

A S I D

LA design

The California Los Angeles Chapter Newsletter

April 2007

HOW TO MAKE MONEY IN DESIGN

**Bobi Leonard's
Design Business
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Guarantee the Success
of your Business**

See page 5

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President's Corner

By William McWhorter, ASID
ASID CA Los Angeles Chapter President 2006-2007

If you've never been to an ASID national conference, you don't know what you're missing. Two years ago it was in San Diego and the local chapter hosted a fun few days. Last year in Nashville, there were wonderful residential tours, country music, of course, and the fabled Southern hospitality. I just returned from this year's wonderful conference in San Francisco. These conferences are all wrapped up in a combination of camaraderie, education, exchanges of ideas and information and my own personal favorite, fun. Next year, New Orleans will be the place to be. Don't miss it! I used to live there. I know.

I bought back lots of good ideas from San Francisco. During our all-day President's Forum there was an exchange going back and forth and I came out of that meeting totally geared up.

We have lots of work to do and we need lots of help to get it done. Volunteers are needed to help on various committees.

Educational: speakers, roundtables, workshops, Lunch and Learns.
Social: hospitality, mixers and coffees, teas, cocktail parties and dinners, general meetings, phone council.
Professional: museum tours, house tours, design competitions, phone council.
Membership: rush parties, phone council.

If you would like to volunteer or chair a committee or have an idea for one, please contact our administrator, Tim Diffley, at (310) 659-4617 in the ASID office in the PDC and give him your name and all pertinent information.

This year's Westweek at the PDC was one of the most successful ever. The lectures and seminars were brilliant and informative as well as entertaining. There was a lively panel discussion at the ASID Designer's Toolbox at Randolph and Hein on Thursday. The ASID Green Gallery featuring many of our Industry Partners was an enormous hit and Robert Allen hosted a very well-attended luncheon to introduce Larry Lazslo's newest fabric collection. Our very own Barbara Barry, Michael Berman and Fernando Diaz were three of the participating designers in the dazzling Metropolitan Home Showhouse which opened the weekend following Westweek. Michael and Fernando discussed their involvement on a panel during Westweek. My thanks to all who made Westweek the huge success it was.

My heartfelt thanks also to Kathryn Waltzer who has put this wonderful newsletter together month after month. It is an enormous job and Kathryn has done it beautifully. We'll keep her busy in other areas, though.

Bill McWhorter, ASID
ASID CA Los Angeles Chapter President 2006-2007



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The Ebell of LA to host HUGE Parking Lot Sale!

ASID member invites everyone to major Parking Lot Sale at the historic landmark, The Ebell of Los Angeles. There will be vintage and antique furniture, dishes, artwork, picture frames and many other items of interest. Sale is at 4400 Wilshire Blvd. at S. Lucerne. Saturday, April 21, 9 a.m. – 3 p.m. Sunday, April 22, 9 a.m. – 2 p.m. See you there!

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Thank You to Kathryn Waltzer, ASID ASID/LA Newsletter Editor

By Pamela H. Meyer, ASID, CID
ASID/LA Communications Director

Kathryn Waltzer is a great example of “Living the Brand” for ASID for the past two years. Kathryn, through her creative writing and graphic skills, brought the attributes that we have pledged to achieve as ASID members to our newsletter every month (a daunting task as we are one of the only chapters in the nation who has a monthly newsletter). Kathryn made our newsletter personal, inspiring, reliable, indispensable, enriching, and encouraged our members to be stewards for the health and well-being of the community.

I first met Kathryn while serving on the board of directors in 2004–2005 and was immediately impressed with her professionalism, command of the English language, leadership qualities, and humor. Fortunately, I was able to sit next to her at most of the meetings.

We thank you Kathryn for a job well done and for serving our chapter. We should recognize that the task was not handed over to an assistant, but single-handedly authored by Kathryn. Every detail and typo was reviewed and coordinated by Kathryn.

We hope that this has been a fulfilling endeavor and we all are enriched because of your efforts. May this not be a farewell to service, but the next step towards achieving your goals and connecting you closer with all of your fellow ASID/LA members.

We wish you all the best!

Los Angeles Chapter 2006-2007

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HOW TO MAKE MONEY IN DESIGN

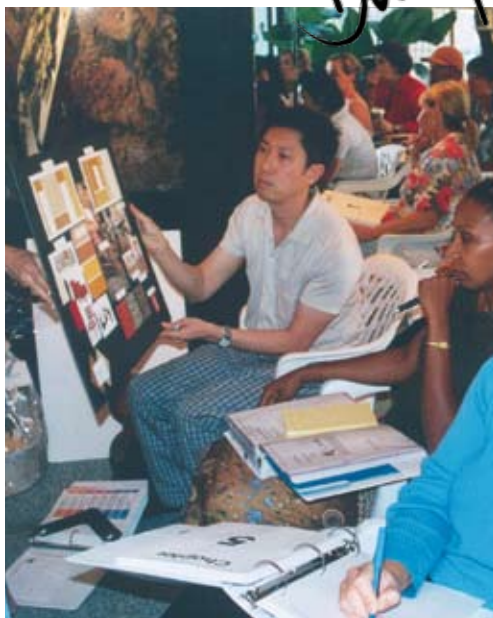
After 30 years as the designer to the stars, famed Los Angeles designer **Bobi Leonard** is teaching an eight-week Business Workshop for interior designers. This workshop is vital for any established designers and design students looking for success in the design business. Participants will hone their business skills to make money, build clientele and business relationships, and formulate a solid, achievable business plan; and even learn to do their own marketing.

As an Industry Partner Bobi is interested in speaking to all designers and entrepreneurs ABOUT HOW TO MAKE MONEY IN THE DESIGN FIELD.

Bobi Leonard is a well-known interior designer, trusted for her in-depth design reporting on TV shows such HGTV, AM LA, and CBS Woman to Woman. She has been a visionary in residential and commercial design, her reputation forged when she became a driving force in the transformation of Santa Monica's rundown Main Street area. She has achieved high levels of success in the design business, expanding to seven showrooms with hundreds of employees. As a designer, her client list includes such celebrities as Robert Redford and Candice Bergen. A longtime lecturer for The Learning Annex, Bobi now focuses her time teaching workshops and mentoring designers who want to take their education to the next level. She consults with students and professionals through her interactive 8-week workshop and through private mentoring sessions.

Bobi is currently giving a "Designer Financial Lecture" series at the Pacific Design Center that is CEU Accredited. This season's esteemed lecturers included: Laddie John Dill, Richard Landry, and Steven Ehrlich.

Please feel free to contact our office for more information at 310-403-2308. Email bobi@bobileonard.com website: www.makemoneyasadesigner.com or www.bobileonard.com



“The paws that refreshes”

Eddy S. Feldman*

Back in the days when Murray Feldman was managing director of the Pacific Design Center and when HIV was taking its terrible toll, several leaders in the furnishings industry and in the design profession created the Design Alliance to Combat AIDS. One mission of DACA was to contribute funds to other agencies that were doing hands-on work to alleviate the suffering. One such agency—a kind of favorite—was PAWS (“Pets Are Wonderful Support”). It did and does assist in the care of animal pets when their owners are no longer able to do so. Of course, the problem of providing uninterrupted care and comfort for these dependent animals exists even if AIDS is not a matter to be considered.

