

This publication is the culmination of an Independent Study unit undertaken by Sylvia McGee in the hopes of institutionalizing a department newsletter while furthering her own career aspirations.

The Design Times

Volume 2, Issue 2

Spring/Fall 2004



Focused I.D. Students managing to muddle through a grueling final exam!

Degas, Dance, and....Docents?

A fabulously fun day of Art, Furniture, History, Finals.

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Art Deco Arrives In San Francisco!

Intrepid MJC Design Students trek into the city to view the treasures of a bygone era.

Monica Barba

FASMR 373 Sales & Prof. Prac.

The Art Deco exhibit in San Francisco focused on the years 1910-1939, which was a time when all cultures across the world were uniting and sharing their influences in the form of art. Each different region contributed to the American influence of art. The exhibit featured every form of art from area rugs to tea pot sets to large tables and beds. The cultural influences were present in all the art forms and each piece was very unique and told about the times after the war; and the change Americans were looking to find. I am absolutely grateful that I was not only introduced to the Art Deco era, but that I could attend the exhibit.



"Jeune Fille en Vert" T. de Lempika

Susy Hernandez

FASMR 373 Sales & Professional Practice

The information I learned at the Art Deco exhibit both through reading the posted information and through the audio was very interesting. I love the idea of mixing things and concepts that no one would normally think to put together, and then end up with something that is beautiful and creative. I adore all of the geometric lines and shapes that go along with the Art Deco style. In this era, designers were not afraid to express themselves with new and foreign concepts. I hope to be an Interior Designer in the future, and learning about the eclectic Art Deco era is especially essential right now while this style is very popular. I want to learn as much as I can about Interior Design, and going to see this exhibit is just one step in d

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"I've jumped out of airplanes, fought fires, raced and crashed motorcycles, and I've never been so terrified!"

-Martin Barnett, introducing his first presentation.

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Play our Game!

Name the Designer:

Fill in the name and turn it in to Ms. Lowry.
Drawing to be held February 16, 2005.
Winner gets a Starbucks Certificate!

Degas, Dance, & Docents Cont'd, page 1

In lieu of the typical final exam given in an "academic" setting, the semester final was, instead, given on the bus back from the Degas exhibit at the Legion of Honor in San Francisco on December 18, 2003. The following article illustrates the impact of this experience on our students.

Michele Beatty

INTDS 202

We began our journey for our furniture final early in the morning, when the sun was still low over the hills. Leaving the school grounds on a bus that would take us from the valley to the "City by the Bay." I have never been to this Legion of Honor Museum, so my anticipation is high, not only to see the museum, but just for the excuse to go to San Francisco. I love the view of the city from the Bay Bridge and today was no different. The weather is stunningly clear and sunny, something we tend to forget in our valley of fog and no burn days. The museum is very impressive and the pictures do not do it justice. If you want examples of the classic orders, this is the place to find them. All are represented in the courtyard with classical architecture all around. The Degas Exhibit was interesting and informative because I really have not seen much sculpture, especially a collection by one artist. "The Dancer" is the most impressive piece, although my favorite is "the woman bathing in the basin." I like the information and history provided by the audio tour. It added to the feeling of the time in which Degas worked and lived. The docent tour was great, in part

Hector G. Gonzalez R.

FASMR 373 Sales & Professional Practice

The Art Deco Era, what a fascination! I was amazed at the many ways designers contributed to making this time period stand out, and become remembered through the decades. Someone who I remember in particular would be Tamara de Lempicka. She manages to say and express so much in just one painting. I would like to go to this exhibition once again. I would recommend it to anyone who has the chance to go see it. ■

The Legion of Honor, San Francisco's most beautiful public museum is located in Lincoln Park near 34th Avenue and Clement Street.

Hours: Open six days a week, Tuesday through Sunday, 9:30 am-5:00pm. Last admission to special exhibitions one hour before closing. Admissions: There is a \$7 surcharge for the exhibition *Art Deco, 1910-1939*.

