

Buyers sample designs

By JOAN BORAM
STAFF WRITER

Once again, in an impressive demonstration of conspicuous scrimping, citizens of Ohio, Indiana, Michigan and Ontario throng the Michigan Design Center Annual Sample Sale. The rallying cry is "60-70 percent off" as they trek from one to another of the four sales areas in the Troy center.

"If the January sale had an official movie, it would be 'Aladdin.' Oriental rugs are lying down the aisles of the MDC, slung casually over a shoulder, over two shoulders for the RV sets. One enterprising mother stuffs a runner into the baby's stroller, while the father carries the baby.

Sighing, a shopper clad in a leopardskin jumpsuit sinks into a leopardskin chair, where she promptly disappears, leaving, like the Cheshire cat, a blissful smile floating in the air.

A saleswoman is writing a receipt for a shopper who has just written a \$425 check for three nested brass-and-glass end tables.

"Hurry," the buyer pleads, "so I can get them to the car before someone sees in."

Probably the most noteworthy aspect of the sale every year is that all the shoppers look so happy. They're pleased with their purchases, but they're also basking in the experience of strolling through the pages of Architectural Digest. They've heard that the MDC has a comprehensive selection of furnishings that dreams are made of, but seeing, as they say, is believing.

Between sales areas, shoppers stand before showroom windows and discuss where they could use those hand-painted tiles, or the very spot to put the small secretary desk from Italy. The Barnhardt presentation draws an admiring crowd in front of the Norman Lacoff showroom.

The men are silent, plodding along patiently until they get to the thirtysomethings' answer to FAO Schwarz: The Game Room. Glomming the giant pool tables, the antique juke boxes, the popcorn machines

and the custom bars, every man goes into a coma. Pressing his nose against the plate glass window, one stands wordlessly until tentatively, hopefully, he says, "Maybe we should finish the basement, Hon.," and visions of the rear half of a red Chevy Bel Air, with a cowhide seat where the trunk should be, and a juke box in the rear window, dance in his head.

The Game Room manager, Lawrence Storm, sees the MDC Sample Sale as a positive experience for everybody. "I sold some things at unbelievable prices, but the long-lasting benefit of the sale is that the public has the opportunity to see what's here.

"Game rooms are much more in demand as a result of the '90s trend towards cocooning, and they bring the male into the design process. If a woman tells her husband she's going to redecorate the living room or bedroom, he says, 'That's nice, dear,' and goes back to the sports section. But let her say, 'Let's plan a game room' and he's up and ready to go shopping.

"Baby boomers are nostalgic for the '60s, and this is where the '60s are."

By 11 a.m. the sale is in full swing. The first wave of shoppers is leaving, joyously carrying lamps, rugs, tables and decorative accessories of every description. There's a line to make arrangements for delivery, where stunned owners of sectionals that seat 18 are drawing little maps even as they mentally rearrange the living room.

D'Cafe hisses with sibilants, as vehement discussions are whispered discreetly. A voice rises above the others: "I know it's a good buy, but I still think we should build the house before we buy the furniture."

James Danto, MDC president, is delighted with the public's participation in the once-a-year event. "Not only do consumers have the opportunity to acquire designer-quality merchandise at a huge discount, but they get an idea of what's available in the market. The average person doesn't realize the magnitude of high-quality furnishings available in the area."

Designer, architect to give Viewpoint

Michigan Design Center's ongoing Viewpoint Lecture Series begins the new year with two outstanding area design professionals.

Consumers will enjoy hearing from interior designer Rohn Goldman and architect Victor Saroki, the dynamic duo who brought brownstones to Birmingham. They will discuss the working relationship between an interior designer and architect, with particulars to the Merrill Park Town Houses in Birmingham.

Viewpoint will take place Thursday, Feb. 4, with a 9:30 a.m. continental breakfast and the lecture at 10 a.m. Admission is \$5 per person. To RSVP for this event, send a check, payable to Michigan Design Center, to MDC, 1700 Stutz Drive, No. 84, Troy 48064. Reservations will be accepted through Monday, Feb. 1. For more information, call 649-2020.