One course would be to leave money or other property to the pet itself. However, in California, a gift of property by will to an animal is void. This legality, by the way, was enunciated by our Supreme Court in 1968, with a wonderfully ironic result:

Thelma L. Russell died testate on September 8, 1965, leaving a validly executed holographic will written on a small card.

The front of the card reads:

“Turn the card
March 18-1957
I leave everything
I own Real &
Personal to Chester
H. Quinn & Roxy Russell
Thelma L. Russell”

The reverse side reads:

“My (\$10.) Ten dollar gold
Piece & diamonds I leave
to Georgia Nan Russell.
Alverata, Georgia.”

Chester H. Quinn was a close friend and companion of the testatrix, who for over 25 years prior to her death had resided in one of the living units on her property and had stood in a relation of personal trust and confidence toward her. Roxy Russell was testatrix’s pet dog, which was alive on the date of the execution of testatrix’s will but predeceased her. The plaintiff was Georgia Hembree, the deceased’s niece and her only heir-at-law.

Thelma left a note: “Chester, don’t let Augusta and Georgia have one penny of my place if it takes it all to fight it in Court.” Sure enough, Georgia filed a suit and it went to the top court. After much discussion as to what the words of the will meant, the judges decided (6 to 1) that Thelma did give her estate to Mr. Quinn and to her dog in equal

shares. However, it went on to hold that the gift to the dog was a void gift and that the dog’s portion of Thelma’s estate should go only to her much despised heir-at-law, her niece, Georgia.

As is the fashion in these days of estate planning, having a “living trust,” which commands how one’s property is to be distributed without going through the slower and costly probate of a will, is the way to go.

In 1991, the California Legislature followed the trend toward a kinder treatment of pets. It adopted a law, (Probate Code, Section 15212) which, while it does not allow an outright gift to an animal, permits the creating of a trust for the care of a designated animal for the life of that animal. The law now allows the pet owner to create an enforceable living trust or a trust within a will in favor of a human beneficiary, which requires the trustee to make distributions to the beneficiary to cover the pet’s expenses. In the trust document the owner will name a caretaker for the pet or pets. This person becomes the actual beneficiary of the trust and has standing under the law to enforce the trust if the trustee fails to carry out its terms. The pet owner gives the animal or animals to the trustee in trust with directions to deliver custody to the beneficiary/caretaker.

The pet owner should clearly identify the animal that is to receive care under the trust. If this step is not taken, an unscrupulous caretaker could replace a deceased, lost or stolen animal with a replacement so that the caretaker may continue to receive benefits. For example, there is a report that a trust was established for a black cat to be cared for by its deceased owner’s maid. Inconsistencies in the reported age of the pet tipped off authorities to the fact that the maid was on her third black cat, the original long since having died.

The pet owner should carefully compute the amount of property necessary to care for the animal or animals and provide additional payments, if any, for the caretaker and trustee. The document ideally will specify the type of care for food, housing, grooming, medical care, and burial or cremation fees.

Finally, the pet owner should clearly designate a remainder beneficiary to take the leftover trust property, if any, upon the death of the pet. Otherwise, expect litigation in the courtroom.

Pet trusts may not be for everyone. One law practitioner will not recommend establishing a separate pet trust unless the pet owner is willing to set aside \$10,000 to \$50,000 per pet. And then there is the lawyer’s fee.

*Member of the State Bar of California

I would like to start with what I consider very good news. The March 2007 Monthly IP Meeting on March 21, 2007, was so well attended that latecomers had to stand! I've never seen this many IP members attending. Even better, one of the attendees approached me after the session—and that resulted in a profitable deal! Networking is key and the more exposure to designers and to fellow IP members the better!

Speaking of networking opportunities ... all IP members take note:

ASID/LA is looking for a Mixer Chairperson to organize IP Mixers. This is a perfect position to get to know a huge percentage of our membership. Please contact Charles Fabis, Membership Services Director at (323) 931-6652.

ASID President, Bill McWhorter, has said several times how he wants his tenure in office to be about fun! So, this month, the newsletter is both fun and happy!

Here's the "happy" part: I interviewed Happy Fernandez, Allied Member, ASID. I met Happy at Greystone; we were introduced by another IP member, and I found her charming and very talented. She is a young woman progressing nicely in her career. We sat down and talked about her design business, associations with IP members, and a bit about herself.



Yes, Happy is actually her middle name, and it fits her! Among other things, we discussed her career goals and business relationships with ASID IP members. Happy was raised in the Philippines. Her childhood bedroom was pink, which motivated her at a very young age to be a designer. After graduating from college with a degree in design, Happy made the move to Los Angeles to begin her design career.

Q: Happy, how long have you been actively working as a designer?

A: Over five years. I have been on my own for the last three.

Q: What venue do you prefer?

A: I enjoy both residential and office projects. Both bring me great joy. I truly find pleasure in turning a client's ideas into a beautiful functional space. It's a great responsibility to design such personal private space. Great design will reflect the client's taste and personality.

Q: How do you find suppliers?

A: Now that I am an ASID member, I check out the ASID/LA newsletter for ASID IP members. Referrals from other designers and IP members are also very helpful.

Q: As an IP member, I think I can speak for everyone as it's one of the hardest things we do: how do we best get our "message" out to designers?:

A: Perhaps I am old-fashioned, but I like to get information sent to me. I keep a "library" and can access it when I am looking for something. Calls and emails aren't nearly as effective for me personally.

Q: How did you get involved with ASID?

A: I was asked to be part of the Greystone event, taking the place of a designer who could not continue. I joined at that time.

Q: Has it been a positive decision?

A: Yes, I have met so many people and made many very good contacts. Contacts I met through the Greystone event have brought me business, so that was very good for me. I continue to meet people through my association with ASID and I like to use IP members when possible.

Q: That is a great success example. What would you like the future to bring, professionally speaking?

A: I would like for my business to grow and look forward to having a large design business with other designers working for me.

At Greystone, the IP member who introduced me to Happy was Leonard Greco of Leonard Greco Decorative Painting and Ornamental Design. She and Leonard met as they worked together at Greystone. As Leonard describes it, a designer was unable to continue as planned and Happy stepped in. He described them as incredibly compatible, with their work being "Completely Collaborative." We like to hear that!



Since Greystone, Len and Happy have worked together on a successful residential project in Hancock Park. Working together has turned this professional relationship into a close friendship!

Len has been in the Decorative Painting business for over 18 years. He described his education as beginning in Art

IP NEWS - ANNOUNCEMENTS

School, with further study in a Certificate program at Parsons, then ongoing experience.

Happily, Len estimates that 70 percent to 80 percent of his work is with ASID Designers.

—Henry Koelsch, Hamilton-Selway Fine Art,
Industry Partner of ASID

Industry Partner Highlight:

Kravet Lighting has a clean, modern aesthetic, featuring exquisite styling in lamp bases and shades. It begins with provocatively shaped materials—wood and glass, rounded and squared, smooth and ridged. To complement these stunning bases, Kravet Lighting has reinvented the fabric shade, providing you with subtle patterns and exclusive textiles. Kravet Lighting ... giving you brilliant inspirations.

Monthly IP Meeting:

April 18, 2007

Pacific Design Center Conference Room B-259

3rd Wednesday of each month

Noon – 1 p.m.

Network with your fellow IP members. You might learn about a profitable business opportunity! Remember to bring your Business Cards! Get involved!

Note to all INDUSTRY PARTNERS—I need your news: events, happenings, new staff, new showrooms, etc.!!! Please send to: Henry@hamiltonselway.com. Thank you!

