

MALLS & MAINSTREETS

MONDAY, JUNE 7, 1993

SHOPPING CENTERED



LINDA BACHRACK

Self-tanners aid a summer's glow

Though the temptation to bask in the sun is powerful, we all know the results could be devastating. Sunbathing habits have changed drastically.

The "Sun Goddesses" of yesterday favor protective sunscreens or counterfeit tans from a bottle. There's certainly no need to shun the sun. Though careless exposure and sunburn is destructive, sunlight is vital for our bodies and our spirit.

To take advantage of the positive side of sunlight, skin needs a chemical-free sunscreen that reflects infrared rays while blocking ultraviolet light. Titanium dioxide is a natural protective film that is now being used in sun products to prohibit the absorption of UV rays. It is transparent, PABA-free and oil-free. Look for these revolutionary chemical-free sunscreens, now manufactured by Origins (only at Neiman Marcus), Clinique, Chanel and Erno Laszlo.

Spray-on tans

Self-tanning products abound and I took an informal survey of users. Which one produces an even, natural-looking tan with no odor and no orange streaks? The overwhelming favorite is Estee Lauder's Self-Action Tanning Spray (\$19.50). The fine mist creates even color.

Among those standing in line at Hudson's for this popular spray was Sandy Smith of Dearborn.

To take advantage of the positive side of sunlight, skin needs a chemical-free sunscreen that reflects infrared rays while blocking ultraviolet light.

She was so pleased with her "tan," she persuaded her mother and her aunt to buy the Lauder product. "The color is very natural," she said, "but you have to be extremely careful when applying it. I'm going to teach my mom."

Cathy Wright, cosmetics consultant at Saks, Fairlane, stresses the importance of proper application. Exfoliate first, sponge on knees, elbows and ankles for even coverage and wait 30 minutes before dressing. Then moisturize.

I received so many positive comments about the Estee Lauder self-tanner, I was compelled to try it on my winter-white legs. Though the color is a deep golden bronze, I hurried the process, resulting in a few drips and splashes. Take your time and blend well.

Colleen Plaia swears by Chanel's Perfect Colour Pump (\$26.50). "The color is the best I've seen," she said. "It comes quickly, but fades fast." Again, as an ardent self-tanner, she emphasizes proper application.

Clinique's Self-Tanning Formula is the choice of Lois Meadows of Bloomfield Hills. "It gives a soft, mild shade," she said.

Ignore the smell

Though these products initially emit a strange odor, not unlike Polaroid film developer, the scent fades and is not indicative of a harmful chemical. Dermatologists endorse self-tanners as the safest nonsun tanning method (100 percent safer than tanning salons). They contain DIA which binds to the proteins in dead cells on the top layer of skin, turning them yellow to brown. The color disappears through natural skin exfoliation.

Other summer skincare essentials include eye creams, post-sun moisturizers and tinted moisturizers that substitute for foundation and include sun protection.

"I love tinted moisturizers," said makeup artist Todd Skocz of Lord Karbal in Birmingham. "It's the best alternative to a heavier foundation, especially in summer. Trish McEvoy's product is great. It provides a sheer coverage, yet you feel like you don't have anything on."

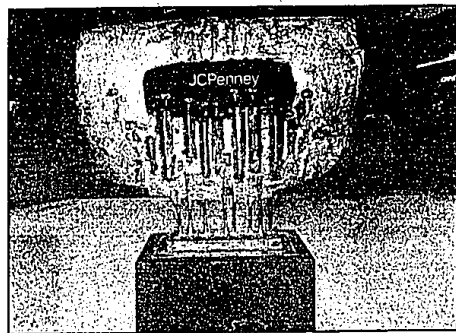
Another excellent moisturizer with a touch of color is Complexo Phyto-Hydratant Tint by Sisley, exclusively at Neiman Marcus. This botanical beauty treatment is available in three shades.

Protect your lips

And if you're a devoted M.A.C. (Make-up Art Cosmetics) lipstick fan, try their environmental protective tinted Day Emulsion for all skin types. It has a fresh, clean scent and silky texture.

M.A.C. recently opened in the Somerset Collection. Known for its anti-cruelty, anti-glitter approach to cosmetics, M.A.C.'s trend-setting colors and "chip" image draw raves from supermodels and Hollywood glamour-types. Make the rich brick-red Viva Glam lipstick color your hot summer shade. All proceeds from its sale are donated to fund AIDS research.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 853-2047, mailbox 1889, or fax them to her at 644-1314.



Framed figures: Thousands of shoppers have passed Fritz Koenig's sculpture on their way into J.C. Penney since the Westland Mall opened in 1967.

