

Provides individuality

Drab interiors turned to sparkling showplaces

By MARY GNIEWEK

Cary Greenberg prides himself on creating homely, people-pleasing atmospheres. Greenberg, an interior designer, is responsible for the interior of Farm-

ington's popular Glass Onion restaurant. Formerly an all-night breakfast restaurant that possessed as much charm as a greasy spoon, Greenberg transformed the bland interior into a snazzy, upbeat eatery that looks bright at noon

and intimate after dark.

"I'm a people-oriented architect," says Greenberg. "It's one of the things I picked up on in school."

His four degrees include a bachelor's and master's degree in architecture from the University of Detroit and bachelor's degrees in fine arts and environmental studies from Wayne State University.

He formed Greenberg & Associates, now housed in Farmington's downtown Village Mall in November, 1979.

"When I realized my ideas were making money for my former employer, I knew it was time for me to make my own statement," says Greenberg, 31, who lives in West Bloomfield.

"Driving to work in Farmington every day really sets me off. This is a super town. It's quiet and intimate, not fast-paced. It's progressive, but without an overabundance of offices."

Farmington fits Greenberg's basic work philosophy. He's not interested in mass production. He's concerned with providing intimate, personal service.

THE FIRM has developed 20 projects in its first year. They include doctors' offices, restaurants, stores, a string of drycleaners, a TV studio, business offices and currently a psychiatric hospital.

Every detail from wall to floor coverings, lighting and furnishings, to menus, signs and logos are custom designed for each client.

"I'm not a technician," he says. "I key into peoples orientation of color. I don't want to offend anyone."

His projects include a tailor shop designed in subtle colors reminiscent of tweed suits, a delicatessen with a salad motif, and a psychiatric hospital in warm tones of gold, bronze and rust.

If a piece of furniture looks great but feels terrible, Greenberg will opt for a more comfortable piece to replace it. "Everything we design has to work," says his assistant, Ellen Leigh Plue, of Livonia.

Plue, who has a degree in interior architecture from Wayne State, helps plan basic design concepts. She joined Greenberg last March after working for a residential designer.

"Before I had no real challenge. Now I love my work. It's always different and exciting. I'm never bored."

signments, but Greenberg and Plue are versatile enough to handle a variety of jobs.

PLUE INCORPORATES her drafting, drawing and sculpting talents and also performs tasks like picking out trees for outside landscaping.

"We do total design from floor to ceiling," she says. Greenberg designs each job on client tastes and needs.

"I try to bring in an upbeat look. I key into the good elements of design from the west coast and New York."

"The bottom line is to make money for my clients and ourselves," he admits. "Incorporated in all my jobs, I try to save clients money."

Greenberg calls it affordable solutions to ivory tower designs.

The duo would like to design a housing project for the elderly in the near future.

"Both Cary and I are extensively trained in psychology, the way colors and shapes affect people," Plue says.

"Housing for the elderly would require easy to move furniture, bright colors and special considerations for the handicapped."

"We'd concentrate on a variety of room designs to create a homey look. When space isn't created right, it alienates people."

A light, airy look was designed at The Deli in Muirwood Square Grand River and Drake. The large, cafeteria-style restaurant, which opened last fall, was designed around a salad motif.

"It's like sitting in a giant salad bowl," Plue says.

THERE ARE vegetable and cheese wall graphics in colors like lettuce green and egg yolk yellow. Huge

banners donning cucumbers and carrots hang from the ceiling.

Another project in Hunter's Square at Orchard Lake and 14 Mile is a combination Chinese restaurant and deli presented a totally different concept.

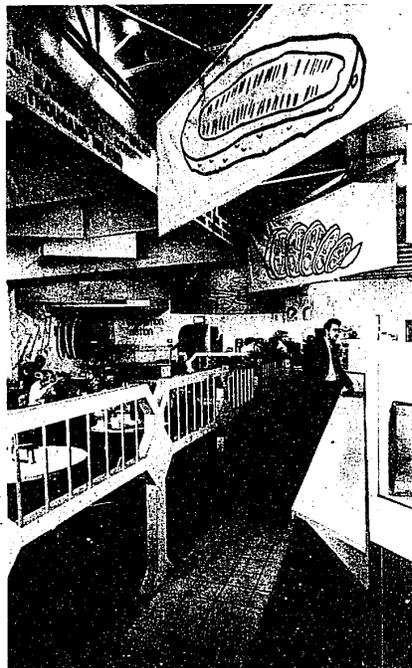
"There's a snakelike counter in the China Express and lots of bright Oriental red. The Deli Place has real plates, not Styrofoam. It will have soft sculpture Swiss cheese and ketchup bottles."

"You'll be able to order a bagel and walk over to China Express for some rice."

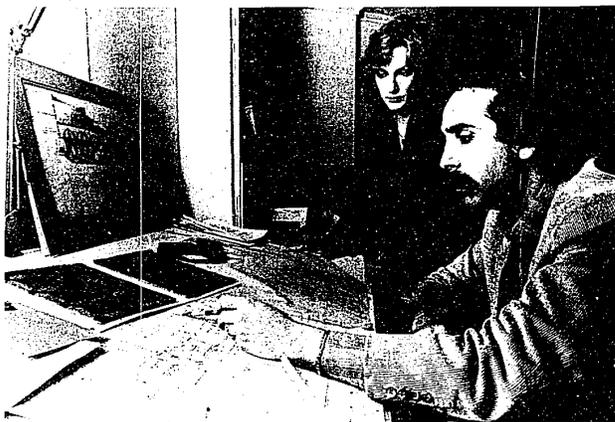
Plue wants to run her own design business "in about 15 years." For now, she's still learning.

Designwise, Greenberg and Plue share similar ideas. In running the office, they're exact opposites.

"He's loosely scheduled," she says. "I know how long something will take right down to the minute."



The Deli in Farmington Hills sports a salad motif look.



Ellen Leigh Plue and Cary Greenberg look over plans in their Village Mall studio. (Staff photos by Randy Borst)



The Glass Onion is light and cheery for the noontime lunch bunch but quiet and intimate for late night diners.



James Denstone, Cary Greenberg and Lawrence Hoptman discuss plans at the construction site of The Deli Place at Tally Hall.

The robes worth coming home to... long, soft and wonderfully warm

After a long day, imagine slipping into one of our cozy winter robes and relaxing. The kind EVELYN PEARSON creates, like these two cuddly comforts. Left: A fluffy, wrap robe with notch collar done in peach Acrilan® acrylic. \$43. Right: A wonderful wine colored zip-front softie with elegant trapunto stitching around the yoke and cuffs. Easy-care acetate/nylon. \$35. Both in misses' sizes S-M-L, from Hudson's Robes.

HUDSON'S