IP + ASID = Increased Return on Investment ...

ANNOUNCEMENTS

ASID Team Wins Volunteer Award

by Susan Corry, ASID, CID,

Ronald McDonald House Project Manager

The ASID/Los Angeles chapter was recently honored with the Los Angeles Ronald McDonald House (LARMH) Director's Award. This honor is the highest award LARMH gives to its volunteers. The framed award was presented by LARMH Executive Director Vince Bryson and BJ Peterson, FASID at the annual volunteer awards luncheon. ASID-LA Chapter President Bill McWhorter accepted the honor on behalf of the design team working on the LARMH renovation project. "We are truly honored that you chose to recognize our chapter's efforts in light of the many other wonderful volunteers you have," said Bill.

Update on the Ronald McDonald House Volunteer Project

by Susan Corry, ASID, CID,

Ronald McDonald House Project Manager

There have been some significant changes to the Los Angeles Ronald McDonald House (LARMH) project since my last update. The project began as a mostly cosmetic renovation, but in early October, LARMH decided to expand the scope of the project. We've broken the revised scope into two phases and are currently working on Phase I:



L to R: Bill McWhorter, President ASID LA, BJ Peterson, Past President ASID LA, FASID, and Vince Bryson, Executive Director, L.A. Ronald McDonald House, receive the Ronald McDonald House Award

- Reconfigure the existing parents lounge into a new reception area and office space.
- Reconfigure the existing office to become the new parents lounge.
- Replace the track lighting system in the Atrium with one that will accent the new banners and offer ambient lighting.

We will begin construction as soon as the plans are approved and a contractor has been finalized—hopefully sometime in April. In addition to the ASID renovation, RMH is building a new facility. Once that new building is complete this fall/winter, we'll shut down the existing building to complete the Phase II construction:

- Reconfigure the existing laundry room to create a staff break room.
- Reconfigure two staff offices to create a larger laundry room.
- Reconfigure a guest room into 4 computer "cubbies."
- Renovate the Fish Tank room according to the original design, making changes as needed to accommodate the renovation of the adjacent rooms.
- Complete the original design for the Atrium and second floor corridors.
- Complete the original design for the Dining Room.

Even though the project is larger than our initial scope, the revised project is on schedule, and everything will look wonderful when it's complete thanks to the ASID design team!

ASID Ronald McDonald House Team

Sybil van Dijs, ASID, CID; Bill McWhorter, ASID; Kristin King, ASID, CID; Susan Corry, ASID, CID; Shirley Lipe, Allied ASID; Juanita Parker, ASID Student Member; Jaime Parker, ASID Student Member; Emily LaMarque, ASID Student Member



The entire Ronald McDonald House design team, L to R: Ronda Jackson, Allied Member ASID, Susan Corry, ASID, CID, Shirley Lipe, Allied Member ASID, Juanita Parker, Student Member ASID, Bill McWhorter, President, ASID LA, BJ Peterson, Past President ASID LA, FASID, Kristen King, ASID, Professional Development Director Sybil van Dijs, Past President ASID LA

Aging in Place update

ASID's Aging in Place Committee has formed a partnership with Kiwanis So. Bay and RSVP (Retired Seniors Volunteer Program) to promote safety and independent living for disabled, low-income seniors in the South Bay. Our ASID designers will design, specify and remodel the interior of the selected senior's home.

To accomplish these goals, we are building solid organizational structure and the ability to fund raise and obtain qualified donations. Our committee consists of community leaders in the South Bay, ASID and IP ASID members.

In conjunction with South Bay Kiwanis, we are now selling raffle tickets at \$10 each. The winner will receive a weekend getaway in Pismo Beach and will have a limousine tour of the Central Coast Wine Country. We hope you will purchase raffle tickets located in the ASID office or by contacting Ellen Cantor, ASID at (310) 375-1782 or e-mail her at ellen@ellencantor.com through May 30, 2007.

Winners of the raffle will be announced June 1, 2007, at the Torrance Library when the senior recipient will be announced to the community.

We all know that the scope of a project always depends on the amount of funds available. In addition to our raffle and product/services donations the ASID/LA board of directors requests that each of our members look into their hearts and become sponsors of this project. Sponsorship is about financial support. We encourage our membership to become a sponsor by donation that fits within their budget. All donations are tax deductible. Come on members, participate and raise to the occasion to "bring design to life" by assisting a senior citizen in distress today. You can make a difference!

Our goal is to raise at least \$50,000 in sponsorships and donations by June 1.

Ellen Cantor, ASID, CID,
 Chairperson Aging in Place Committee
 Carol Fox, ASID, CID,
 Member of Aging in Place Committee
 Deric Schmidt, Allied and IP Member
 ASID, Board Member at Large



BACK ROW: Linda Williams, Allied Member ASID, Pam Boggs, ASID IP, Elaine Williams, Alternative Landscaping, Thomas White, RSVP, Ellen Cantor, ASID, Evelyn Groden, ASID IP (I think she is in the process of joining) Tony Molino, Kiwanis, Bette Hornstein, ASID IP. FRONT ROW: Hope Witkowski, city councilwoman from Torrance, Carol Fox, ASID. Members not present: Correy Massey, ASID, Jane Biggelin, ASID, Dolores Kaytes, Highly Organized, Deric Schmidt, ASID IP



Aging in Place

A COMMUNITY SERVICE REMODEL PROJECT FOR SENIORS

Aging in Place is a joint effort of
 ASID-LA, South Bay Kiwanis and R.S.V.P.
 (Retired Seniors Volunteer Program)

Aging in Place is committed to modifying and transforming living spaces so that low-income, disabled seniors can live safely and with dignity in their owner-occupied homes and remain in their community.

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ANNOUNCEMENTS

Telephone Council News

by Joan Archibald

Telephone Council Committee Co-Chairperson

Our Telephone Council is in full force with 23 members. A big thank you to the following members who have accepted their nominations to serve on the council:

Designers: Christopher Gaona, Christopher Ganoa; Heidi Grimm, Fowler & Moore Interiors; Ronda Jackson, Décor Interior Design, Inc.; Lauren Jacobsen, Lauren Jacobsen Design, Inc.; Susan Khorrani, Design Schmetac; Pam Meyer, Meyer Architecture.

Student: Lawrence Kao

Industry Partners: Brett Alligood, Stone Age Designs; Dina Amiri, The Rug Affair; Joan Archibald, Rolling Greens; Alexa Carpena, Sound Decision; Tony Carter, Carter Hardware; Arpy Dabbaghian, L' Artist; Laurie Faulkner, Pierce Martin; Shelby Gibson, Arizona Tile; Leonard Greco, Neo Baroque; Brad Haan, IS Marketing; Cari Markell, Silk Road Gallery; Nicole Miller, Jeannot Fine Furniture; Ronit Navarro, Kravet; Ayse Ogus, Woven Legends; Lorraine Romero, Benjamin Moore Paint; Cindy Vargas, Three Elements Studios.

Our first two telephone tree activations were extremely successful in bringing additional members to the Networking Mixer and Open January Board Meeting at Westside Remodeling in Westlake Village. We really got into full swing with the Silk Roads Gallery event on February 23. With less than 48 hours till the event and only six RSVPs, the telephone council was called into action in hopes of increasing the attendance. I want to say thank you to all who participated, as we were able to generate a total attendance of 60 to the event.