MDC is a resource marketplace for the interior design profession. MDC showrooms are open to the trade only.

Consumers are welcome in the company of their interior designer, architect or builder. For complimentary designer and architect referral service, call the MDC office at 649-4772.

Goldman is a graduate of the Pratt Institute in New York, and has worked as senior designer, lecturer and consultant across the country. He is currently president and owner of Rohn Goldman Designs in Bloomfield Hills, for residential and commercial interiors. He also maintains an office in New York City.

Saroki graduated from the Lawrence Institute of Technology and was off and running. Owner of Victor Saroki and Associates in Birmingham, he has enjoyed recognition from peers, educators and the design community for his work on custom homes, senior housing, offices, retail establishments, restaurants and more. Recently he accepted Honor Awards from the American Institute of Architects, Detroit and Michigan chapters, for the Merrill Park Town Houses.

Portrait painter subject of lecture

The Paint Creek Center for the Arts will present a luncheon/lecture featuring Michael Farrell on Friday, Feb. 12, at Meadow Brook Hall at Oakland University in Rochester.


Reserve early with the PCCA to ensure space. Advance reservations must be made by Friday, Feb. 5. For more information, call the PCCA at 651-4110.

Chamberlain REALTORS

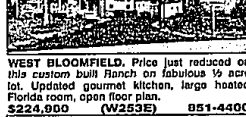
OPEN SUNDAY 1-4



WEST BLOOMFIELD, 4728 Palmyra Ct. (N/ Maple, E/Farmington), Maplowoods North. Price slashed on this exceptional Contemporary, 4 bedrooms, finished walk-out. \$279,900 (P472E) 851-4400




WEST BLOOMFIELD, Price just reduced on this custom built Ranch on fabulous 1/2 acre lot. Updated gourmet kitchen, large heated Florida room, open floor plan. \$224,900 (W253E) 851-4400




FARMINGTON HILLS, Immaculate, well maintained 3 bedroom Colonial. Neutral decor, open kitchen, lovely family room with fireplace. Nice setting. \$146,000 (S283E) 851-4400

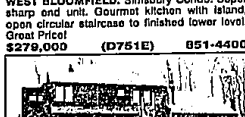
OPEN SUNDAY 1-4



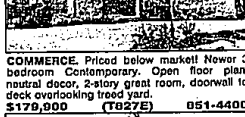
FARMINGTON HILLS, 22801 Middlebelt (N/ Nine Mile), Immaculate beautifully decorated 3 bedroom colonial with carpet, updated bath, fireplace, family kitchen. \$74,900 (M228E) 851-4400



WEST BLOOMFIELD, Simsbury Condo. Super sharp and unit. Gourmet kitchen with island, open circular staircase to finished lower level. Great Price! \$279,000 (D751E) 851-4400




COMMERCE, Priced below market! Newer 3 bedroom Contemporary. Open floor plan, neutral decor, 2 story great room, door to deck overlooking treed yard. \$179,900 (T827E) 851-4400



BLOOMFIELD HILLS, No one can afford to miss this! Price, condition and location with desired privacy! Courtyard entry and unit. Neutral decor, updated kitchen. \$174,000 (S101E) 851-4400

OPEN SUNDAY 1-4



WATERFORD, 120 Coloman (N/M-59, E/Voorhies), Almost completely redone Ranch on large corner lot. Fireplace, remodeled bath, finished basement with additional bedrooms. \$69,750 (C120E) 851-4400

Personal Professional Real Estate Services!
COUNSEL WITH CHAMBERLAIN!
WEST BLOOMFIELD
851-4400