Adults: \$15.00, Seniors: \$13.00, Youth: 12-17: \$12.00, Children 5-11: \$7, Children under 5: free. Ford Free Tuesdays: General admission is free every Tuesday, through the generosity of Ford Motor Company. The \$7 surcharge for *Art Deco, 1910-1939* still applies. 24-Hour Hotline 415.863.3330

because our guide, Betty Hollett, was so excited about her topic of furniture history, and in part because we could actually see up close the examples of craftsmanship that we have explored all semester. She took us through Medieval, Renaissance, the Louis', Baroque and Neoclassical chronologically and with great stories and information behind each piece shown. There was the Italian Cassone or marriage chest that was a prized item in any household. The chest on chest with highly carved details out of walnut and fruitwood. Almost every piece shown had some form of classical motif carved into it. The Andre Boulle commode was beautiful and there were so many examples of marquetry that I lost count. I will have to go back again to look at all of the pieces. The chandeliers were exquisite, especially when viewed through the mirrors where they appeared to go on forever and ever. All in all, it was a fantastic day and it was a weary group that climbed on to the bus to head back to the valley. It is so nice to know that we have such wonderful examples of greatness so near by, and if we're really blessed the next trip the weather will be just as great, the views as spectacular and history will still be there in the museum to inform and inspire us. ■

Successful Area Designer Shares Her Experience with Sales Class

During her visit to our Campus on February 12, 2004, Sonja Knutsen shared “real-life” business scenarios and candid advice with MJC’s future entrepreneurs. Our students share their reflections on her visit:

Kate Soderstrom
FASMR 373

Sonja Knutsen fits all the qualities of an interior designer. Very talkative, upbeat, and smiling all the time. She stood in front of the class eager to tell us all her information and expected questions. Hearing her speak made me aware of what I could possibly do. Hearing that her favorite theme is Asian, I thought about how that is my favorite theme, so I started listening more. I started comparing her to me. We aren’t so different. My goal is in fashion, but as she said, if you have passion follow it. ■

Linda Porhat
FASMR 373

Sonja discussed many aspects of her business. Her appearance was professional and she had great enthusiasm because she loves what she does. She is dedicated to her business and is positively integrity driven. Her persona reflects confidence, fun loving, assertiveness and perseverance. She is creative, driven, and has an assistant to do her bookkeeping. ■

Regina M.
FASMR 373

Having a professional interior designer come in to speak to us was incredible. Sonja explained how her career works and runs. I did not know how much interior designers charged to do or decorate a room. When Sonja explained that she normally does not go from store to store to pick out things for clients, that opened my mind to more about designers. I really thought that is what designers do when they find things for their clients. I found out how she starts a room from the bottom up. ■

“If you take care of your character, your reputation will take care of itself.”

-Sonja Knutsen

Like Cinderella at the ball...

Sylvia McGee
Roving Reporter

Isn't it amazing when you discover you have friends in unexpected places? You know the type; warm, caring, generous people who are willing to do something nice for you, simply because they are decent people.

I recently discovered that our classmates, Lisa and Randy Brown, are just such people. During a visit to my employer's showroom, Lisa mentioned that Sonja Knutsen, Lisa's employer, was hosting an open house at her office in a few days and that I was welcome to attend. While honored to receive the invitation, I had not really planned to go for a multitude of reasons, most of which ultimately boiled down to insecurity. After mentioning the invitation to one whose opinion I value, I was essentially advised to just “get over myself” and go. So I did.

I walked in to the party filled with false bravado. I told myself that I would go, say hello to Sonja and Lisa (who would surely be much too busy to visit with me), take a look around a professional high-end designer's office, and make a polite but quick exit. That, however, was not how things were meant to be.

I walked in, spotted Lisa right away and made a beeline for her. After offering to take my jacket and telling me to help myself to drinks and hors d'oeuvres, she introduced me to Sonja and the other guests as her friend from school. Lisa allowed me to take a self-guided tour of the offices and then devoted the majority of the evening to chatting with Randy, her husband, and myself. Between the two of them, they succeeded in making a potentially awkward situation thoroughly enjoyable.

Of course, the highlight of the evening occurred when Stephen Weaver of the renowned design firm Leavitt & Weaver arrived at the party. L&W's reputation having preceded him, I knew that he is design “royalty” in the Modesto area. I mean, after-all, their innovative designs have been featured in Architectural Digest on numerous occasions and their client roster reads like a “Who's Who” of the San Francisco social register. Here I was, actually shaking hands with one of them! The handshake itself did, however, become one of those moments in life that are better left forgotten (although I'm sure Randy and Lisa still get the occasional giggle out of it). Feeling like a vacuous schoolgirl meeting a rock star, I managed to gush some ridiculous remark about Stephen's status as a design icon, closely followed by a sudden and inexplicable paralysis of my vocal cords which left me standing there, Stephen's hand in mine, inaudibly sucking air like a landlocked guppy. Somehow, the moment passed leaving Lisa, Randy and I to laugh and marvel at the absurdity of the situation. In her caring and understanding manner, Lisa rescued what was left of my dignity by stating, “He gets that all the time.”

