

going

GREEN

The High Point Spring Show Reveals Focus On Eco-Themed Home Decor



BY EDWARD NADER JR., CPF

What's the biggest trend in furniture, framing and design? Green. Not the color necessarily but the movement. We hear the words "going green" and "eco-friendly" now more than ever. And global warming is certainly a popular topic these days.

The environmental-friendly theme was on display at the 2007 High Point (N.C.) International Home Furnishings Market spring show. The bi-annual show (spring and fall) is considered the largest wholesale home furnishings event in the world with 12 million square feet of floor space across 188 buildings, according to show organizers. Tens of thousands of buyers visit more than 2,500 exhibitors at each show, according to show officials. The next show is scheduled Oct. 1-7.

The Life Cycle Of Design

The life cycle of design continues to shorten. Furniture is being made more inexpensively so customers can change it more often to keep up with design trends. An estimated three-year life cycle for design trends in the home-furnishings industry is considered the norm. This shorter design cycle leads to lower quality, which, in turn, leads to a shorter product life and increased disposal of products.

In a recent national telephone survey sponsored by the American Home Furnishings Alliance, more than 76 percent of the U.S. population believes it is important to purchase

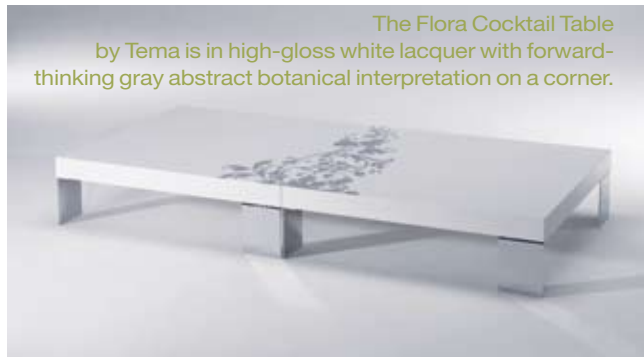
The Charmed Circle Tables by Global Views can be grouped as a set or used individually. This set features a walnut veneer and green lacquer.

earth-friendly home products, and 72 percent report a willingness to pay up to 10 percent more for an environmentally friendly piece of furniture.

Motivated either by choice or by regulations, many companies are taking a serious look at the way they manufacture products. Many are joining one or more of the several or-



This dining room set by Copeland is part of the company's Frank Lloyd Wright Furniture Collection.



The Flora Cocktail Table by Tema is in high-gloss white lacquer with forward-thinking gray abstract botanical interpretation on a corner.

ganizations that support earth-friendly manufacturing processes. For instance, the Forest Stewardship Council (FSC) is an international non-profit association that has established a rigorous set of standards for forest management and wood harvesting. In order for a piece of furniture to bear the FSC and SmartWood logos, at least 71 percent of the wood it contains has to have been harvested according to these strict standards.

Roma Moulding's 2007 Wall Decor Catalog now carries the FSC Certification Logo. "We take great care and pride in knowing that all of our mouldings are made using woods from active reforestation programs," says Mark Appleton, company spokesman.

Another moulding manufacturer, Omega Moulding, is using more wood harvested from managed forests. David Merzin, company president, says Omega will continue to move in a more eco-friendly direction. "About two-thirds of



ARTFUL PICTURE FRAMES

Plein-Aire, **BAROQUE**, & Contemporary

READY-MADES
In Stock - Ready To Ship

Buy Frames That...

SHOWCASE YOUR ART
INCREASE YOUR PROFIT

email us for **MONTHLY SPECIALS**
info@artfulpictureframes.com

www.artfulpictureframes.com

QUALITY FRAMES • BEST PRICES
800-840-4738

our products come from managed forests,” he says.

Companies in every industry will continue to move in this direction. Copeland, a FSC member, introduced several new pieces in its “Frank Lloyd Wright Furniture” collection at the spring High Point Market. Palacek, one of the first to make “reclaimed” wood hip, continues to expand its growing line of eco-chic home furnishings.

Many furniture manufacturers are committing to using Cargill’s new soybean oil-based BiOH polyols. Polyols are the essential ingredient in flexible foam cushions. Several organizations are striving to raise awareness of environmentally friendly business practices. Manufacturers and designers are all moving forward toward this common goal.

This environmental awareness is beginning to influence visual design trends as well. The defining lines of interior and exterior are beginning to blur. More customers long for outdoor spaces and natural environments, especially in their homes, in an effort to get away from the dull office environment. Our indoor and outdoor spaces are becoming one and the influence of going green is infiltrating into our personal spaces as well. The strong impact of nature is apparent in almost every style. Colors are getting more natural. Shapes are getting more fluid and organic. And textures are everywhere, just like in nature.