Century 21 Preferred 5 to 1

<p>BLOOMFIELD RANCH. Bloomfield Hills schools. Over 2 1/2 of living in this brick & limestone ranch, 1st floor laundry & finished basement, large fenced yard. \$159,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>ADAMS WOODS CONDO. 2 bed, 1 1/2 bath, walk-out lower level, move-in condition. \$181,250. (N/1) CENTURY 21 Country Hills 540-3050.</p> <p>BLOOMFIELD VILLAGE. Land contract terms, 25k down payment, 4 bedroom, family room, den, basement. \$279,900. (R/30) CENTURY 21 Country Hills 540-3050.</p> <p>CANTON OPEN SUN. 10-5. Our Office. CENTURY 21 GOLD HOUSE. 7500 Canton Center Rd. by Warren. Walk in, you'll receive coffee, donuts, maps, school info, MHS computer print-outs in your price range. Mortgage Information. 451-9400.</p> <p>HANDYMAN SPECIAL. Abundant ranch, attached 2 car garage on lot 155x170. Land contract terms. \$59,900. By appointment. CENTURY 21 Cook 236-2500.</p> <p>SPECTACULAR In Canton tri-level with over 1600 sq. ft. enjoy warmth of natural brick fireplace and hearth in cozy family room. Newest kitchen. \$98,000 CENTURY 21 Suburban 455-5880.</p> <p>WINDSOR PARK 3 bedroom ranch with lots of updates. Neutral decor, etc. curb appeal. \$121,900 CENTURY 21 Suburban 455-5880.</p>	<p>COMMERCIAL BUILDING SITES - Your builder or ours. Paved & lighted streets. Terms available. New sub. \$33,900-545,900. (Ovac) CENTURY 21 At The Lakes 363-1200</p> <p>CONTEMPORARY HOME with vaulted ceiling, fireplace, kitchen w/hardwood floors, 3 bedrooms, 2 baths. A must see! \$159,900. (A)3611 CENTURY 21 At The Lakes 363-1200.</p> <p>REDUCED \$10,000! 3 bedroom ranch situated on 1.14 acres. Built in 1989. Beautiful decor. \$145,000. (W255) CENTURY 21 At The Lakes 363-1200.</p> <p>LAKE ANGELUS 3 bedroom contemporary, lift-off, indoor pool, lowest level walk-out, with bedroom, bath, fireplace, 1.5 acres, private. \$225,000. CENTURY 21 Country Hills 540-3050.</p> <p>GREEN OAK COLONIAL CHARM! Newly decorated 4 bedroom brick home hosts spacious living room, formal dining room, huge family room with wood stove, fireplace, nice kitchen, basement. Patio, 2 car attached garage. \$149,900. CENTURY 21 At The Lakes, Inc. 477-9800.</p> <p>FARMINGTON DOWNTOWN FARMINGTON. Two ranch style homes available. Lovely stream runs through the rear of these ranch with lots of updates. Neutral decor, etc. curb appeal. \$121,900 CENTURY 21 Chate 477-1800.</p>	<p>FARMINGTON, GREAT AREA 2 bedroom, 2 1/2 bath townhouse, living room with fireplace, kitchen and breakfast room, basement, central air, vertical blinds, and COUNTRY 21 Hartford South, Inc. 464-6400.</p> <p>FARMINGTON HILLS BRIAR HILL - FARMINGTON HILLS, 4 bedrooms, family room, heated in-ground pool w/patio, large yard, Forest School, home warranty. \$129,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>ESTATE SIZE, Privacy Included. Picture book with 2 bedrooms, hardwood floors. \$254,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>FARMINGTON HILLS Renovated 4 bedroom, 3 1/2 bath, \$119,700 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>FARMINGTON HILLS 3 bedroom colonial, family room w/fireplace. Circular drive. \$129,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>4 BEDROOM TUDOR, 2 1/2 bath, finished basement, fireplace. \$149,900 CENTURY 21 Country Hills 540-3050.