All told, it was a fabulous evening and I am so glad I went. Like Cinderella at the ball, I mingled with design royalty, learned a lot,

Brunschwig & Fils®

On March 11, 2004 Dean McCracken, an Outside Sales Representative for Brunschwig & Fils, generously visited the Textiles (INTDS 260) class at MJC to display the new B&F line. Dean also provided the students with "trade" information regarding textiles, showroom etiquette and what an Interior Designer should know. Dean shared his personal career path with the class, and patiently answered all of our questions. Here, in the student's own words, we see examples of the impression he made upon the students.

Tammy Collado

I really enjoyed Dean's visit and learned a lot about how he does his job. I was very surprised that he was not actually taking orders on his visits to the clients. He was there for support and to keep them abreast of current trends and new fabrics. The selection of samples he had with him was beautiful. I feel very fortunate that he took time out of his busy schedule to present to us. ■

Jillian Agresti

This presentation was a benefit for a prospective designer, to become familiar with this company. Dean was a great marketer, he kept me interested in his presentation and let his personality come out. I feel as though this was a beneficial visit for our class. ■

Charlene Cross

Fabric presentation- different color ways, usage, able to see and feel fabric close up can purchase any art of fabric, no minimums. He was very informative and willing to give information. He gave me his card and I was able to get an account application. ■



Elizabeth Greenlee

I found the rep's knowledge of such a wide array of fabrics, and the details about each of them, very impressive. I was surprised to learn how many new designs were released each season. The wide array of prices, varying from affordable to very expensive, also came as a surprise to me. I felt that a valuable aspect of his visit was his explanation of how he got into his field, and the responsibilities that his job included. It opened my eyes to yet another field, besides interior design, that benefits from textile knowledge. His manner, his professionalism, and his approachable demeanor impressed me. I definitely thought it was an excellent experience, and think it would be a great idea to continue to host industry professionals. ■

Jill Grover

It was very interesting having Dean come. I was impressed by his overall professional manner. It was obvious that it is a very important part of his job to be a people person. He was knowledgeable and professional yet not so formal in his presentation that he wasn't personable. I appreciated his willingness to answer questions and for allowing us to feel the fabrics. It was also interesting learning what his background, education and experience was. It is always helpful and encouraging to hear how someone reached the place which he/she is at. ■

Abby Guenzi

I learned that it is the oldest, best, most-well-known fabric company. You can order quilting but you have to have an account first. Brunschwig and Fils is known for traditional motifs, while their Spanish line is contemporary. I would love to have more speakers. I enjoyed very much seeing all the fabrics from Brunschwig and Fils. ■

Spring Semester Course Offerings:

INTDS 200	Fundamentals of Interior Design	M 6:00-9:05PM T 12:00-3:05PM
INTDS 204	Interior Environments	W 6:00-9:05PM
INTDS 375	Home Merchandising & Design	W 9:00AM-12:05
FASMR373	Sales in Fashion & Interiors	Th 12:00-3:05PM

Past Course Offerings:

INTDS 200	Fundamentals of Interior Design
INTDS 201	Housing Concepts
INTDS 202	Period & Contemporary Furniture
INTDS 204	Interior Environments
INTDS 240	Residential Planning
INTDS 206	Interior Computerized Design
INTDS 260	Textiles
FASMR 365	Color in Fashion & Interiors
FASMR 373	Sales & Professional Practice

EXTRA! EXTRA! CALLING ALL DESIGN GROUPIES!

A general meeting for the MJC Design Club will take place the third week of the upcoming spring semester, during which we will have sign-ups for club officers and committees. We will hold two meetings, one prior to evening classes with another following morning classes, in an attempt to accommodate most schedules. Exact dates and times TBA the week of January 17, 2005.

2004 Graduating Interior Design Majors:

Fern Berman

Vanesa Camorlinga

Amanda J. Henry

Loni LeCain

Sylvia A. McGee

Faye Namahoe

While we are proud of our fellows, and wish you all every success in the future, we say Good-bye with heavy hearts. We will miss you.

The Dreaded Informational Interview, does it really matter?