If you have an event that needs the telephone council's assistance, please use the following procedures to ensure that the information flows smoothly.

Telephone Council Activation Procedures

1. Call Bill McWhorter, President, for approval to activate the telephone tree.
2. Guidelines for activating the telephone tree are:
 - a. Low RSVP for an event.
 - b. Urgent message needs to be conveyed to the membership.
3. When requesting the telephone council's services, a clear description or flyer needs to be emailed to Nicole and Joan (see below).
4. RSVPs will be directed to the event coordinator; that information needs to be clearly marked on the program description upon activating the council.
5. Give at least 72 hours notice prior to calls being made. Some members will be out of touch and will not be able to communicate on short notice. If a council member is unable to participate when called upon, email Joan so that your section can be covered by another member.
6. All Council members that have been called upon to complete a task should email Joan once the calls have been made.
Joan Archibald – jarchibald@rg-ca.com
Nicole Miller – nicole@jeannotfinefurniture.com

Updating Membership Information

As a member of ASID, it is important for you to keep your contact information up to date to ensure you receive updates, important announcements and your renewal notices. Logging in to access your personal profile is quick and easy. Simply go to www.asid.org and click on the "ASID Online Login" link on the left-hand side.

ASID Members automatically have an online account. Unless you have changed it, your User Name is `firstname.lastname.membernumber` (please note the use of the periods) and your Password is your Member Number. If you have forgotten your User Name or Password, you can opt to have them emailed to you. Once you are logged in, click on "Profile Update" to change your personal information.

New Direction and Name Change for the Coalition for Interior Design Accountability (CIDA)

Sacramento, California

February 23, 2007

The Coalition for Interior Design Accountability (CIDA) announced today that it has a new direction and focus to achieve Practice Act recognition for interior designers in California. To better reflect its new goal, CIDA has changed its name to the Interior Design Coalition of California (IDCC).

The name change was announced at the "Mission Possible 2007" conference sponsored by CIDA and held in San Francisco on February 3, 2007. The conference was well attended by representatives of the leadership from the American Society of Interior Designers (ASID) and the International Interior Design Association (IIDA) chapters in California. In addition, there was participation from the national leadership ASID and IIDA, and the National Council for Interior Design Qualification (NCIDQ).

Judy Henn, President of the Coalition stated at the conference, "We are grateful for the opportunity to share our new direction and commitment to a Practice Act with our respected colleagues in the interior design profession. Defining the scope of work for interior designers and legitimizing the profession are critical during this time of growth in the design industry."

The Interior Design Coalition of California (IDCC) is an individual membership organization which consists of interior designers, consumers, students, and industry partners interested in the long-term growth of the interior design profession. IDCC feels that it is time to provide leadership in legislation that ensures the health, safety, and welfare of California's consumers.

Judy Hallberg
Vice President
Interior Design Coalition of California (IDCC)
(925) 978-3575

Spruce It Up 2007

Spruce It Up 2007 will begin on May 1 and run through June 30 this year, giving us the spring to get our Spruce It Up Designers on board and present the program to the public. This is a great opportunity for both professional and allied members to contribute to the benefit of our chapter while educating the public on the advantages of working with an interior designer. Many participating designers have reported that client consultations held during our past Spruce It Up programs have led to future work and good profits.

EVERYONE WINS. This program is an opportunity for consumers who are looking for a designer, or who would not ordinarily seek the services of a designer, to experience our valuable design services no matter how large or small their projects. Spruce It Up is a major fundraiser for our chapter, therefore we are asking all designers to volunteer your time, whether you specialize in residential or commercial design.

HOW EASILY IT WORKS: All designers fill in the sign up form below. Clients call the chapter office to request design consultations. Participating designers contact their assigned clients immediately to schedule a one or two hour consultation at the client's home or office, the

designer's studio, or a showroom (which ever works best for the client). Appointments are scheduled within a reasonable time after the initial contact. Appointments are limited to one to two hours at the special Spruce It Up rate of \$95 per hour made payable to ASID/LA. Beyond two hours, clients must pay the designer's normal hourly fee directly to the designer. Checks payable to ASID/LA are to be collected by the designer at the conclusion of the appointment and the client is asked to sign the Client Waiver Form. The designer then forwards the completed Client Waiver Form and the fees directly to our chapter office. Designers may keep a copy of the client interview form for personal follow up. Fees received are used by our chapter for future programs directly benefiting our membership.

PLEASE DO YOUR PART FOR OUR CHAPTER. VOLUNTEER TO DO CONSULTATIONS. This is an opportunity for our entire membership to benefit. Please contact me at pam@meyer-arch.com or (310) 234-3300 if you have any questions when you are filling out your volunteer sign up form. Please fax your form to me at (310) 234-3301.

THANK YOU FOR YOUR SUPPORT!

Pamela H. Meyer, ASID, CID
Spruce It Up Team Leader

Spruce it Up 2007 Designer Consulting Service Volunteer Sign-up Sheet

May 1 – June 30th

Please complete the information below and return it as soon as possible to:
Pamela H. Meyer, ASID, CID: by fax to (310) 234-3301. Tele: (310) 234-3300

Name: _____ Company Name: _____
Street Address: _____ City/State/Zip Code: _____
Phone: _____ Fax: _____ E-Mail: _____
Geographical Preference: _____

Please check all specialties that apply:

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- | | | | |
|---|--|---|--------------------------------------|
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Contemporary | <input type="checkbox"/> Eclectic | <input type="checkbox"/> Antiques |
| <input type="checkbox"/> Kitchens/Baths | <input type="checkbox"/> Home Offices | <input type="checkbox"/> Garden Rooms | <input type="checkbox"/> Full Design |
| <input type="checkbox"/> Children's Rooms | <input type="checkbox"/> Design Using Existing Furnishings | <input type="checkbox"/> Media Rooms | |
| <input type="checkbox"/> Historic Pres. | <input type="checkbox"/> Model Homes | <input type="checkbox"/> Shopping Service | |

Commercial

- | | | | |
|--|--------------------------------------|---|--|
| <input type="checkbox"/> Hotels | <input type="checkbox"/> Restaurants | <input type="checkbox"/> Medical Facilities | <input type="checkbox"/> Offices |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Gov/Inst | <input type="checkbox"/> Space Planning | <input type="checkbox"/> Specification |
| <input type="checkbox"/> Studios/Production Facilities | <input type="checkbox"/> Acoustics | | |

Consultation Only

- | | | |
|--|---|-------------------------------------|
| <input type="checkbox"/> Renovation | <input type="checkbox"/> New Construction | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Universal Design/Aging in Place | <input type="checkbox"/> Color | <input type="checkbox"/> Feng Shui |
| <input type="checkbox"/> Green Design | <input type="checkbox"/> Nontoxic Design | <input type="checkbox"/> Ergonomics |

Dates that you are NOT available: _____

Other Comments:

ANNOUNCEMENTS

ASID announces 2006 Design Award Winners

Honorees Feted at Celebration: The ASID Design Awards

The American Society of Interior Designers (ASID) is pleased to announce the 2006 ASID Design Award honorees. A jury of esteemed members of the design community selected winners in five categories: Designer of Distinction, Design for Humanity, Educator of Distinction, Patron's Prize and Product Prize (corporate and individual). The jury also bestowed a Special Citation on a design visionary.

This year's honorees were feted at the Society's annual awards gala, Celebration: The ASID Design Awards, on Saturday, March 17, at the Hyatt Regency San Francisco, during INTERIORS 07: The ASID Conference on Design.