The “In” Colors

Neutrals are still huge and will continue to be for a long time. Skin tones of every culture are big—ranging from pale flesh to dark purple-browns. This is a confirmation of the multicultural and global style. A continued movement toward earth tones will continue. Colors to look for: shale, sand, agate, fossil and pumice.

Grays will be everywhere and will be the new beige. Grays become barely tinted with blues. Both cool and warm grays will be used in



furniture by Weiman Products

Clearmount
25 years of quality

DOUBLE MITER SAW SYSTEMS/SCALES
Compatible with your 10" or 12" saw or with ours!
Also Available in Several Single Saw Models.

Precision Saw Blades

Blade Sharpening Service

1.800.541.5472
www.clearmountcorp.com

AFFORDABLE PRINT BINS AND EASELS
PB 100
Ash and Basswood Construction

Holds 10" x 40" Prints
Capacity 100 Prints
Tray Lateral With Soft Carpet
Size: 16 1/2" x 30" W x 14 1/2" H
Top: 12" x 12"

Selection Guaranteed
Call for pricing.
VISA/Master/Discover
Proc. Brochure
Toll Free Phone: (888) 873-8121
256 Little Farm Rd.
Spartanburg, N.C. 29176
www.gibsondisplays.com

Gibson Displays

Value and Vision

juxtaposition.

Browns and grays are still a tight knit, but as the palettes lighten, so does this team of colors. We will be seeing a little less of the combination of dark chocolate mixed with a warm flannel gray. Instead, you might begin to see this winning team as a lighter gray with a slight purple undertone married with a fleshy mocha. Either way, the colors will be popular and still as earthy as ever. Grays move towards brown, and browns more towards grays. It is a sea of ambiguity with color. Browns are still appearing with greens, but you might see this winning combination lightening up from a grass green to a faded avocado with a golden glow. The dark peat brown might be more of a faded bark with a hint of grey from nature. Greens are more golden and warmed. Dirtier olives have moved ahead, taking a strong presence. Many will be saturated with yellow.

Just as browns and grays are meeting somewhere in the middle, so are orange and red. They are finding their way together to become the new coral. Just leave it in the sun a few days, and it is perfect. Rubys appear occasionally.

As more boundaries blur, so do many of the colors. A perfect balance of purple and blue is seen to be appearing as we



Rock vases by Phillips
Collection Furniture

begin to embrace the violet family again. There is a whole new family of gem tones. Amethysts, emeralds, pinks and cobalt all shine with brilliance. Tourmaline pops up often along with opals as well. Ready or not, a reinterpretation of mauve—an 80s hit—will be revisited soon. Pinks will be very faint and wispy but still a little fleshy.

Whether it's mixing blue-greens with green-blues, or orange-reds with red-oranges, colors that are close on the color wheel are turning tension into harmony.

The combination of black and white is continuing to decline. But blacks and whites used separately are still prominent. Black is tinted with an overtone of color. Blue-blacks and brown-blacks feel more natural and less man-made. Colors like smudge can pair with just about anything.

For the most part, colors will continue to lighten. Pastels are predicted to be huge. Colors will become frothy and barely tinted. A milk and honey palette will prevail. Periwinkle will return as a breezy blue and peacock becomes the



INTERGLASS
CORPORATION

WHOLESALE DISTRIBUTOR FOR THE PICTURE FRAME INDUSTRY

We are manufacturers and direct importers

**DISCOVER OUR FANTASTIC
PRICES AND PROMPT
DELIVERY. NO ONE CAN
BEAT OUR PRICES FOR
CUSTOM JOBS.**

Ph: (305) 885-4442
1-800-550-0244
Fax: (305) 863-6662

2175 West 8th Court
Hialeah, FL 33010

- PICTURE FRAMING GLASS**
 - CLEAR
 - ANTI-REFLECTIVE
- MIRRORS**
 - STANDARD SIZES
 - CUSTOM SIZES
 - BEVELED

Email: sales@interglass.com
Website: www.interglasscorp.com

new teal. Spa blue will be moving to an aqua mint. Denim blues are also on the rise as are denim fabrics. We also will begin to see a brief encounter with southwest colors—hazy mid-tones, mixed with darker tones.

Metallics aren't dead. Gold continues to lead the way, with silver in a close second. Silver is paired with white for a crisp and refreshing look. The attention to pastel will be translated into pearlized accents of all colors, but only used sparingly. Black metallics also appear occasionally for an element of drama.