Sylvia McGee
An Editorial Viewpoint

If you are anything like me, you probably had the same reaction that I did, the day the "Informational Interview" assignment was given to our Sales & Professional Practice class. The sweat beads began to form in the palms of my hands and on my brow, my hands began to shake, and my voice again found that irritating quiver it adopts whenever my nerves get the better of me. Oh no! I actually have to call a professional working designer and request an interview?! Why? What benefit could this possibly have in relation to my future (other than reinforcing my already low opinion of my "people" skills)? Aren't the torturous presentations we are forced to give in all of our design classes enough?

Well folks, like all of our assignments (hmm...could this be intentional?), once I got the heck over myself, it did in fact turn out that beginning this assignment has become not only beneficial and confidence building, but it has also become enjoyable. Rather than leaving the first interview dejected and mad at my own inability to communicate effectively, I left feeling confident, hopeful, and looking forward to contacting the referral I had just received.

I am currently working on Interviews numbered 6, 7, 8, & 9, not for the assignment, but for my own enrichment. As it turns out, the more people I meet, the more confident I become, the more I learn about the Interior Design Climate in the Modesto area, the more positive feedback I receive, and the better I feel about my future. Just as the old cliché says, "it's not always what you know, but who you know." Like a self-fulfilling prophecy, my circle of contacts and knowledge grows with each interview. And, do you know what else? The people that I was so afraid to talk to, they're not so scary after all. Go figure!■

EDITORIAL STAFF

Sylvia McGee - Editor

Tammy Collado

Charlene Cross

Elizabeth Greenlee

Jill Grover

Susy Hernandez

Julia Lucas

Meredith Patterson

Letters to the Editor

I am an older student and have been in the Interior Design program for 3 ½ years (due to other obligations). I have done decorating, taken a class here and there, sewn draperies, built 2 homes and remodeled several. However, I had not had any “formal” training until I entered this program.

Since I have been in this program I have written many papers, taken tests, done numerous projects, made reference binders, and last, but not least, have gone on each and every field trip that I had an opportunity to go on, and they have been numerous. They have been local, i.e. hospice houses, and they have been out of town. There have been many trips to San Francisco and the Bay Area to such events as the Student Career Forum and the San Francisco Furniture Mart. At the Mart, we have an opportunity to join as a student member, and the showroom owners and/or managers generously give of their time and expertise in sharing their knowledge with us. We have visited ASID Design Houses where we had the opportunity to see some of the top designers’ work and were given presentations that would not have been possible to hear or see if we were not students. We’ve gone to designer’s studios in San Francisco, to the Flower Mart, seen many, many small shops, and our class has visited successful home-based designers who graciously invited our classes into their home offices. We have been to exhibits at San Francisco’s Palace of Fine Arts. These are just a few of the places that we have been so fortunate to visit and would never have had the opportunity to do so without the Interior Design program.

We have enjoyed our different instructors’ expertise in their fields. I have been fortunate to have Ann Lowry for Period and Contemporary Furniture and Textiles. She has an extreme knowledge and works very hard to share this with her students. Her classes are very fast paced, but full of valuable knowledge.

When I started this program, I did not know what a Design board was, much less how to make one, and believe me, my first one was pretty pathetic. Now these many years later, I have developed the confidence to start a home based Interior Decorating business using the exposure that this course has given me, and the tools it has provided me with to find the many resources one needs. Ann has taken this a step further, and provides us with Web sources, physical sources in the Bay Area and locally, which are so hard to find on our own. I think that I have greatly grown through this program and I hope to continue to benefit from it.

– **Charlene Cross**
April 4, 2004

Courtesies of a small and trivial character are the ones which strike deepest in the grateful and appreciating heart.

-Henry Clay

The Modesto Junior College Interior Design Program staff and student body extend their sincerest and heartfelt appreciation to the following public and private organizations who have so generously donated their time and materials to expanding our educational experience.

