

Room for Design Personal tastes affect market

by Gloria Cohen



More than ever before, manufacturers seem to be reaching to accommodate a wider spectrum of personal tastes.

There is evidence that consumers have gained a stronger voice in home furnishings and what the needs are for the future.

At the recent Furniture Market, the trend could be defined as "something for everyone." Living room and bedroom furniture choices range from 18th century and Victorian to traditional and extreme contemporary.

One exhibitor presented a blending of historical design with the best of today to avoid fads and provide furniture for wide taste fluctuations.

Darrell Ferguson, vice president and general manager of Dressel Heritage, said "classic styling adapted to modern-day needs for smaller scaling and multi-functionality almost assures timeless quality for home furnishing."

AN EXAMPLE IS a go-with-any style cocktail table which duplicates the lines of an 18th century court piece with a beveled glass top and detailed walnut base. Another highlight was an unabashed copy of a Louis XV arm chair.

The firm's upholstery fabrics, however, drew a less rigid distinction between traditional and contemporary patterns. Dramatic contrasts are achieved with creams, corals, grayed greens, and gold—with red considered the dominant color.

Emphasis on upholstery fabrics was noted by another firm. Counting on colors, patterns and textures to set the mood in a room, the selection ranged in color from shrimp and celadon green to pewter and electric blue, in florals, stripes and small patterned French prints. Textures include smooth silks,

nubby weaves and leather. Newest is the suede leather.

Suede leather is a natural for furniture styling, just as it has been for fashion apparel. It is sophisticated and elegant, yet it also can be casual and is extremely durable.

THE INTRINSIC SHAPE of an upholstered piece will always be the most important part of a buyer's decision. Many manufacturers are relying on the identity of their brand names and adding items to appeal to space economy and other conveniences.

Creating a total environment bedroom was a concern at the market. People spend at least one-third of their lives in their bedroom, yet there has been very little personalized decorating in that room. Now offered are sectional pieces featuring multiple configurations for sleeping as well as seating, headboards with a variety of built-ins and a group of ready-to-assemble modular wall system units. Nine new "styled for today beds" provide a spectrum of choice dedicated to the proposition that all bedrooms are not equal.

PROBLEM—By now, just about every homeowner knows what energy wasters windows can be. Even the best double-glazed windows will lose heat about eight times faster than an equal area of insulated wall. In this age of expensive energy, most of us can't afford that kind of heat loss.

SOLUTION—There are several. One of the cheapest and simplest is the ordinary window shade. According to recent tests, window shades can cut heat loss through windows by 24 to 31 per cent. Draperies and blinds also provide insulation, though tests show they can't match the performance of shades. For obvious reasons, double insulate.

Where possible, install draperies over shades or blinds under draperies. The idea is to keep warm room air away from the cold window glass.

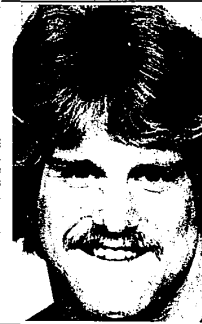
NEWS ITEM—Design Center, regional showcase for interior designers and clients in Troy, is again expanding its facilities. The center has broken ground for its second phase.

The new 80,000 square foot building will almost triple the facility's size for a total capacity of 123,000 square feet. The new addition is over 70 per cent

leased and committed and is planned for occupancy late in summer of 1979. Among the major new arrivals are Baker, Knapp & Tubbs, manufacturers and distributors of furniture, who will occupy a large area.

Kittinger Company will open a showroom of 5,400 square feet. Other tenants will include manufacturers of upholstered furniture, lamps and case goods.

Next week, "Selling your house?" Learn the tricks and ways to make your house desirable. Stay tuned.



Miller tops team

Bob Miller of Farmington Hills has been picked as a member of the 1978 Mid-American Conference All-Academic Football Team. He is one of three representatives of Central Michigan University.

Miller is a defensive end. He earned his third varsity letter this year and is an accounting major.

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Go gallery hopping

There's nothing like looking at something pretty to pick up spirits during the ugly time of the year. Area galleries are offering a number of shows and side activities which will make any day seem special.

The Detroit Gallery of Contemporary Crafts — third floor of the Fisher Building. Located in the former sewing room of Detroit's famed Julie's, this gallery shares space with its own cafe overlooking the New Center area. Founded by Lorraine Bookstein, of Bloomfield Hills, and Ellen Porvin,

Elaine Weingarten, and Judith Primak, all of Palmer Woods, the gallery features work by artists from all across the nation, primarily in clay, weaving, jewelry, and wood. The cafe seats 50, features a menu of all fresh fruits and vegetables, plus quiches, hot cider, and carrot cake. Plan to spend between \$3 and \$5 for lunch. Look for visiting artists plus the celebrity stars from whatever is on tap at the Fisher Theater.

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