

DeSalle facility applauded

By Mary Kiernik
staff writer

"The expression 'room to grow' takes on special meaning with the Albert and Peggy deSalle Auditorium at the Cranbrook Academy of Art."

"The 210-seat auditorium, the first major construction at the academy since the museum was built in 1940, provided an improved lecture facility."

"But it also boosted such projects as the reorganization of the academy and the restoration of the bronze Orpheus Fountain, and helped with public education as well."

"That was the message Sunday at a brief ceremony to mark the fifth anniversary of the auditorium. The event was followed by a Members' Preview of the new exhibition at the museum."

"IT REALLY has changed the whole nature of the education program," art academy president Roy Slade told an audience that almost filled the facility.

"It really is quite an extraordinary facility and it has benefited our community."

"It provides for a better life of the community," said Lillian Baader, president of the Cranbrook Educational Community. "It helps the entire community in terms of understanding."

Baader called the auditorium "the first of many, many realizations we will see in motion this decade." These include a new studio complex at the art academy, a Woodward entrance to Cranbrook and reorganization of Brookside School.

The auditorium is used nearly 400 times a year by the academy for its education program and by Cranbrook Educational Community, Slade said. It is the site for conferences, films and seminars. Yoko Ono gave a presentation there.

BEFORE THE auditorium was built, a gallery was used as a lecture hall. This space has since been turned into the museum's South Gallery.

"In every way we benefited not only from the auditorium but a new museum," Slade said.

Robert Saarinen Swanson and George Zonars were architects of the auditorium. It has received an Award of Honor from the Michigan Society of Architects and an Honor Award from the Detroit Chapter of the American Institute of Architects.

The auditorium, located underground near the Orpheus Fountain, was the result of contributions by Birmingham art dealer and patron Peggy deSalle, the deSalle trust and other donors.

SLADE PRAISED Peggy deSalle, who died in 1985, as "a remarkable individual whose memory will live on, as will Albert's."

"(She had) a love for living, a love for people, a love for this academy."

Peggy deSalle was born in 1904 in Hungary and emigrated there in 1910. Many of her relatives were in professions related to the arts. She was respected as an artist and was trained as a photographer of paintings, in weaving and in jewelry design.

Albert deSalle, whom she married in the 1930s, was one of the founders of the Birmingham Bloomfield Art Association and was director of the J.L. Hudson Art Gallery for many years.

Designer offers guide to savings

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ness contacts, she has included a page statement about the role of an interior designer.

"I don't think interior designers are going to go by the way-side," she said, adding that it still takes skill, training and a good eye to put a room together and coordinate colors, patterns, textures and styles into a pleasing whole. "The advice from the designer is worth the money you spend."

"When buying through long-distance discounters, it's caveat emptor and live with your mistakes."

"You have to do your homework. You have to ask for references, you have to ask questions."

THE NEED for the book was established when Gladchun began to realize how many calls she had from friends with questions about furniture discounters.

Then when she wanted to buy furniture for her own home, she found that the same sofa priced at about \$3,000 in Michigan was available through a North Carolina resource for \$1,400 including shipping costs, even lower than she could buy it here with her discount if it was on sale.

She found that most of the resources were happy to send out catalogs and information on request, make suggestions and answer questions. If they were uncooperative and/or questionable, she left them out.

"Some resources will pay for your accommodations if you come there and spend over a minimum."

Retailers recommend personal touch

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PEOPLE WORK on their homes maybe only three times in a lifetime, and so may not be comfortable with size, wearability and placement of furniture, said Susan Zinger, vice president and general manager of the Michigan Design Center in Troy.

"These (local) companies are going to a great expense to bring merchandise, and because of that expense they in turn would have to charge a fair price."

"The 800 numbers don't have that expense. They have the phone and that's it."

"I can appreciate everyone wanting to get the best price. It's a major investment. But the dollar amount is not always the best value."

"I think you deserve to save money, but I think local retailers

"I sent out 300 letters asking for listing and pertinent information and I heard from about 35 percent . . . When I had 15-20 resources, I thought it was really great, but then I began to get more and more."

THE MORE contacts she made, the longer her computer list grew until it was a book instead of a pamphlet, a major undertaking, rather than a convenient list.

Brand names carried are listed with each resource, and there's a cross reference because there may be multi-sources for a single brand.

In addition to furniture for the home and office, there are sections on fabrics, wall coverings and floor coverings, lighting, etc.

GLADCHUN and her husband have children ages 2½ and 3½. When she neared the completion of her project and needed uninterrupted hours at the computer, her husband took care of the children — both were happy when it was finally done.

She grew up on the East side of the metro area, graduated from Michigan State with a degree in math science and went back to Michigan State to study interior design.

"The Fine Furniture and Furnishings Discount Shopping Guide" can be ordered through Resources Inc., P.O. Box 973, Bloomfield Hills 48303-0973, phone 644-3440. The cost is \$10 plus \$2 for postage. The book is also available at Borders and the Birmingham Bookstore.

all try to be as competitive as possible," said Kim Turner-Poage, interior designer for Stewart Glenn Furniture in Bloomfield Hills.

"You might save (money) . . . but if you get a cracked dresser setting on your doorstep . . ."

"I DON'T think it's a smart way to go unless they really know what they're doing," said Larry Eppers, furniture manager at Jacobson's. "They could miscalculate a room very easily."

"Jacobson's is on sale all year round. If you have a problem, the service is here. If they are serious buyers, we make house calls so you can avoid mistakes like that. A designer can balance a room for you like a painting."

Consultant planning forums on art

Art consultant Marilyn Finkel, a tenured professor of art history teaching at the Orchard Ridge campus of Oakland Community College, will begin a series of breakfast Coffee and Art Forums on Thursday, Nov. 21.

New art works for the consideration of corporate and private clients will be displayed at the forums. For information, call Finkel's company, Marilyn Finkel and Associates, 737-2555. The Farmington Hills company recently celebrated its fifth year in business with an open house to honor clients of the past five years.

FINKEL'S ART history background and two years of architectural training give her company credibility with local, national and international designers and architects, she said.

Her father, David Nesmour, was chief architect for Albert Kahn on the Flusher Building.

Finkel's clients include Blue Cross and Blue Shield, Hyatt Regency, Computware Corp., Mitsubishi, Standard Federal Savings and Loan, Crittenton Hospital and the Palace of Auburn Hills.

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