Vilchris Upholstery	Sonja Knutsen Designs
Donna Spector	Dean McCracken of Brunswick & Fils
Leavitt-Weaver, Inc.	Mary & Robert Lowry
Charlotte Gonser	John Perez
Ethan Allen	Phillips Lighting & Home
A.R.T. (Chief Architect)	Martin Barnett
Dunn-Edwards Corp.	Susan & Mark Lyttle
Lisa & Randy Brown	Lyn Hampton of Hampton’s Drapery
MJC Foundation	

I would like to thank Ann Lowry for her personal dedication, enthusiasm, and professional vision for Modesto Junior College’s Interior Design Department. Thank you for all your hard work and many hours of lost sleep while researching and presenting a new vision of what our Interior Design program can become. Ann, you are an excellent and thorough instructor who inspires your students to rise to their “professional” best in all their projects. I had previously planned to move to another college to complete my design education elsewhere but, after sitting under your instruction in the textile class, I have decided to stay at MJC and take advantage of their full design program. I look forward to being an MJC Interior Design student and future alumni who can proudly say it is “...a great place to grow professionally.”

Sincerely, Julia Lucas
April 21, 2004

Like it or not, it does appear that our Instructor is loved, appreciated, and brings out the best in all of us. Thank-you MJC, for bringing her into our lives. –Ed.

“The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.”

-William Arthur Ward



Artist's Gallery



Abby Guenzi's Final Project, Color & Design

The First Annual Student Showcase Garners Rave Reviews!

Sylvia McGee
Roving Reporter

"I didn't know Designers did that!"
"Wow! These displays look great!"
"How Creative!" "There's so much talent here!" "How did they do that?"
These are just a few of the comments I overheard while making my way through the crowds (yes, I did say crowds) at our recent open house. Attendees included not only design students and their families, but the then President of MJC, Dr. James Williams, various members of the MJC faculty, Modesto Area Designers, and even a photographer from the Modesto Bee! The entire department deserves a resounding round of applause for demonstrating an uncompromising commitment to excellence and professionalism. ■



Modesto Junior College
Interior Design Department
...a great place to grow professionally

Please join us for our
2003-2004

Student Showcase

Wednesday, April 28, 2004
From six until eight in the evening
Room 160
Muir Hall (formerly South Hall)
West Campus
Modesto Junior College
Refreshments

The Students of the
Interior Design Department
Ann Lowmy, Instructor
Diane Wirth, Division Dean

"I believe that the yarn we spin is capable of mending the broken warp and woof of our life."

-Mahatma Gandhi

Mind of Mahatma Gandhi (Ed. Prabhu & Rao), 3rd Edn., 1968

Patience is like the steady, even tension of the warp on which the fabric of the spiritual life is woven, the long continuous threads which don't appear on the surface but give it strength and unity and carry equally the light and the dark bits of the pattern, the vivid, significant patches and the long spaces that seem to have no meaning at all until we see the whole design. Without that warp of patience, the woof with its joys and mortifications would have no coherence at all. And when the cloth was finished, it would be shoddy. Very little wear and tear would pull it to bits.

Patience is that aspect of our love that bears evenly all that is uneven. Until it is established, we don't really love. When it is established we not only bear things but accept them with unruffled interior tranquility, for patience "bears the burden without the burden," says Thomas à Kempis, "and makes every bitter thing sweet and savory."

...Strain, which makes half the misery of life, need never happen. Strain is always our own fault. It is always a failure to accept, a stiffening of ourselves against events instead of a supple acceptance of them.

Consider again the warp on the loom. If its tension is right, it accepts without strain all the threads that make the pattern, and an even fabric results. If it is tight and rigid and resistant, the shuttles can't pass easily and the weaving becomes difficult and full of strain.

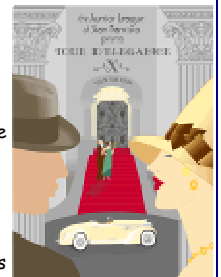
-Simple Abundance

Tour d'Elegance

Olivia Garcia
INTDS 202

The Junior League of San Francisco sponsored this event. This year's tour marked the 10th year anniversary. The tour showcases the most elegant homes in the neighborhood of Pacific Heights, Presidio Heights, and Nob Hill. The purpose of this tour is educational and charitable. Individuals are able to walk through the finely decorated homes and ask questions to any of the volunteers available. The homeowners that live in these exquisite homes are generous enough to open their home for people to stroll through and enjoy the interior design, architectural elements, and antiques present. Individuals are able to also stroll through the market place and enjoy fine wines, gourmet edibles and live music.

This event was applicable to my career goals because I plan to be an Interior Designer. Even though these homes were decorated in the most lush antiques and materials, I can use all the ideas as inspiration. I focused on all the focal points of a room as well as the colors and textures. The gardens and water features were also a great inspiration. I was able to recognize some of the columns we have studied in class. The Doric columns are used on most of the tour homes. I also recognized the Corinthian architectural columns on the homes around the neighborhood.



