the client's existing art & accessories and a few chosen pieces from our "Details Shoppe" to inject punches of red throughout the space.

After a four-month renovation my clients and my team believe we accomplished what we set out to do. We created a beautiful, functional kitchen that has style and architectural elements characteristic to the home while giving the client an updated space they will enjoy for many years. Thank you for taking the time to evaluate what we consider the perfect kitchen to compliment Andrea and Cory's century home.

The design team at Creative Interiors Design Centre in North Bay, Ontario:

- ◆ *Lisa Geisler, principal designer / owner - CDECA*
- ◆ *Robin Purcell, registered interior designer - BID, ARIDO, IDC, NCIDQ*
- ◆ *Carolyn Hummel, window covering consultant / stylist*
- ◆ *Laurene Boileau, stylist / project manager*
- ◆ *Andy Lyle, drafting / presentation*
- ◆ *Marie Belanger, in-store consultant / director of first impressions*

Would like to thank the following people involved with this project:

The Morrison/Paquette Family for allowing us to transform their kitchen into the masterpiece they enjoy today. All the talented Tradespeople brought in to help convert the outdated, unfinished room into a very functional elegant kitchen.

- ◆ *Contractor: Denis Columbe.*
- ◆ *Custom Cabinetry by Dowdal Cabinets, North Bay, ON*
- ◆ *Ceramic Tile: North-Tech Stone & Ceramics, North Bay, ON*

BUDGET

Paint	\$ 750
Island Lighting (two large pendants)	1,000
Tin Ceiling	1,750
Cabinets (including granite countertop)	38,000
Flooring & Backsplash (tile)	8,000
Creative Interiors Accessorizing	400
Window Treatments by Creative Interiors	2,825
Creative Interiors Design Services	3,500
Creative Interiors Project Management Services	<u>4,800</u>
Subtotal	\$ 61,025
Plus: Contractor - Electrician - Plumber - and Applicable Taxes	

Elemental Fusion

East and West Blends



The Master Bedroom and ensuite were styled to become a modern contemporary space. Elements from both Eastern and Western parts of the world blend together to form a sophisticated space, yet remain natural and functional. The colours in the bedroom were inspired by the Western autumn season. Colours fill the room with a feeling of warmth and a constant glow. Walls are painted in hues of orange. Light brown and red on bedding add glamour to the space. The wallpaper's colour adds shine to the room and its texture creates a natural Eastern atmosphere. Hardwood floors, a platform bed, side table and shelving in dark mahogany are very modern, with a Western touch. To balance the blending of Eastern and Western elements of the room, a capiz lampshade adorns both sides of the bed. The precious Philippine shell – the mother-of-pearl – is featured in artwork and becomes a dazzling focal point. A sisal area rug and a linen curtain provide an Asian vibe.

For lighting, spotlights are placed on top of the headboard to light up the art piece. Pin lights with diffusers are placed on some corners of the room to create ambience. Every shelf has fluorescent lights to add glow at nighttime if needed.

In the ensuite, white ceramic tiles and white wall and ceiling paints create winter imagery. To establish fusion, earth-tones on the floor tiles and sink slab, plus bamboo and white stones replicate a mini Zen sanctuary. Wall sconces are placed on both sides of the washbasin.

Spotlights are placed to light up the bamboo and on the corners to light the space.

To complete the setting, a natural element is added to both rooms – plants provide life and natural beauty to all elements in the space.

I decided to create a concept that mixes the elements of the region I am from and the elements of my new environment (Canada). It is interesting to combine elements of nature, the seasons, natural materials and technology on both sides of the world and create fusion. Fall colours were my inspiration for most of the colours for the bedroom, and winter for the bathroom. I merged materials and technology from the West with the natural materials of the East. I used maple hardwood for the flooring, bed and shelving, which is abundant here in North America; and I blended it with capiz, mother-of-pearl, bamboo and white pebbles which are local materials in most parts of Asia. The fusion of these elements with accent pieces in glass, metal, and wood are perfect together and this style is applicable to both sides of the world.