Mall art adds some pizzazz to shopping



Shoppers intent on locating merchandise, don't always notice the artistic surroundings of some malls. However, sculptures, fountains and skylit domes add a touch of class to the retail world.

BY SUSAN DEMAGGIO
STAFF WRITER

Shoppers say they don't "gotta have art," but it sure is nice when it's there.

A Jacobson's employee sheepishly confessed that she never even noticed the sculpture hanging on the wall of the spiral staircase leading to the store's second floor in downtown Birmingham.

A mother with three in tow incorrectly insisted that there were no sculptures at her favorite mall, the Westland Center.

Two early morning walkers at the Tel-Twelve Mall said the only art in shopping centers they could recall

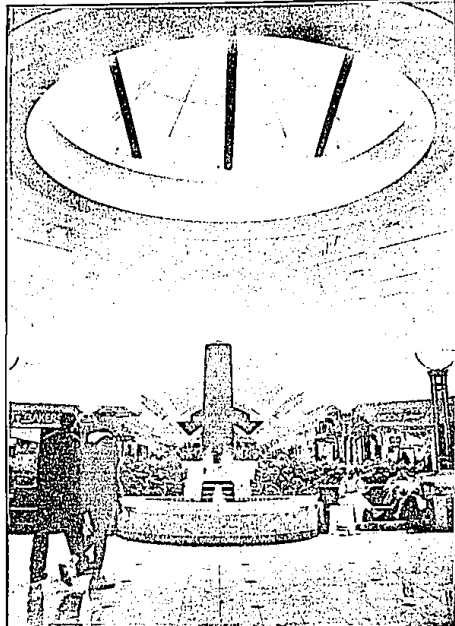
were fountains and benches with planters.

Art incidental

"I guess when I go shopping I care more about store selection than anything else," said Ruth Gross of Southfield. "I shop at Twelve Oaks Mall because they have the stores I want and a beautiful atmosphere, but I don't think that mall has any art objects."

Her friend, Ruth Hirschfeld of Southfield, agreed, but added that Twelve Oaks' recent sand castle exhibition was appreciated.

"That was like a piece of art," she said of the Mickey Mouse's Toon



Pause that refreshes: The fountain in the center court of the Oakland Mall in Troy was designed by Wahyee Associates of Farmington Hills. The fountain, obelisk and surround seating creates a mid-mall rest stop for shoppers. It was installed during the 25-year-old mall's renovation project, completed in August 1992.

Town sculptured from 100 tons of sand in the center court. "I was really impressed by that exhibit. I was one of the kids again."

Kathy Knezek of Dearborn Heights was shopping during her lunch break at the Laurel Park Place.

"I haven't noticed any pieces of art at this mall, but the mall itself is a work of design," she said. "It's im-

portant to me that things aren't cluttered, that there's an airy feeling of space. I like the way the seating is a part of the mall's pathways. I like the skylights."

Laurel Park Place in Livonia was designed by James Ryan and Associates of Farmington Hills, the same firm responsible for the Somerset Collection in Troy, arguably the two

See ART, 9A

DIA stores are mini museums

BY SUSAN DEMAGGIO
STAFF WRITER

They're not the streets of Paris, but shopping malls are drawing their share of artists — it's like Renoult meets Eddie Bauer. Across the country, city-based art museums are reaching into the suburbs with satellite museum stores in shopping malls.

Locally, the Detroit Institute of Art Museum Shops opened in the Twelve Oaks Mall in September 1991, and the Somerset Collection in October 1992, following a trend set by the Metropolitan Museum of New York

and the Chicago Art Institute.

The DIA Museum Shops pay mall rent and operate during mall hours just like regular mall tenants, except for their non-profit status. Store proceeds go to support the art museum through the sale of jewelry, books, sculpture and gift items.

"We actually have three museum stores, counting the one within the museum downtown," said Cheryl Hutton, manager of the DIA Store in Somerset. "And the stores are doing well. The merchandise is similar between the stores, but not the same because each mall has a distinct per-

sonality and customer base."

The DIA Museum stores are visual extensions of the Detroit Art Institute incorporating details from the Diego Rivera fresco, the Pewabic compass, and the entrance columns into their interior design.

Katherine Darby manages the retail shops for the DIA and insists that they carry "something for everyone in everyone's price range."

"We have \$5 art boxes to \$500 Tiffany and Frank Lloyd Wright lamps," she said. "And don't forget the gift certificates."

Best-selling items include jewelry

made from 2,000-year old pieces of Roman glass, and scarab necklaces. The children's merchandise is also popular.

"I have my eye on a genie bottle for my coffee table," said Laura Breen-ski of Troy, shopping at the museum store in the Somerset Collection. "It's really just a vessel made from glass found in the Holy Land, but it's so neat."

