

Building Scene

Marilyn Fitchett editor/591-2300



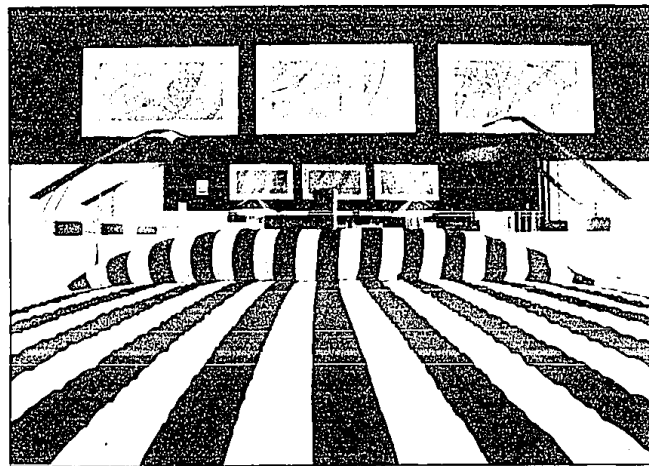
Thursday, October 19, 1989 O&E

(#150)H

BLACK WHITE



staff photos by JIM JAGDELO



Designer Bob Siegel adds a punch of hot pink in the living room (above) of the Stratford at Fairlane Woods. But in the master bedroom (left) he believes he can afford a starker atmosphere and uses a softer pink only in the artwork above the bed. The horizontal stretch of mirror above the furniture reflects the artwork of the back wall.



The drama of black and white is accented by the place settings in the kitchen and the throw pillows in the conversation area at the rear of the kitchen. Not shown is a fireplace to the right of the conversation area.

1-2 punch combines for stark drama

By Marilyn Fitchett
staff writer

Developers of Fairlane Woods are hoping that old black magic will have buyers in its spell.

The first three detached condominiums (Fairlane Homes calls them patio homes) at the Dearborn site recently were opened to the public, with one model, the Stratford, done in black and white by Bob Siegel of Gorman's Gallery, Southfield.

"The emphasis is on the volume of space," Siegel said. "The object was to make the condo look as minimally furnished as possible. I didn't want to crowd it."

"The comments of people who have been through it is that they like the openness of it."

Siegel, director of design, pointed out the two-story ceilings and the open staircase and called his treatment "realistically scaled volume."

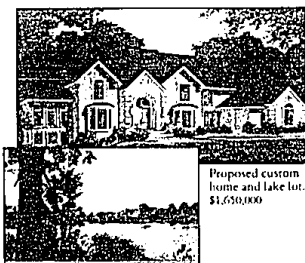
He originally proposed a black, brown and white color scheme, but that was rejected by the builders. "The company wanted more mass appeal, so we decided on black and white and added hot pink as the accent color."

"It has the stark drama of contemporary with a punch of color."

Siegel carries the hot pink throughout the main floor. In the living room a three-piece sectional in black with pink flowers is joined by a hot pink loveseat. In the kitchen, serving pieces, place settings and napkins are hot pink. And in the family room area behind the kitchen, hot pink pillows rest on the white couch. Abstract art in varying shades of pink dress the white walls throughout the first floor.

BUT SIEGEL CHOSE not to repeat the hot pink on the second floor.

"When you have red, white and blue in the living room, red, white and blue in the dining room, and red, white and blue in the family room, it gets too cute. People learn to expect it," he said.



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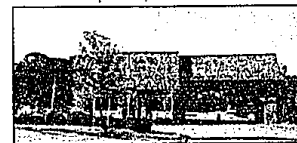
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