</p> <p>KENDALLWOOD COLONIAL North Farmington Hills schools, 4 bedroom, family room, full basement, 1st floor laundry. \$129,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p>	<p>FARMINGTON HILLS QUAKER VALLEY SUBDIVISION 3 bedroom, 2 bath brick ranch, living room with fireplace, formal dining room, large kitchen, Florida room, finished walk-out, 2 car attached garage, 1 acre wooded ravine lot. \$247,900 CENTURY 21 Naga, Inc. 477-9800.</p> <p>TUDOR - FARMINGTON HILLS 4 bedroom, 3 1/2 bath, vaulted ceilings, oak floors, island kitchen, dramatic staircase. Tree lot adjoins neighborhood park. \$249,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>LIVONIA LIVONIA, 2 bedroom, 3 full bath brick ranch condo. Natural fireplace in large great room, oak cabinets in kitchen, remodeled upstairs bedrooms, 3 1/2 garage with 12 foot lot. \$149,900. This home is waiting for a special family. Call for a preview. CENTURY 21 Chate 477-1800.</p> <p>LYON TOWNSHIP LYON TOWNSHIP, On approximately 2 acres 4 bedroom colonial with large formal living room and dining room, library, family room, oak cabinets in kitchen, remodeled upstairs bedrooms, 3 1/2 garage with 12 foot lot. \$149,900. This home is waiting for a special family. Call for a preview. CENTURY 21 Chate 477-1800.</p> <p>NOVI This 2 bedroom condo located in an excellent area of Novi, 2 1/2 baths, dining room, basement, private entry and garage are some of the nice features. \$95,900 CENTURY 21 Row 464-7111.</p> <p>PLYMOUTH, LOCATION, LOCATION. Pride of ownership reflects throughout this 3 bedroom ranch lots of updates. Family room w/fireplace. \$147,900 CENTURY 21 Suburban 455-5880.</p> <p>STUNNING CONTEMPORARY, light decor, sun room, 8 piece whirlpool. Wonderful location, Mint condition. \$389,900 CENTURY 21 Suburban 455-5880.</p>	<p>LIVONIA Freshly decorated and sparkling clean 3 bedroom brick ranch in Livonia with attached garage, 3 car garage with fireplace, new carpet, neutral decor. \$279,900 CENTURY 21 Suburban 454-0205.</p> <p>MUST BE SOLD, 4 bedroom colonial, 2 1/2 baths, situated on a 100x140 tree lot. This home is waiting for a special family. Call for a preview. CENTURY 21 Chate 477-1800.</p> <p>BRICK CHARMER, "Move-in condition" 3 bedroom ranch with central air, 2 full baths, first basement, hardwood floor, and 2 1/2 car garage. \$89,900 CENTURY 21 John Cole Realty 455-8430.</p> <p>DREAM STARTER HOME, immediate occupancy, custom 3 bedroom ranch, newly decorated, 100x130 lot, new carpet and kitchen floor, 2 car garage. \$38,900 CENTURY 21 John Cole Realty 455-8430.</p> <p>SHOW & SELL, Great starter home with dining room, basement, newer furnace, new carpet, neutral decor, 1 1/2 car garage with opener. \$57,900 CENTURY 21 John Cole Realty 455-8430.</p> <p>WONDERFUL FAMILY HOME, immediate occupancy, custom 3 bedroom brick ranch, possible 2 additional bedrooms in finished basement, 2 natural fireplaces, 2 car attached garage and much more. CENTURY 21 John Cole Realty 455-8430.</p> <p>ROMULUS BEAUTIFUL RANCH, 3 bedrooms, 2 baths, family room, newer windows, basement, deck, carpet and more! Don't miss this eye catching home. \$83,900. By appointment. CENTURY 21 Cook 236-2600.</p>	<p>ROYAL OAK MAKE A NEW START! In this 3 bedroom brick ranch on wooded lot. Hardwood floors, formal living room and dining room, bright kitchen, no room in basement. Patio, fenced yard, 2 car garage. \$96,900 CENTURY 21 Naga, Inc. 477-9800.