By Jasmine Caronan
Art Institute of Toronto

Jasmine Caronan is the winner of the Student Category Award.

Direct Interiors Event

I would like to acknowledge our CDECA Affiliate Member, Direct Interiors, who hosted a decorator/designer event May 25, 2006. They are introducing the Jonathan Adler Collection, exclusive to them in the Toronto area.

Jonathan Adler started out as a potter nine years ago but gradually moved into design. He approached the Rowe furniture company (over 60 years in business) two years ago about designing a line of furniture for them, and six months later it was launched. He has total design control over all products and even where it is sold. All frames are made in-house of hardwood that is dowelled, glued and screwed, and have a limited lifetime warranty. Where Rowe produces 2000 upholstered pieces a day, only 100 Jonathan Adler pieces are produced as they are bench-made and top of the line.

Plan a visit to Direct Interiors to look at the upholstered pieces as well as casegoods, lamps and pottery designed by Jonathan Adler - you'll be glad you did.

Miriam Tollis, Owner, Decorative Wall Finishes was also a guest speaker and she brought dozens of samples of her unique finishes, ranging from old world style to modern. Not only does she provide hands-on work for her clients, she also teaches her techniques to people interested in learning how to use these beautiful European products.

Direct Furniture very kindly provided great food and wine and desserts for the hungry attendees. Unfortunately of the 40 people who RSVP'd they'd be coming, only about half showed up, so the staff at Direct Interiors enjoyed the leftovers for a while. If you're in the area and looking for something special, do drop in and have a walk around. I found just the right artwork for a client and took it with me.

By Cynthia Taylor-Luce

committee reports: financials

I am pleased to say that the Finance Committee, consisting of Angela Gonsalves, Nita McCown, Deb Roth, and Anne Venditti, has been hard at work. We are putting policies together for expense reimbursement, record management and book-keeping, collection of dues, and many of the other little details that constitute CDECA's operations. As well, we will be implementing a quarterly internal audit of CDECA's financial records as part of the system of checks and balances being put into place.

The committee has made a commitment to document all of our policies and procedures in the form of a manual for use by future Treasurers. With committee members with a strong background in accounting, association management, and Board participation, CDECA members may be sure that our finances are in good hands.

By Mary Bannet, Director of Finance





committee reports: education

Whether we are a student of Interior Decorating or have been in this business for 20 years, we can never know it all! That is the intriguing nature of this profession - it has so many facets for us to learn and expand our knowledge.

A "demand for more seminars" is the feedback that the Education Committee received at our Professional Development Day on June 16th in Toronto. The 72 participants showed a thirst for knowledge and supported our educational seminar format. The room was alive with positive energy!

Jana Nor lectured about lighting, and gave us some practical demonstrations of different colour temperatures (CCT), lower wattage (switching to fluorescent), and selecting a high colour rendition (CRI) to obtain quality. The enthusiastic questions led to requests for more lighting seminars.

Candace Carter of Back2Front explained the many aspects of website design with some 'savvy' advice for the members who have websites and for those considering getting into this form of marketing their businesses. A website is almost as basic now as having a business card!

Dayle Laing presented the furniture forecast in terms of colour, style, and fabrics for 2007 and beyond. The cyclical nature and the relationship to historical styles make this a fascinating area of Interior Decorating. When

selling furniture, we need the tools to make it both fun and informative for our clients.

Members liked the Power Point slide format with hand-outs, and want to see the Education Committee acquire a portable microphone system for the larger events, and to present business topics pertaining to our industry.

A great big thanks to our Education PDD committee members: Kathy Quinn, Lynne Cipin, Dorothy Jane Connolly, Joan Lockhart-Grace, Jana Nor and Jacqueline Manji for their superb organization. A special thanks to Decor-Rest Furniture for hosting the seminar and providing pizza and so much more.

