

Room for Design

This furniture creates space

by
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Put your personality on the wall

Fashion dictates the clothing industry, so it does with home furnishings, particularly in areas where a degree of change is more easily attained without entirely redecorating your home.

One department where great innovations have occurred is that of wallcovering. The addition or replacement of wallcovering can and does accomplish a new environment to any room regardless of the furniture within it be "early attic" or straight out of the '77 showroom.

Whether the background you select be dark or light, subtle or bold, elegant or ostentatious, wallcovering is most effective in creating warmth, cheer, comfort and charm in a room that previously lacked character.

Wallcovering reflects the personality of the occupant of the home and should be selected with great concern. Many aspects should be taken into consideration—the style of living you wish to create, the moods and activities within each room, the flexibility of the patterns and colors you choose, the durability and composition of the wallcovering, and of course, longevity. Will you tire of seeing this paper on the wall day after day or will it increase its attractiveness?

Much to the surprise of many people, there is a wallcovering for every budget and a style for every person's taste. If you are unfamiliar with what is available, your first visit to a wallcovering studio may seem overwhelming with so many books to look through and with a multitude of patterns and textures to choose from.

That may be why many of you put off dressing walls until desperation sets in—and that is the wrong time to make a decision. Better to spend less time each visit and go to a studio more often than to do it all in one swoop and later say "oh my gosh, what have I done?"

Some worthy information follows as to what is found between the awe-some covers of those many sample books. In brief sentences (so as to get it all in), let me help you turn the pages.

The wallcovering industry has been revitalized. The trend, as it were, is "au naturel" and it is most agreeable to any room that needs re-doing.

Neutral colors are most popular for they provide the subtle background acceptable to larger rooms and they don't detract from the furniture. Textures are most versatile, and there is everything from a "stucco" look to paper that looks and feels like real wood-bark.

"B.F. Goodrich" puts out a number of textures that in pennies compete

with paint! One-color prints and mini-prints accommodate wall accessories and paintings very nicely. They are subdued background and are gaining in popularity. The latest color rage is toward the greys and peters, and of course silver, be it mylar or foil.

The "White and Bright" book holds excellent non-color patterns for any room, basically white with mylar. They all mix well with traditional or contemporary furnishings.

Eclectic is the way to think when shopping for all home furnishings today, a pinch or a dash of contemporary mixed well with a large amount of traditional is the smartest design fashion outlook in interiors.

If you are into wall graphics, take a look at "Avante's Space Program" which is a collection of geometric graphic murals for home or office. It is only sensational. Consider for your background a wallcovering of imitation suede, looks and feels like the real thing but is a fraction of the cost of actual leather and equals it in practicality. Also, "Naturescape" is a marvelous book containing murals and scenes that are appropriate for every style of living.

One of my favorites, and I have many, is the brown paper bag look in the "Naturals" book, coverings made of Kraft paper (like you get at the super market). Do not use it in the shower room but elsewhere it holds up very well, as do the companion fabrics.

There is much use of heavily woven materials, like grasscloth but not always grass. These textures provide a warmth like none other. So many papers invite touching and then they amaze you. For instance, a new group of imports from France is steadily becoming one of my favorites. Its unusual texture resembles and feels like wool. When the pattern is plaid, it looks like the wall is wearing its favorite wool plaid suit! This group is the "Inallters" collection, a household word in Europe. One wall of this and you have made an important statement.

There is also an "International Tile" collection which could fool the plumber or the housemaid. No need to tile your walls anymore, for any wallcovering from this group will substitute for the real thing. (Wonderful for recreation rooms as well as wet rooms.)

The "Le Monde" book has one of a kind patterns, larger designs with muted colors, somewhat like an original oil painting. These imported wallcoverings are gaining importance in our country for we have not duplicated them here.

Mylar? Very important today, it sells more than any other wall-

covering, is mostly vinyl, washable, stripable, durable and the patterns run to the hundreds. Mylar enhances and enlarges any room and is inexpensive compared to others, usually starting at \$8.95.

For a look of uncompromised elegance, you can have "Van Luit" and its many collections of significant importance where good taste abounds. Last but not least, other handprint selections from "Scalamandre" and "Brunschwig & Fils" both have companion fabrics and are in a class by themselves.

These collections are available locally for viewing. One studio manager has initiated a new home-consultation service where a staff designer will visit your home and assist you in making selections that are appropriate for your room and help co-ordinate colors

and patterns with existing furnishings. There is no additional charge for this service.

Papers in all price ranges and ones to suit the critical eye are there for the hanging. As a portrait needs a frame, your wallcovering is the most complimentary addition to your furnishings and your environment. Nothing adds more luxury to a room than well-dressed walls. Think of wallcoverings as you would cosmetics, and use them accordingly.

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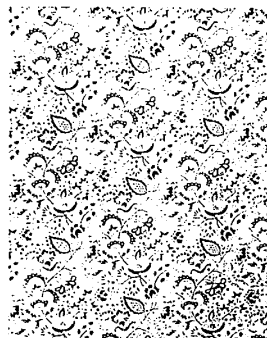
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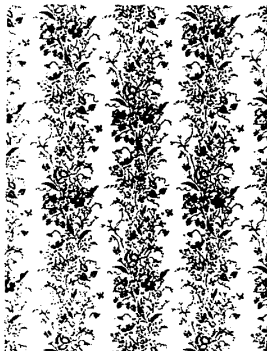
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"Baroda" was adapted from a fragment of printed fabric from India dating from the early 18th century.



"Maytime" is a contemporary floral print.

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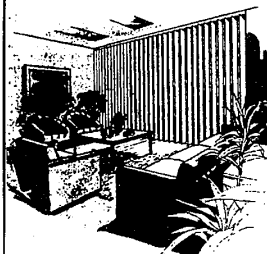
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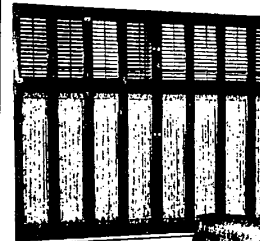
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