

Resource

Spring/Summer 2009



SPRING INTO DESIGN

D&D Spring Market May 19 & 20

TRADITIONAL HOME

Dear Design Colleagues; Glamour, gossip...and green design! Come get your fill of each—and help us **SPRING INTO DESIGN** with tons of great seminars hosted by *Traditional Home*! Our smashing lineup for this festive day includes: Larry Laslo's tales from the trenches (move over, Page 6!) Clodagh's new green textiles line; brand-building online from Decorati; secrets for successful showhouses; and gorgeous designs for rooftops and tabletops. We'll talk. We'll laugh. We'll learn. We'll feed you well. And most of all, we'll celebrate 20 terrific years of interpreting classic taste for modern life. Great to be in New York celebrating with the D&D Building—here's to Spring!

Ann Marie



Daniel Boulud Jenny Bradley Clodagh Chris Myers

Market schedule begins on page 3

1st ANNUAL OUTDOOR Chic AFFAIRE



Please join LUXE Magazine for a festive Outdoor Chic Affaire at the D&D Building on June 9th! See more details on Page 8.

Showroom News

EF + LM, Suite 915

E/F
L/M

Edward Ferrell
Lewis Mittman

Edward Ferrell has been creating luxury upholstered furniture for nearly 25 years for the professional interior designer. Edward Ferrell is proud to be the newest destination for luxury design in the D&D. Not only have they expanded in showroom size, they are proud to partner with a variety of fine luxury brands, offering a single source to meet a designer's many needs.

While luxury for them is about indulgence and comfort, the designs also reflect a livability and practicality: a reprieve, necessary for modern lives. With designs that span from traditional to modern there are unlimited options and the ability to customize any product.

EF + LM upholstery techniques are rooted in the tradition of European craftsmanship that is rare today! Quality trumps all in the workshop—a workshop, by the way, here in the United States. Keeping up with the ever-changing design industry, Edward most recently introduced Pure: Sustainable Luxury, an eco-friendly collection crafted entirely in the United States. This collection earned them a seat in the coveted Sustainable Furniture Council.

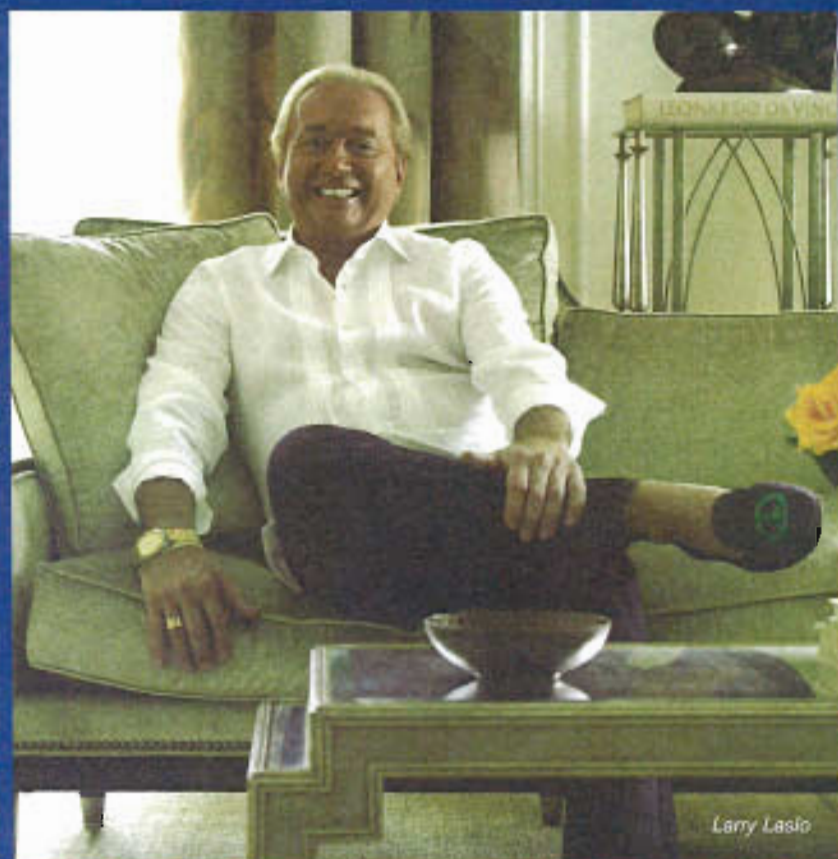
Please visit Suite 915 to see the latest of Edward Ferrell upholstery, along with new collections from Carole Gratale Inc, Berman Rosetti, McLaughlin Collection, OEco Textiles, and one-of-a-kind artwork and accessories.