Our gourmet catering was funded by generous sponsorship from Affiliate members: Alhambra Hardware, Art Source, Design Lines Fine

Fabrics, Lightolier Canada, Prosource Wholesale Floorcoverings, Royal Lighting, and W Studio.

Thanks to Nanette Snel for being our official photographer.

The Education Committee is now planning fall & winter seminars with our new and established Affiliate members. Interested Affiliate members please contact us at Education@CDECA.com to set up your Educational seminar.

Our national committee of 13 is working on our mandate of reviewing Educational Standards for membership and Program recognition. We are fielding many emails from across Canada. We continue to establish contacts with the Decorating programs across the country and participate in their Advisory Committees in our effort to promote a high standard and to raise the visibility of CDECA. Education in CDECA is on a roll!

By Dayle Laing



CDECA is Roaring Ahead!

If you missed the seminars and Members' Meeting on June 16th at Décor-Rest, make sure you are lined up for the next one!

The day started with registration and a beautiful portfolio for our members with all the reports we have been looking forward to for so long, as well as brochures from several of our affiliates to bring us up to date with their latest merchandise. A wonderful breakfast welcomed everyone who came from near and far. We are so grateful for our host, Angela Sebastiani, of Décor-Rest.

The first address was delivered by our new dynamic Chair, Irene Turnbull. She spoke about the steady progress of our organization and the incredible team spirit of the new Directors on the Board. We were given a sense of the enormous workload that this Board of Directors has tackled with committee members, and could see the lengths they are willing to go to to make CDECA accountable and professional in its dealings with all members. If you have not signed up as a committee member, please step up to the plate and join us!

Jana Nor presented the first seminar on current and future lighting issues, giving us great detail and emphasizing saving energy. Believe me, the study of Lumen is a special science! The morning continued with coffee and networking, and Candace Carter of Back2Front presented the pros and cons of issues related to having a website. Questions were answered with great expertise. Dayle Laing presented the third seminar, introducing us to the latest furniture styles from High Point and the new colours for 2007/8. She added many interesting historical facts and showed us the influence of the sixties and seventies on current home décor. A scrumptious lunch was again a highlight, with lots of time to meet new friends and exchange ideas.

The afternoon was a milestone for CDECA. We were briefed about the progress and new goals of the Board of Directors with concise reports and results in the first quarter of 2006. They spoke with pride about what had been accomplished thus far, and the democratic atmosphere during question and answer periods was a breath of fresh air. Towards the end of the meeting, Barbara Cole took the floor to express her heartfelt thanks to everyone who kept CDECA on the map. It was a fitting tribute to all who stayed the course! It was indeed an important day in the history of CDECA, with a clear goal for the future.

By Charlotte Burstyn,
CDECA Marketing Committee



committee reports: show committee

Our first Show Committee event sponsored by our affiliate member Art Source titled “You, the Customer, We, Art Source the Resource, Make a Good Mix” took place on July 6, 2006, and was a great success! What an event! We were welcomed, entertained, and educated on the many options in framing. We would like to thank Art Source (Marianne Fenninger and staff) for a wonderful evening of wine, cheese and other incredible edibles, prize give aways, and most importantly, the education portion of the evening. We covered many aspects of art and framing, and it was an evening that was well worth attending.

As your program director, I encourage show committee members to network with each other, and to take advantage of opportunities to be educated in different areas of our industry.

I strongly encourage members to join us, and take part in our association activities. In order to make our association stronger and better, we all need to do our part.

Congratulations to Carol Thompson, Art Source prize give-away winner of an original piece of art work valued at \$700.

It's Show Time!