Top Materials

Materials are natural. Look for tons of found and reclaimed wood. Palacek was one of the first to show pieces of this eco-friendly product. The Phillips Collection, a founding member of the Sustainable Furniture Council (SFC), shows a complete collection of tables as well as fabulous sculptures from reclaimed wood. Using products of wood, vine, clay, and stone, this award-winning company continues to lead in the design world and in efforts to preserve our environment. Gnarled and textured wood seems to be appearing everywhere.

One example is Roma Moulding's Tabacchino line, which



Roma Moulding's Tabacchino line

is an olive wood with an elemental and irregular finish with a feel of rich and natural warmth. It's exquisite and timeless, yet natural and real with a tactile quality only found in nature.

Hot Patterns

Delicate patterns will be seen on everything from fabric to wood. Lacy and somewhat irregular patterns take the lead. Most are thin and finely detailed, but occasional deviations beef up the size and the style. The Flora Coffee table from Tema was drawing a lot of attention at High Point spring show attendees. White, crisp and clean is the tone of this table, while an organic free-form pattern graces the corner, an element of detail defining a new fresh generation of white. This low table is strong alone or even stronger as a pair.

Must-Have Fabrics

In upholstery, weaving patterns over patterns, printing patterns over textures, geometrics over florals, and any com-

THE FOUNDING OF AMERICA

"THE PRAYER AT VALLEY FORGE"
by **ARNOLD FRIBERG** N.A.
Paragon of a Modern Master

PRINTS • OPEN & LTD. GICLÉES

1.800.545.5460
www.fribergfineart.com

TUBES IN TIME

- High Quality Shipping Tubes for Posters and Prints.
- Factory Direct.
- 46 Sizes In-Stock.
- UPS Approved
- Plastic End Plugs included.
- Immediate Shipment.
- Handout Tubes & Colored Tubes also Available

YAZOOMILLS INC.
MAIL BOX 200 • NEWTON, MA 02459-0200
CALL TOLL FREE 1-800-242-5216
ORDER ONLINE www.yazoomills.com

Matt's & More, LLC Over 15 Years in Business

NO JOB IS TOO BIG OR TOO SMALL
"Supplying all your matting needs"

- BULK BATTES
- PRINT PLACEMENT
- CUSTOM BATTES at NO EXTRA CHARGE
- OVALS, ARCHES, Y-GROOVES
- BATTES FROM 5x5" TO 40x60"
- NO HEMMERS ON ORDERS
- CRESCENT & CRESCENT BATTES

1-800-545-5460 • 970-835-3213
Fax: 970-835-8940 • info@mattandmore.com
www.mattandmore.com

Gemini

Moulding, Inc.

Dedicated to Quality & Service since 1977

FRAMES OF PREFERENCE
featuring
Ambiance

G7654
13 1/16"

G7658
2"

G7660
2 3/4"

G7657
3 1/2"

G7659
1 7/8"

Call: 800-323-3575 Fax: 800-238-3575

2755 Spectrum Drive
Elgin, IL 60124

www.geminimoulding.com

going GREEN



The Fat Ed Collection with the Devo Table is a creation of Outer Limits and Seco Furniture.

ination you can imagine is being done. Winners are likely to be delicate classical patterns woven tightly, with or without anything woven

or printed over them. Many textiles will have both a foreground and background woven for an optical effect. Florals will take on even more abstract influence. Fabrics are hitting two extremes: natural and pure or opulent and formal. And there is a smattering of others in between. Luxe is still around but delivered in small doses. Solids will be sporting textures in definitive heights. Stripes will be broken to provide a strong, new feel.

Fabrics also are proving that the lines of interior and exterior are beginning to blur. Sunbrella & Ultra fabrics offer an amazing range of fine fabrics for outdoor furniture. Textiles have the excellent hand and appearance of fine upholstery fabrics, but stand up to all the elements outdoors. OL designers team with Seco Furniture designers for a beautiful marriage of upholstery and tables that live well outside or inside. A large portion of sleek, clean collections could be used outside. The Fat Ed collection paired with the Devo Table is clean and timeless. The tables, made of aluminum and glass, are not only environmentally friendly, but are durable and stand the test of time.

As the boundaries of design begin to blur, one thing is clear. The growing awareness and respect for our environment will only gain momentum. Moving in an ecological direction will drive many designs, but most will go back to nature. □

Edward Nader Jr., CPF, is the regular High Point correspondent for DECOR. He is the owner of Nader's Gallery, a contemporary art gallery in Shreveport, La. His e-mail address is edward@nadersgallery.com.