Showroom news continues on page 8



INSIDE RESOURCE

Spring Market Schedule	3
Designer Seminar	7
Outdoor Chic	8
Showroom News	8
Product News	9



Larry Laslo

KEYNOTE ADDRESS

9:30am-10:45am ASTRA, 14th Floor

TRADITIONAL
HOME

GLAMOUR, GUTS AND GOSSIP

by **Larry Laslo**

Introduction by *Traditional Home* Editor-In-Chief **Ann Omgig Maine**

Join Larry for a fun-filled hour as he showcases a breadth of homes and show houses designed over the years and all the GLAMOUR that has come with it. The presentation will reveal the GUTS in dealing with hard-hitting clients (how to deal!) and of course, the fun part of any designers job – the GOSSIP! Come get the dish on what's now in the world of design.

Reception to follow at **Robert Allen|Beacon Hill, Suite 301.**

SHOWROOM PROGRAMS

11:00am-11:45am

David Sutherland Showroom, Suite 813 Working with a Carpet Designer for One of a Kind Luxurious Carpets

Vera Za'arour, interior & product designer, will present the newest luxurious hemp, Tibetan wool & silk designs and discuss the process of working with a carpet designer from concept to completion. The result is a custom design specific to your clients' needs.



Vera Za'arour



David Sutherland

12:00pm-12:45 pm

Duralee Showroom, Suite 815 Duralee, Traditional Home, and Clodagh: "Your Home, Your Sanctuary"

Join Duralee and *Traditional Home's* Architecture and Green Editor, Amy Elbert, as Clodagh launches a new "green" textiles line and promotes her latest book, "Your Home, Your Sanctuary". Duralee is proud to announce their newest relationship with Clodagh! Clodagh is in the process of creating a five book set by color of "green" upholstery textiles. This collection is Duralee's first introduction of Green product in the residential market and is scheduled to launch in October 2009. The line includes organic cottons, recycled polys and renewable bamboo. Duralee will give a "sneak peek" of the new product line and Clodagh will be signing her latest book. Join us as we raffle off signed copies (additional books available for purchase).



Clodagh



Amy Elbert

Lutron, Suite 138

Lighting Enhances Entertaining

Chef Daniel Boulud opens Lutron's Experience Center at the D&D Building

Lutron will be opening their newest experience center in the D&D building May 19 & 20th. Our unique showroom offers the opportunity to experience lighting control and the impact lighting can have on an interior. Automated roller shades to control daylight with a wide variety of fabrics are an integral part of the experience.

Chef Daniel Boulud will speak Tuesday at noon "Lighting Enhances Entertaining" followed by hors d'oeuvres. Limited space is available for Chef Daniel's talk - inquire at ryshowroom@lutron.com.

1:00pm-1:45pm

Stark Fabric Showroom, Suite 1002

Decorati and Traditional Home Present: Interior Design Online 101

Want to build your brand online but not sure what to do first? Have you thought about creating or upgrading your website but don't know where to start and how much it should cost? How can social networks work to my advantage? Learn best practices from Shane Reilly, Decorati.com and Lauren Wiener, Senior Vice President of Meredith Interactive, for building your presence online and the importance of social networking.

DECORATI



Lauren Wiener



Shane Reilly

Holly Hunt, Suite 503

Nanotechnology

Please join us as HOLLY HUNT presents an elite selection of its highest quality Great Plains textiles integrated with new Nanotechnology stain resistant protection at no additional cost. Nano-Tex protects the surface of fabric from spills without coating. The treatment bonds to the textiles, aligning stain repelling nano-molecules to fibers efficiently, skillfully and permanently, allowing the supple feel of the fabric to come through.

2:00pm - 2:45pm

Richard Shultz, Suite 1523 The Elements of Rooftop Design

TH Sabine Rothman, Senior Design and Markets Editor will introduce Founder of Just Terraces, Chris Myers, who will educate designers on how to create exceptional outdoor rooms in small urban spaces—terraces, balconies, roof tops. Drawing upon his background as a landscape architect and as a set designer for The Walt Disney Company, Chris shares his secrets of successful planning and product sourcing from the new Richard Schultz Design Flagship Showroom, an urban showcase of classic modern outdoor furniture. Light refreshments will be served.



Chris Myers



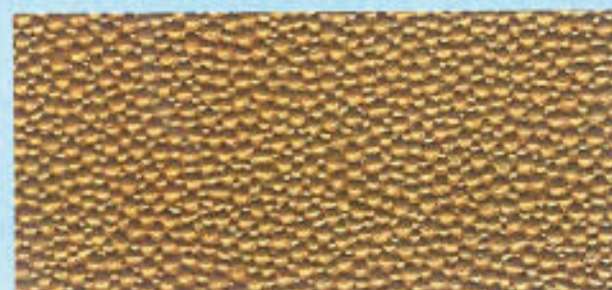
Richard Schultz

Koroseal, Suite 842 "Wallcovering: A History"

Presenter: Art Libera, Principal, Eye for Art, Inc. Art Libera, Principal, Eye for Art, Inc. and a consultant to top wallcovering designers, presents a sweeping history of wallcoverings and predicts which trends and styles will become tomorrow's classics.



Art Libera



Koroseal