

## COVER STORY

# Designs have reel style

## Movies inspire furnishings by area artist

BY MARY KILPATRICK  
AT HOME EDITOR

Naomi Siegel has assembled a roster of movie stars and other entertainers that would make studio heads drool and fans converge in an instant.

Such greats as Shirley Temple and Laurel and Hardy aren't on the silver screen this time. Their images adorn a variety of furniture and accessories designed by Siegel, who has put her artistic talent and her love of movies to creative combinations.

"I think film all the time," Siegel said from her Bloomfield Hills home, which is filled with samples of her movie-inspired items.

Siegel's pieces include bookshelves, tables and chairs and are works of art in their own right. One table bearing a large Shirley Temple paper doll figure is a comment from Siegel.

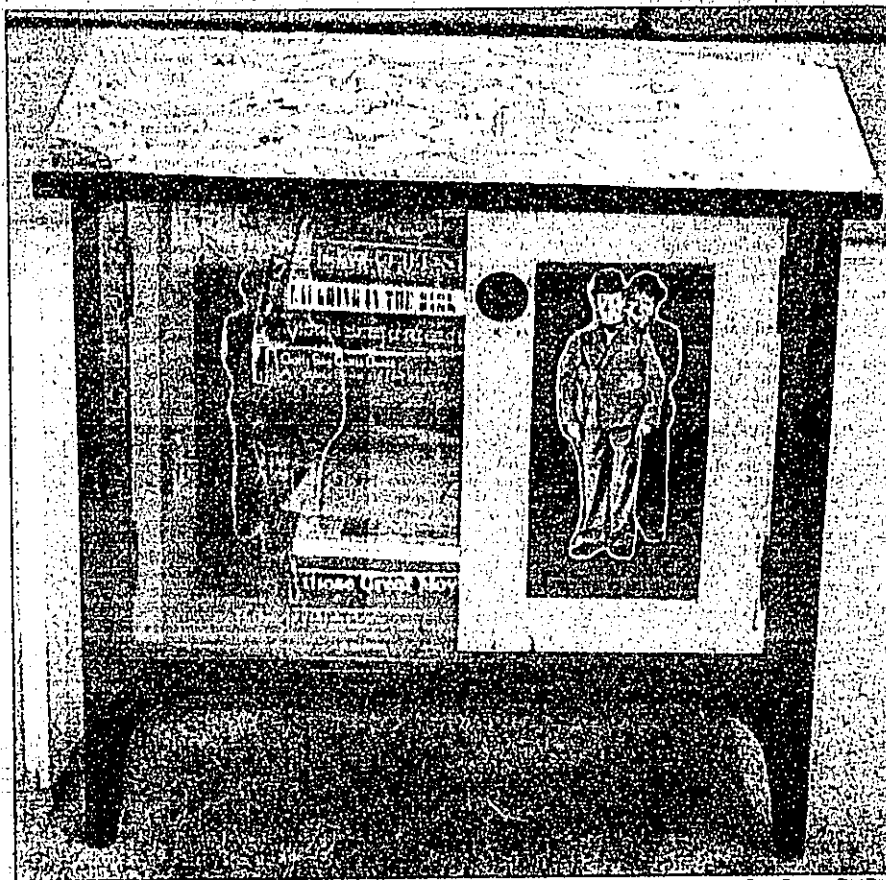
"Shirley lived for most of her years as a paper doll. I thought of writing a book about her but this was more fun."

Finding an obituary about Bill "Bojangles" Robinson inspired another table; this one featuring a collage of photos of and articles about the dancer.

"I research probably everything that I work on."

Siegel has many talents. She is a painter, cinematographer and co-owner of Telespot Productions, a public relations agency. Formerly she was the public information director with the Oakland County Health Department, and held similar posts with the Michigan Cancer Foundation and WWWW radio. Siegel was president of the Detroit chapter of American Women in Radio and Television in 1971-72.

The artist sees the world through multicolored glasses. She can turn the ordinary into the special. An example of her imaginative touch is how she painted the blades of a small electric fan so it resembled a flower. Her "Pandora's Box" is a painted box with slender drawers filled with meaningful items.



STAFF PHOTO BY DAN DEAN

**That's entertainment: And that's stylish, when Naomi Siegel puts movie motifs to decorative use. This cabinet features photos of Laurel and Hardy on the doors and a collage of other stars on the top.**

"To make art sing and make you feel alive" is her aim.

"Tribute to George Gershwin" is a little chair with elegant tails as if dressed in a formal suit. A low cabinet features photos of Laurel and Hardy on the doors and a collage of other entertainment stars on the top. A beveled mirror called "Hooray for Hollywood" features fireworks like beams of light.

Among the hues are magenta, blue, gray and black.

"Art deco colors are right for the era."

Siegel has used more recent

movies as motifs as well. A table was inspired by "Fiddler on the Roof." "The Gods Must Be Crazy" sparked an accessory bearing fabric with a leopard spot pattern, a tribal statue, a 35mm film canister and a Coke bottle.

"Some of it is just plain fun. I keep reading about the 1930s."

For her furnishings, Siegel starts with quality furniture pieces. After her creative treatment they are dazzling but durable.

"One of my friends said put glass on (the top) ... He's not a homemaker."

### On the Cover:



Movies and movie stars have inspired Naomi Siegel of Bloomfield Hills in designing furniture and accessories that bear images of Shirley Temple and other Hollywood legends. Staff photo by Dan Dean.