Designer of Distinction: Penny Bonda, FASID, LEED AP, is the 2006 Designer of Distinction. After a noted 27-year career in interior design, Bonda now focuses exclusively on communicating the urgency of environmental issues and educating design professionals on how to incorporate sustainability into their practices. A past president of ASID and a former U.S. Green Building Council (USGBC) board member, Bonda sits on the LEED Steering Committee and committees for LEED Core & Shell, and is chair of the LEED for Commercial Interiors Committee. Bonda also serves on the CIDA Standards Council, Antron Sustainability Advisory Council, Greenguard Advisory Council, the USGBC LEED training faculty and is a past chair of the ASID Sustainable Design Council. She is the recipient of the 2003 USGBC Leadership Award. With degrees in education and interior design from American University in Washington, D.C., she has headed her own firm and served as the interior design director for leading design and architectural firms, and is currently eco-editor for *Interior Design* magazine. Recognized as a gifted leader and conscientious builder, Bonda has been a driving force in bringing sustainability issues to the forefront of the interior design industry, inspiring new generations of interior designers to take up the torch of the sustainability movement.

Design for Humanity: The Robin Hood Foundation and the New York City Department of Education formed a partnership to address low literacy and improve student performance among underprivileged children by reimagining public school libraries and transforming them into vibrant learning centers, through the L!brary Initiative. Working with a team of designers and architects, the project seeks to reverse patterns of low literacy skills and underachievement by working with community school districts and public elementary schools to design, build, equip and staff new elementary school libraries, fundamentally transforming school libraries into vital resources for the whole school community—students, teachers and parents—that will contribute to improved student performance. The libraries created through Robin Hood's L!brary Initiative are well-designed, reflecting the creativity and whimsy that children respond to while incorporating the design strategies necessary for a successful library environment.

Thirty-one libraries are now open, with 25 more slated to open later this year.

Educator of Distinction: Janine Benyus provided the impetus for the development of biomimicry with the 1997 publication of her renowned book, *Biomimicry: Innovation Inspired by Nature*. Benyus's name is nearly synonymous with the concept of biomimicry, which has been particularly embraced by the sustainability movement. An educator at heart, she believes that as people better understand the genius of the natural world, the more they will want to protect it. Ask almost any designer who has participated in one of Benyus's programs and they will attest to her power as an inspiring speaker, providing life-changing insights and experiences for the thousands of people who learn from her around the world.

Patron's Prize: The U.S. Green Building Council is the nation's foremost coalition of leaders from every sector of the building industry, working to promote buildings that are environmentally responsible, profitable and healthy places to live and work. Through its more than 7,500 member organizations and a network of more than 75 regional chapters, the USGBC is united to advance the mission of transforming the building industry to sustainability. The organization's core purpose is to transform the way buildings and communities are designed, built and operated, creating an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life. The USGBC LEED rating system for developing high-performance, sustainable buildings has provided the basis for implementing state-of-the-art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality in all types of buildings throughout the country. The USGBC has educated tens of thousands of built environment professionals through education and advocacy initiatives, and national events such as Greenbuild, changing the face of interior—and sustainable—design in the United States.

Product Prize (corporate): Founded in 1902, Maharam, Industry Partner of ASID, originally set up shop selling commodity textiles in New York City. By 1940, Maharam had showrooms in New York, Los Angeles, and Chicago, and had expanded their line of theatrical fabrics, becoming an internationally renowned resource for set and costume designers. In the late 1950s, Maharam sensed new opportunity and began supplying textiles for commercial interiors, helping pioneer the concept of contract textiles. The company has flourished through a commitment to performance, value and service. Since 1997, the fourth generation of the Maharam family has brought new definition and direction to the company, focusing on design and technology, and marrying past and present with textiles drawn from the archives of the 20th century's greatest creative talents (including Charles and Ray Eames, Verner Panton and Arne Jacobsen) rich natural fiber textures and next generation synthetics. In recent years, Maharam has launched a continuing campaign for sustainability. Maharam's website marks any green product

as “reduced environmental impact” and provides details of what makes it eco-friendly.

Product Prize (individual): Vladimir Kagan has been described as “the creative grandfather of a whole new generation of designers,” and is one of today’s most enduring designers of modern furniture, with a career that has spanned more than 55 years. He started designing in 1947 and by the early 1950s, his innovative sculptured designs created a new look in American furniture. Today, his creations are on the cutting edge of the 21st century, leading designs for hotels, furniture, textiles and home furnishings. Alongside a long list of famous collectors and high-profile installations, Kagan’s designs have been published internationally and are in the permanent collections of the V&A London, the Brooklyn Museum of Art, the Cooper-Hewitt National Design Museum, San Francisco Museum of Modern Art, Pasadena Art Institute, Baltimore Museum of Fine Arts, Chicago’s Athenaeum and The Metropolitan Museum of Art. Kagan has received many honors, including the Lifetime Achievement Award from the Brooklyn Museum of Art, the Pinnacle Award and Lifetime Achievement Award from the American Society of Furniture Designers, and in 2004 was a nominee in the Lifetime Achievement and Environment Design categories of the Cooper-Hewitt National Design Awards. A past member of ASID, Kagan served as president of the ASID New York Metro Chapter in 1990.

Special Citation: John Hutton’s signature style combined contemporary flair with a classical foundation, producing truly original designs that are at once current, yet timeless; he was perhaps most celebrated for his Anziano and Ghost chairs, which were widely copied and mass-marketed. All of Hutton’s designs—which include interiors, furniture, textiles, hand-blown glass and lighting—reflect this philosophy in their unsurpassed quality, elegant simplicity and ultimate comfort. A graduate of the Fashion Institute of Technology, Hutton designed for Louis Maslow & Sons in New York and Randolph & Hein in San Francisco, but spent most of his career with Angelo Donghia, for whom he produced more than 200 designs. Since 1998, Hutton acted as head of his own business (John Hutton International), designing furniture for other companies and famous clientele; more recently, he also began John Hutton Textiles. Hutton, who passed away in August 2006, was declared a national treasure by *The New York Times*, and his designs have received more than 200 awards and are represented in prestigious museums throughout the world.

The members of the 2006 ASID Awards Jury were Eleanor Brydone, FASID, chair; Deborah Lloyd Forrest, FASID; Skip Sroka, ASID; Jennifer Busch, editor, *Contract* magazine; and Dakota Jackson, furniture designer/founder, Dakota Jackson Inc.

For more information about Celebration and other special events that took place at INTERIORS 07, March 15 – 18, 2007, please visit www.asid.org/interiors07.

Silk Roads Gallery is featured on The Warner Cable TV Show *Talking Over Coffee*

After relocating to La Brea Avenue, Silk Roads Design Gallery has been recognized as offering one of the finest selections of Asian antiques outside of Asia. The Warner Cable Network TV Show *Talking Over Coffee* has filmed a one half hour segment during which host Claude Prince interviews Jon and Cari Markell, owners of Silk Roads Gallery and ASID Industry Partners, and provides a photographic tour of the unique Gallery featuring many of its highlights.



The Silk Roads Gallery segment is scheduled to air at differing times on the Warner Cable Network depending on the geographic region in which the show is aired. The first airing which covered Hollywood/Downtown area, was presented Saturday, March 17, 1:30 p.m. on Time Warner Cable Channel 24. The Orange County, segment aired on Saturday, March 24, at 7:30 p.m. on Channel 97, the Time Warner Cable Station there.