"Neat" stuff is why shoppers stop into the stores, according to Shirley Winters of Plymouth, shopping at the museum shop at Twelve Oaks.

See SHOPPS, 9A

MONDAY, JUNE 7

CARTOON EXHIBIT

More than 150 Warner Bros. cartoon cels on display. A selection of finished cartoons will play in the galleries through Saturday, July 25. Closed Mondays, 10 a.m. to 6 p.m. daily, Sundays noon to 6 p.m. Related gift merchandise for sale. Sponsored by Dayton-Hudson Foundation for Hudson's, Macy's and Target. Admission \$3 adults, \$1 children. Flint Institute of Arts, 1121 E. Kearsley.

BIRTHDAY BASH

A June birthday entitles you to a mall-sponsored birthday party, Saturday, June 26, featuring live cake, balloons, music and prizes. Registration now through June 25. Chance to win a trip to Disney World. Pick up a birthday card application at mall management office. Livonia Mall, Seven Mile/Middlebelt, 476-1166.

PHOTOGRAPHY CONTEST

Amateur's black and white entries accepted through July 16. Prints must be 8 x 10 or larger. Photos must be mounted, matted or both. Grand prize \$30. Show runs July 20-25. Unlimited entries, \$4 fee per entry. Application form must accompany each photo. Available at mall management office. Livonia Mall, Seven Mile/Middlebelt, 476-1166.

WEDNESDAY, JUNE 9

SERIOUS EVENTS

Wonder Walker meeting 9 a.m. Food Court. Plus refreshments and complimentary copy of "Premier Living" magazine 7:30-10 a.m. Woodland Mall, Plymouth/Middlebelt, 522-4100.

ADDED ATTRACTIONS

SATURDAY, JUNE 12

FUN FLICKS

With receipts totaling \$50 or more from June 7 through June 13, friends can create personalized mini-movies. Costumes and props provided. Completed videos can be purchased for \$10. Center court. Repeated Sunday, noon to 5 p.m. Redeem receipts at information booth. Woodland Mall, Plymouth/Middlebelt, 522-4100.

PRESSURE SCREENINGS

Free blood pressure tests sponsored by American Heart Association, 11 a.m. to 2 p.m. Repeated Saturday, June 26. Also offered by St. Mary's Hospital, Monday, June 14 from 8-10 a.m. at the mall. Woodland Mall, Plymouth/Middlebelt, 476-1166.

FARMERS MARKET

9 a.m. to 2 p.m. Village Commons Parking Lot. One-half mile east of Farmington Road on Grand River. Repeated Saturdays through October. Downtown Farmington, 474-3440.

DESIGN A TIE

Kids can paint dad a special tie for Father's Day. Noon to 6 p.m. Repeated Thursday, June 17 from 4-7 p.m., and again Saturday, June 19 from noon to 6 p.m. Completed tie costs \$15. Paint is washable. Choose from red, white or black ties. The Shirt Box, 10 Mile/Evergreen, 352-7779.

SUNDAY, JUNE 13

MAKE-UP TIPS

Barbara Walden, president of the BW cosmetic firm, discusses skin care and answers customer's questions through June 20 at J.C. Penney's cosmetics dept. Regular mall hours. No appointment necessary. Northland Mall, Eight Mile/Greenfield, 557-6800.

JAZZ CONCERT

The Latin sound of Corovado, featuring Jim Liggett, performs 1-2:30 p.m. north court area. Informal modeling of fashions from American Eagle, Eddie Bauer and Rivarly. Visit from PGA golf pro Gary Whitener of Whispering Willows 1:30-2 p.m. with limited passes for free rounds of golf for fathers. Golf balls drawing. Laurel Park Place, Six Mile/Newburgh, 452-1100.

STORYBOOK SUNDAY

Rene Greenwood of WNIC radio will read several "children's" selections, 1 p.m. Center court. Children can earn reading points for gift merchandise, 99-cent meals at participating restaurants. Fairlane Mall, Michigan/Southfield, 593-3330.

CLASSICS AND CROISSANTS

Noon to 2 p.m. Co-sponsored by WQRS. Brunch catered by Sebastian's Grill. Tickets \$20 per person. Available at concierge desk. Somerset Collection, Big Beaver/Coolidge, 643-8360.

MONDAY, JUNE 14

TIFFANY GLASS

The Hole Hole hosts a Mayda Tiffany lamp exhibition featuring over 75 stained glass lamps and lighting fixtures through July 5. Collection includes Victorian, Nouveau, Deco and nostalgic styles, many handcrafted from original turn-of-the-century models. Regular store hours. Downtown Birmingham, Maple/Woodward, 644-8233.