</p> <p>"SOUTHFIELD" THIS IS IT! Sharp 4 bedroom Southern colonial, hardwood floors, many extras. \$119,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>WHITE CONTEMPORARY KITCHEN is outstanding in this brick ranch w/many updates including basement. \$55,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>WONDERFUL OPEN FLOOR PLAN plus mechanic's dream garage! 3 bedrooms, 3 bath ranch with sauna, fireplace, deck, central air, FHA & VA terms. \$250,000 CENTURY 21 Suburban 464-0205.</p> <p>WATERFORD SENSATIONAL WORMER LAKEFRONT - ranch, 1.550 sq. ft. \$189,900. (W3471) CENTURY 21 At The Lakes 363-1200.</p> <p>SPECTACULAR CONTEMPORARY - on Elizabeth lake with breathtaking view. Finished walk-out basement. Spacious. \$289,000. (D5166) CENTURY 21 At The Lakes 363-1200.</p> <p>SPECTACULAR HOME - that overlooks Cass Lake & 4 bedrooms, over 2,200 sq. ft. \$158,000. (K1100) CENTURY 21 At The Lakes 363-1200.</p>	<p>WEST BLOOMFIELD BLOOMFIELD HILLS SCHOOLS, 5 bedroom, family room, den, large lot. Immediate occupancy. \$219,900 (W/3) CENTURY 21 Country Hills 540-3050.</p> <p>EXECUTIVE RETREAT! Perfect for entertaining, deck, hot tub, Florida room, 6 1/2 acre wooded lot near schools, 4 bedroom, 3 bath. \$219,000 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>LAKEFRONT Living - at its best! Picture 2 cozy fireplaces, hardwood floors, walkout 4 room for second kitchen. \$299,900 (C6460) CENTURY 21 At The Lakes 363-1200.</p> <p>SERENELY SET! 3 bedroom, 1 1/2 baths, wet plaster & neutral decor. This beauty is found in an area with much higher priced homes. \$175,000 CENTURY 21 Suburban 261-1923.</p> <p>UPDATED TO CONTEMPORARY! West Bloomfield, Potomac Green sub, 4 bedroom, 2 story w/new white formica kitchen, new carpeting throughout, new roof. \$174,900 CENTURY 21 MJC Corporate Transfer Service 851-6700.</p> <p>WESTLAND ATTENTION! First Time Homebuyers! This home is in need of TLC. Home is in a great family sub. \$67,500 CENTURY 21 Suburban 261-1923.</p> <p>LAND CONTRACT available on this 3 bedroom, 1 1/2 bath, level, newer carpet, almost 1500 sq. ft. \$78,900 CENTURY 21 Suburban 454-0205.</p>	<p>WESTLAND WESTLAND (IMMACULATE) 2 1/2 townhouse features finished basement with drywall, carpet and area for second kitchen. Attached garage, court view, and well maintained complex. \$78,000 CENTURY 21 Hartford South, Inc. 464-6400.</p> <p>CELEBRITY LAKEFRONT - 3 bedrooms, 2 baths, great room w/cathedral ceiling, fireplace, central air, 2 car garage. \$274,900 (O715) CENTURY 21 At The Lakes 363-1200.</p> <p>LAKE NEVA - waterfront lot. Walkout site. Land contract terms. In area of \$200,000 + home. \$169,900 (W/3) CENTURY 21 At The Lakes 363-1200.</p> <p>LAKEFRONT - 95 ft. on all sports lake. 3 bedrooms, 1 1/2 baths, basement, Panoramic view, wooded lot. Land contract available. \$109,900 (R1046) CENTURY 21 At The Lakes 363-1200.</p> <p>LAKEFRONT - on all sports Brendel Lake, 3 bedrooms, 2 fireplaces, lower level walk-out, ceramic in kitchen. \$129,900 (H649) CENTURY 21 At The Lakes 363-1200.</p>
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*Source: 1991 National Survey of Homeowners. This survey included 1500 telephone interviews with a random sample of homeowners from throughout the USA and was conducted during January 5-9, 1991 by The Winthip Group, a leading survey research organization. The results from this survey have a 95% confidence interval of +/- 2.5%.