For the West Side area, encompassing Beverly Hills, Westwood, Brentwood, and Santa Monica, the show will be aired on the Time Warner Cable Channels 43 and 77 on Friday, April 27, at 5 p.m. This Silk Roads Segment will also be presented in New York in May, although the schedule has not yet been finalized. It will also be shown in Philadelphia to launch entrance of *Talking Over Coffee* into that market.

For ASID members who are unable to view the *Talking Over Coffee* segment, the Markells are burning DVDs of the show and can send them to you. Just email them at info@silkroadsgallery.com.

Silk Roads also has a strong presence in the current exhibit at the Craft and Folk Art Museum which is presenting the show “Healing: A Cultural Exploration” which will continue through April 15. This intriguing show explores medicinal, spiritual, and emotional healing using diverse cultural and artistic traditions around the world. The exhibit features over 120 sacred ancient and contemporary objects and artifacts used in over 20 cultures to alleviate ailments and sufferings, and troubles of individuals, families and communities. Of these, statues of Guanyin in Lalitsana and Jesus of the Sacred Heart are featured on the Exhibit Catalogue cover and a wine vessel illustrates the section on Traditional Chinese medicine. The opening reception and advertisements in several newspapers invitation feature a Silk Roads image of a Nepali gold medicine Buddha. At the completion of the exhibit, the pieces will be returned to the Gallery.



Silk Roads Gallery is located at 145 S. La Brea Ave.

ANNOUNCEMENTS

Welcome New Members!

Allied Member ASID:

Cami C. Wright, Allied Member ASID
Ana Carolina Wicker, Allied Member ASID
Sarah J. Sherter, Allied Member ASID

Student Member ASID:

Diane Baldwin, Student Member ASID
Susana Bermudez, Student Member ASID
Kristine Brown, Student Member ASID
Danielle Brown, Student Member ASID
Evana Capron, Student Member ASID
Derek Chen, Student Member ASID
Tanya Lynn Cole, Student Member ASID
Sandra Cuartas, Student Member ASID
Tiffany Leigh Davis, Student Member ASID
Nas Ebrahimi, Student Member ASID
Fabiola Garcia, Student Member ASID
Alicia Garey, Student Member ASID
Olga Gerdjikov, Student Member ASID
Annetta Goldstein, Student Member ASID
Grace Guarte, Student Member ASID
Roslyn Hawkins, Student Member ASID
Seth Hernandez, Student Member ASID
Linda Jensen, Student Member ASID
Byul Hai Kim, Student Member ASID
Mika Kimura, Student Member ASID
Krsity Lee Koobation Krone, Student Member ASID
Renee Lajom, Student Member ASID
Pat Lott, Student Member ASID
James MacDonald, Student Member ASID
Ella Martinsen, Student Member ASID
Rania T Masri, Student Member ASID
Sara A McLean, Student Member ASID
Alex Morales, Student Member ASID
Tina Moton, Student Member ASID
Jesse S. Moyer, Student Member ASID
Min Namgoong, Student Member ASID
Janie E Norton, Student Member ASID
Brandi O'Neal, Student Member ASID
Barbra L. Ortiz, Student Member ASID
Wileen Pagaduan, Student Member ASID
Jessica Patterson, Student Member ASID
Teresa Petter, Student Member ASID
Do Pham, Student Member ASID
Nakarin Phookittikun, Student Member ASID
Jennifer Robinson, Student Member ASID
Kwang H. Sin, Student Member ASID
Jeshua H. Solis, Student Member ASID
Susan Stallworth, Student Member ASID
Robin Jae Stern, Student Member ASID
Marie Louise Thompson, Student Member ASID
Joy Tilliridou, Student Member ASID
Gary Trinh, Student Member ASID
Lorriane Triolo, Student Member ASID
Chieh-Huan Tsai, Student Member ASID
Giannini Vargas, Student Member ASID
Amanda Verdugo, Student Member ASID
Hope Villanueva, Student Member ASID
Carina Viramontes, Student Member ASID

Cassidy Welch, Student Member ASID
Nina Wellington, Student Member ASID
Mara Wells, Student Member ASID
Krista Yoshida, Student Member ASID
Rebecca Catherine Zitella, Student Member ASID

Industry Partners:

2nd Ave Design Inc.
Advanced Home Technology-ConnexAD Inc.
Armcraft, Inc.
Armcraft, Inc.
California City Studios, Inc
Chamelon Paintworks Inc.
Eskandari Stone
Fines Gallery
H3Environmental
Henry Beguelin
J.A. Visger & Son LLC
Johnson Art Collection
Johnson Art Collection
L.A. Art Exchange
Laughing Gravy Production
NW Rugs
Professional Publications, Inc.
Samuel Heath & Sons PLC
TAG Gallery
TexSton Industries
THG USA, LLC
United Home Remodeling
Victory Furniture
Wesley Allen

Do You Design Kitchens and Bathrooms in California?

Learn about pending legislation that may exclude you. Attend one of these NKBA meetings:

* NKBA Legislative Meeting: Wednesday, March 14, Buena Park, CA (Orange County)

* New Building Codes: California adopts updated building standards

Do You Prepare Plans for Kitchen and Bath Remodels for Construction Permits? Are You a Student with a Kitchen and Bath Design Career in Your Future? If this describes you, please read further: Ed Nagorsky, Esq., will be visiting Southern and Northern California to provide some insight regarding pending legislation that may exclude some interior designers from practicing as kitchen and bath designers. Learn how similar legislation in other states has affected designer's ability to provide services to their clients. Hear how designers can protect their rights to be included in the professional design community. Become informed to proactively challenge other organization's efforts to limit kitchen and bath designer's scope of work.

Wed. March 14, 2007, 6 p.m. to 8 p.m. Vah Marketing, 7050 Valley View St., Buena Park, CA 90620 Please RSVP to Chistine@kitchenspaces.com as they need a head count for seats and refreshments. This program qualifies for CEU credit with NKBA.



alternative building materials & design expo

Alternative Building Materials & Design Expo 2007

Premier Southern California Expo expands to two days with more exhibitors, accredited programs and a variety of pavilions

The 4th annual Alternative Building Materials & Design Expo is the premier green building Expo in Southern California, expanding for the first time to two full days of exhibitors (over 100), hands-on workshops, panels, book signings, specially-created presentations, and interactive take-home materials. Day 1 will be geared to the design and construction communities (including accredited programs), and Day 2 will be directed primarily to the general public. The Expo has become an energetic presentation of the largest and most extensive showcase in the Southern California area of green and sustainable building materials and design materials, landscape products, furnishings, and more. This year, the Expo introduces an alternative energy pavilion, a solar pavilion, and a garden wonderland that will include a gazebo, green roof, solar panels, and multiple applications to discover. The Expo has become key to spreading the message of sustainability for the region. The Expo's Presenting Sponsor is the City of Santa Monica. Sponsors include AIA, ASID, Building Green, Global Green USA, FSC, eco-structure, and the Los Angeles Chapter of the U.S. Green Building Council. Admission is free.

Friday, May 18, 2007 (Industry Day focus, though also open to public)

Saturday, May 19, 2007 (General public day)

* Please check the website for seminar schedules and event times.

Santa Monica Air Center (Barker Hangar)
3021 Airport Avenue, Santa Monica, CA 90405

For more information, please visit the website at www.altbuildexpo.com or call (310) 390-2930.