IIDEX Neocon Canada
www.iidexneocon.com
September 28 – 29, 2006

IIDEX/NeoCon Canada attracts over 15,000 attendees from across Canada and the bordering states who are active members of the design, architectural and business communities. CDECA will be an exhibitor at the Associations & Publications Café at IIDEX. If you would like to be a

part of this show, feel free to let us know. For more information about the show, please visit their website at www.iidexneocon.com

Other upcoming shows:

Toronto Fall Home Show –
Sept. 28–Oct. 1, 2006

The International Home Show –
Oct. 6 – 9, 2006

Toronto Condo Show –
November 10 – 12, 2006

I would like to get members' views with regards to all three shows, your past experiences, personal and professional views, and your opinions on CDECA's involvement in these shows. Please send your comments to showcommittee@cdeca.com.

Enjoy the summer!

By Carion Fenn,
CDECA Program Director

News from the West Coast: Upcoming Vancouver Seminars

We are moving forward with a CDECA presence in the Lower Mainland. As part of CDECA's commitment to our membership we are pleased to be offering monthly Professional Development seminars in the Greater Vancouver Area starting in the fall. We are delighted to announce that our first seminar will be presented by CDECA affiliate member, Maxwell Fabrics and will take place on Wednesday, September 27th. The time and details will follow.

Looking forward to the autumn season, Crown Wallpaper will also be offering a continuing education seminar from their beautiful new showroom in the Alexander Centre. As well, CDECA will be sponsoring a lighting workshop, a lesson on how to work with sewing

workrooms and blind manufacturers, and a paint information session focusing on green solutions for your painting and decorating needs. Each of these sessions will include lots of time for networking and some social time as well! Please feel free to contact me at any time with your questions or suggestions for future workshops. I can be reached at marketing@cdeca.com.

I hope everyone is enjoying a wonderful summer. I look forward to welcoming new members and reconnecting with the existing membership in the fall.

By Lynne M. Cepin,
Director of Marketing

Dayle's Cottage: "The 50's Strike Again!"

The 50's design with "stream lines", rounded edges, aqua and peach, tubular steel, formica counter tops, linoleum flooring, and moulded plastics for decorative lamps is back! How many of you have or are able to find treasured objects from this era to be able to include in current interiors?

While living in Europe during the 50's, I had been surrounded by either my grandmother's Victoriana/Edwardian or my parents' Art Deco interiors. For those of us living in Europe, the 50's were associated with booming America. When I immigrated to Canada in 1968, the 1950's objects were being disposed of. Not having any possessions or money, I gladly 'recycled' tables, chairs and other kitchen items. However, these objects were not familiar to me and I found them cold and artificial. I was trying to dispose of most the items in the 80's due to a move. However, my husband considered the table quite sturdy and it is still used as a working bench in the base-



ment. Even the solid chairs are still in the workroom. I truly did not see anything exciting in any of the objects, shapes or colours and never included them in any designed interior.

I did not share any excitement when my friend showed me the perfect aqua (I called it blue-green) colour match of wallpaper, glassware and other items. In the 90's my friend acquired a furnished cottage with 1950's décor and was improving it. As the years went by she continued to find more and more perfect matches to the existing aqua and peach collection. Even the shutters on the cottage were stained a lovely dark aqua colour.

I began to look for something that I could bring to the cottage that matched the style and colour. The colour combinations as well as object shapes started to 'grow' on me. But it was not until I was invited last summer for a visit, after the shag carpet was replaced with lovely clay colour linoleum flooring, that I really began to enjoy the completed "1950's" design.



What can I say, through the 7 years of gentle development, the overall cottage design is very current. This could not have been accomplished if Dayle did not have an appreciation of the 1950's style from the very start and hadn't been committed to sustainability. She not only

made the design of the 50's appropriate for a current living environment, she also converted me to the appreciation of this style long before it regained the popularity it has today.

Dayle can keep adding the perfect aqua or peach to her kitchen this year without having to go to antique stores. The present Cottage Life magazine offers appliances in all these colours, unfortunately, for the current price.

Have you seen the objects of not so many years ago work in a current environment? Do you have a similar design experience to share? We would love to see the before and after pictures.

By Jana Nor