April 17th, 2007 - Noon

Lunch & Learn Presentation

Valcucine Italian—Sustainable Design & Manufacturing

Dom LA Showroom

9030 Wilshire Blvd., Beverly Hills

Italian kitchen manufacturer Valcucine has mastered the concept of style—but what might not be immediately apparent is its true substance. Their wares are every bit as sleek and high-tech as you'd expect from this renowned firm; perhaps less obvious is its eco-friendly design stance, one that is so often at odds—or perhaps simply overlooked—at companies that produce such opulent goods.

Valcucine ensures that its products are successful, not only ecologically but visually and functionally as well. They test each product against independent standards, control toxic emissions, use natural finishes, and have slashed their use of energy and materials. Emphasizing what it calls “dematerialization,” Valcucine makes products that use less of everything. All Valcucine products are made from raw materials or recyclables: aluminum, wood, glass, recovered stone, carbon fiber, and rubber. Aluminum parts are hollow, and laminated surfaces have only slender profiles while maintaining their durability. By combining technological innovation with impeccable aesthetics, Valcucine's kitchens are as environmentally responsible as they are visually striking. Without compromising functionality, ergonomics, or safety, the final result is a product that utilizes less material while providing unparalleled durability to the impacts of weight, water, humidity, and heat.

The company boasts over 2.5 million components in its architect-friendly, mix-and-match modular system. After decades of synthetics in our kitchens, Valcucine has managed the impossible: returning the organic to the center of our hearth.

RSVP: jeff@domshowrooms.com



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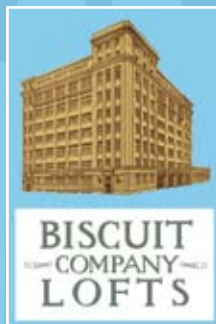
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GREEN NEWS

Fabulously Green Design: Wall Tiles and Decals

By Stephanie Zhong, ASID Student Member,
Co-Chair Environmental Affairs

One of the hottest trends in interior design this year has been the sticky appeal of decorative wall decals to create graphical and artistic statements. Whether for residential or commercial environments, these appliques have opened many creative possibilities for us to explore.

Most adhesive patterns however, are made of vinyl—a material that's hardly friendly to the planet. Here are several innovations I've come across lately that captured my interest.

Magnetic Walls



These appliques from Magscapes give designers and clients a chance to design and redesign their interiors. Magnetic rather than sticky, it's actually the wallpaper that holds the secret. It's specially made to be receptive to the decals and hold them permanently or temporarily. The decals are cut from rubber sheets similar to the backings on refrigerator magnets and voila—you can pin up and play. Designed by Patricia Adler of Peppermint, whose Palazzo T4 Chandelier we featured last month.



The reusability gives a green edge over vinyl decals that can only be used once. According to the Magscapes, the decals and paper are made without lead or hazardous chemicals so they're safe to use in kid's rooms, kitchens, wherever your inspiration takes you. The design range is slightly limited, but you can work with them to create custom designs.

Natural Bling



Even the illustrious Tord Boontje has put his stamp on the wall decal trend. His material of choice: stainless steel. The Wall Puddles Collection features a trio of nature-inspired designs: the Bird (7 inches by 10 inches), Iris and Daisy (11 ½ inches by 10 inches). The self-stick backing makes for goof-proof installation. Although designed specifically for children, the possibilities as a designer for using die-cut stainless steel for custom walls in limitless.



Corky Wall Art



Legos for adults? Yes and better! These modular Sofa Bricks by Japanese designer Aya Koike invite designers to create a wall, a piece of furniture, or an art piece. Made of soft molded eco-friendly cork, they're lightweight, comfortable and sturdy. A perfect melding of fun and function. Manufactured by Nagayanagi Co., Ltd..

For more eco-style interior and fashion finds, feel free to visit my blog at fabulouslygreen.blogspot.com. Until next month!

Digital Presentation Techniques Help Students Improve Their Presentations

By Jane Dixon, ASID Student Member, Chapter President



Graphic Designer Kaye S. Zigrang held a special workshop for student interior designers at UCLA Extension on Tuesday, February 20. The workshop was designed to teach us effective layout and design techniques using digital tools, such as Adobe's Illustrator, Photoshop, and InDesign. She even showed us some cool new Adobe Create Suite 2 features!

Kaye is an accomplished freelance graphic designer who has worked as the Art Director/Editor of the Century City Chamber of Commerce Directory and the West Los Angeles Chamber of Commerce Directory. She is also in her final year of the UCLA Extension Interior Design Program, and will graduate this July.

Kaye shared many production and pre-press design tips in her lively and informative presentation, and gave us a workflow process to guide us. She then worked one-on-one with several students to give them feedback on their presentation boards and portfolios.

Each attendee received a Digital Presentation Techniques handbook Kaye created specifically for the workshop. During the evening, she shared many tips including:

- Create RGB graphics for online use only, and CMYK graphics for all printed material
- Use InDesign to create pages and books—it's better for layouts
- Storyboard your layout and use a grid for a consistent presentation that flows well
- Outline your text so that you won't have font problems
- Use 1,200 DPI when scanning black and white documents
- Find a good reprographic company (printer)—call ahead, before you need them
- Always print out a sample to show your printer, so they can see your fonts and colors

Thanks to Kaye, we are a bit more technically savvy—and our boards and portfolios will certainly reflect our new skills.



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CALENDAR

April

Wed. 4 ASID LA Board Meeting in the PDC Conference Room B-259. 3–5 p.m. Open to all members.

Thurs. 5 NCIDQ Study Group: Deborah Davis, ASID, CID, and Kristin King, ASID, are hosting the inaugural study session for anyone interested in sitting for the NCIDQ or for those who want to refresh their knowledge about the technical (or not so technical) aspects of our ever changing field on April 5, 2007, at 7 p.m. in the residence of Deborah Davis, 636 N. Irving Blvd., Los Angeles, CA 90004. Light fare will be served. RSVP or for more information, call Deborah at (310) 435-0390. Although not required, the study book, *Interior Design Reference Manual: A Guide to the NCIDQ Exam* (3rd Edition) (Hardcover) may be purchased before the meeting through Amazon.com. Find out how you can become a Professional Member of ASID. Do it in 2007!

Tues. 17 ASID LA Lunch & Learn Presentation: “Valcucine Italian—Sustainable Design and Manufacturing” Italian kitchen manufacturer Valcucine shares its secret for combining ecological responsibility with visual aesthetics and functionality in its products. Event starts at 12 p.m. at the Dom LA Showroom, 9030 Wilshire Blvd., Beverly Hills. RSVP required to jeff@domshowrooms.com.

Wed. 18 ASID Industry Partner Forum Meeting: 12 p.m. in the PDC Conference Room, Suite B-259. Join with your fellow Industry Partner members and share ideas on how

to make the most out of your ASID membership. All members are welcome.

Sat. 21 9 a.m. Ebell Sale: See page 4 for more information

Wed. 25 ASID LA Office Closed for ASID Chapter Administrator Training

Thurs. 26 Grace Underfoot: Thomas O'Brien Preview and Mixer: 6–9 p.m. at ASID LA Industry Partner member, The Rug Affair and Antique Rug Co., 928 North La Cienega Blvd., Los Angeles, CA 90069. RSVP appreciated 310-659-3847. Enjoy cocktails, hors d'oeuvres and an unveiling of the 2007 Thomas O'Brien rug collection.

May

Wed. 9 ASID/LA Board Meeting: 3-5 p.m. in the PDC Conference Room B-259. Open to all members. Please note that this meeting will not be held at Delightville as it had been previously announced. If you are an Industry Partner and have a showroom suitable for hosting an ASID/LA Board meeting and mixer, please contact Helene Lotto, Allied Member ASID, at helene@helenelotto.com.

Tues. 15 Lunch and Learn: St. Barth's Home Collection. Info and details TBA.

Wed. 23 11 a.m. ASID LA/PDC Designer Lecture Series: Interior Designers and the Retail Studio. Join panelists Barclay Butera and Gary Gibson as they discuss the retail store client vs. interior design projects. Reception at Kravet.

June

Fri. 1 Fall NCIDQ Exam: Early Bird Registration Postmark Deadline (Fee \$130)

Wed. 6 ASID LA Board Meeting: 3 p.m.–5 p.m. ASID LA Board Meeting in the PDC Conference Room B-259. Open to all members

Mon. 11 Fall NCIDQ Exam: Regular Registration Postmark Deadline (Fee \$205)

Tues. 12 Lunch & Learn: “Living Well with PierceMartin.” Noon at the PierceMartin Showroom, 8723 Melrose Ave., West Hollywood. RSVP to (310) 652-0299 by June 8, 2007. Enjoy lunch, wine and a relaxing break to your busy day! Metered street parking or park at the PDC.

Wed. 20 ASID Industry Partner Forum Meeting: 12:00 p.m. in the PDC Conference Room, Suite B-259. Join with your fellow Industry Partner members and share ideas on how to make the most out of your ASID membership. All members are welcome.

Sat. 30 Fall NCIDQ Exam: Late Registration Postmark Deadline (Fee \$305)

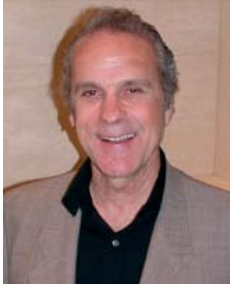


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WWW.BETWEENTHESHEETSLINC.COM



By Ron Fields, ASID
 Past President ASID 1980 & 1981
 Los Angeles ASID Historian
www.ronfieldsdesigns.com
 click on Ron's Corner

Gentrifications Continued: Santa Monica Part II of III

In this article I will continue covering Santa Monica.

Main Street: This is the more down-home, not too fancy part of town. Nice boutiques and restaurants including our Governor Arnold's Schatzi on Main and Rockenwagners at the Edgemar Development, a moderne-like complex by Frank Gehry and Associates on the site of the old Edgemar Dairy. Its occupants include retail, Accents, a fine decorative hardware shop, and the Santa Monica Museum of Art.

The Third Street Promenade: Three blocks of pedestrian boulevard loaded with dozens of terrific shops, national chains, bucksters of all kinds, three cinema megaplexes, and lots of tasty eateries including one of my favorites, The Broadway Deli. It is a grand space designed by Steven Erlich and operated by restaurateurs Bruce Marder and Marvin Zeidler, who also operate Capo in Santa Monica, where the gifted Marder is the executive chef.

Montana Avenue: It's sort of a "Larchmont With Glamour" setting. The shops are pricey and classy. The restaurants are not unlike the Larchmont ones: simple settings serving good honest food. Try culinary master Sang Yoon's Father's Office for the definitive gourmet hamburger in a neighborhood bar setting. The Aero Theatre has been saved from the wrecking ball. Built by the Douglas Aircraft Company in 1939, the Aero Theatre was originally opened as a continuous 24-hour movie theater for aircraft workers who worked shifts

around the clock. It has become has a Cinematique-operated house, the other being Hollywood's Egyptian Theater. In the late '20s, Douglas Aircraft moved its facilities to Clover Field, now Santa Monica Airport. It is most famous for the "DC" (Douglas Commercial) series of commercial aircraft, including what is often regarded as the most significant transport aircraft ever made: the DC-3.

Streets One to Seven: Ocean Avenue (there is no first street) contains a bevy of restaurants including the old/new The Lobster, a pristine architectural feat. Better be a lip reader unless you are dining alone. On Second Street you can see an independent/foreign film at the Monica. In the next block are the exciting Steelcase and Knoll showrooms. Third Street marks the Promenade. On Fourth Street, don't miss a tasty meal at Mary Sue Miliken and Susan Feniger's Border Grill. These "Too Hot Tamales," from their Food Channel success, serve great food in a unique setting. The deserts are tops. In the early '80s Susan was Wolfgang Puck's pastry chef at Patrick Terrail's (of Paris' La Tour d'Argent family) Ma Maison up on Melrose. In my mind's eye, I can still see the enormous Orson Wells sitting in the entry vestibule devouring the fine cuisine of a young chef named Wolfgang Puck, almost 30 years ago. One rumor is that The Big Man never left the room. On Fifth Street the horizontal department store icon Fred Segal does business that matches his West Hollywood complex. From Sixth to Seventh Street at Santa Monica Boulevard is the spectacular new Santa Monica Public Library by Moore, Ruble and Yudell Architects. The city has received the green LEED Gold Rating for this beauty. Its centerpiece is its courtyard with seating for reading, laptop use, and victuals from its adjacent café. The library enjoys a used book store, a "Kids" section, over 50 computer stations and a wonderful reclaimed '30s mural by Stanton Macdonald-Wright, complete with Leo Carillo and Thomas Hart Benton against the backdrop of Santa Monica Bay.

The Beach: Widest on the West Coast. It has the 22-mile South Bay Bicycle Trail running all the way to Redondo Beach. It includes rental shops offer-

ing rollerblades, bikes and strollers. I'm remembering "Royce Rollers," my cousin Stu Freeman's skate rental in front of his then-Cafe du Jour just off the bike path. Framed with pride 30 years later, Stu still enjoys sharing the letter he received from the car maker's London barristers, challenging his use of their front end grill as his logo above the skate shop window.

Santa Monica College: In January, Woodbury University held their 2007 Julius Shulman Communication Award ceremony. It was given to Dustin Hoffman. I witnessed over one hour of priceless conversation between young Julius (now 96) and a most delightful Dustin Hoffman. I spoke with the actor afterwards to discover that we grew up around the block from one another and we even knew some of the same girls back then. It came out during their conversation that Mr. Hoffman had called Mr. Shulman requesting that Julius photograph the construction in progress of Santa Monica College's Performing Art Center and Music Academy, a new 500-plus-seat theater at their Madison campus. Next, Icon Shulman takes the construction pictures and becomes friends with Icon Hoffman, who he bestows the award upon that evening.

Ms. Dale Franzen, Director of the Madison Project, is both an educator and a professional classical musician. Her work in the arts has included television, film, radio, new media, and live performance. As the leader of the Madison Campus Arts education program and Madison Project since their inception, Ms. Franzen's breadth of experience is helping to create this unique cultural institution for the Westside community. The renderings by Renzo Zecchetto Architects of Santa Monica look great!

Next: Santa Monica Part III: Viceroy and Whist; the courthouse that O.J. made famous; Baywatch and its one billion viewers; Crossroads School; the 18th Street Art Center; Bergamot Station; Paul Conrad; Earl C. Anthony's Packard showroom; Colorado Place, now Yahoo Center; The Water Garden; beautiful homes and more. Santa Monica is loaded!

Best, Ron.....

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