I would recommend this event to all students interested in becoming Interior Designers because it gives you a feel for what clients like. There is a wide range of ideas everywhere and the home tour would be the perfect start. Most of the homes were built in the 1940's and still contain the antique furniture that we might cover in class. ■

When Charlotte Speaks...

A fellow student offers advice on working within the Design Community in the Modesto Area.

Charlotte Gonser is currently employed as a Sales Associate at Al's Furniture in Modesto. Prior to working at that location, Charlotte was employed at Ethan Allen as an in-house designer. Charlotte is originally from Canada, and contributes a wealth of knowledge and experience, a stellar wit, and an amiable character to our classes.

Our Students Comment on Charlotte's visit:

Charlotte Gonser spoke to the Sales & Professional Practice Class offering practical sales and design advice on February 26, 2004.

Jolene Shamoon

FASMR 373

I thought Charlotte was a very good speaker, very direct in answering all of the questions. There are many ethics involved in the field, being loyal to your company and the customers. Most people don't worry about the customer too much if something goes wrong. Charlotte really seems to care about her customers and making sure they are taken care of. She talked a lot about structure, ethics, and gave advice on how to get where she is. You definitely need to put in the hours in this job and work hard to satisfy a client and keep them wanting to come back to you.■

Janet Womack

FASMR 373

I thought Charlotte gave a fantastic presentation. It was incredibly informative. She explained a lot in a short time. There are obviously huge issues in every job that deal with unethical behavior. It can be such a problem, especially in a sales environment. I found her to be very knowledgeable in her profession and it is comforting to know that she loves what she does.■

Fundamental Reflections: INTDS 200 Self Evaluations Fall 2004

"I was able to create a great living environment for my clients. I look forward to creating more." -Pamela Overton

"I tried to make the project seem unique by using colors." -Anita Youssef Adeh

"I learned how to arrange furniture around the house as well as identifying negative and positive space." -Imelda Arellano

"I used what I learned from the principles and elements of design to create the effect I wanted." -Brenda Castillo

"Working on this kind of project is very useful because we apply everything we learn." -Linda Karim

"I really appreciated the problem statement....I used most of this to direct myself in putting my board together." -Randy Brown

"I feel that the space planning and clearances were important to know." -Teri Silva

"I've learned to give greater weight to lighting than I ever imagined." -Sue Wahlstrand

Phillips Lighting and Home Trade Night 2004

Evie Lowry

INTDS 202

After attending the October 26, 2004 presentation given by Randall Whitehead on lighting at Phillips Electric, I feel that I have a better understanding of the application of lighting interiors. Randall Whitehead gave a timely presentation on the importance of proper lighting in both interior and exterior dwellings. He was lively and entertaining, and quite informative.

Randall stressed the importance of several different types of lighting to use in residential settings. Some lighting, he said, was overdone and improperly used, such as recessed down lighting. Down lighting, it turns out, is important to highlight or accent certain things, like pictures, sculptures, etc. Randall states that you need to "avoid being your own shadow." Down lighting often created dramatic shadows on a person's face and body, creating a grotesque effect. Task lighting is meant to be placed between your head and the work surface, Randall states. He mentioned the fact that ambient light is meant to bounce off your ceilings. Lighting placed on your exterior walls to highlight plants is beneficial when one is inside so that the windows do not appear black. Title 24, he states, will be really aggressive this next year. The rule is that you need at least 50% of your lighting to be fluorescent and dimmers need to be used in every room.

All of these applications for lighting were not known to me previously, so I feel that I learned a lot. Several papers with valuable information about lighting were given to the group, as well as many catalogs of lighting fixtures. The whole presentation was

On The Road Again....



Design Students hit the Road again on the path to Enlightenment.....

Earlier Excursions Included Trips to:

- The Sunset Magazine Showcase Homes in Los Gatos
- The ASID Designer Show Case Home in Atherton
- The "Real Life" Designer Project in Process on Wellesley Ave.
- SF Mart Student Career Forum
- SF Mart Winter Market
- JLSF Home Tour



Sunset Showcase

Residential Planning (INTDS 240) Reviews



Wendy Hoit
INTDS 240

The categories offered at Expo are kitchen, bath, hardware, appliances, tile, and décor. Kitchen and bath are the main categories with fully decorated "kitchens" and "bathrooms" showcased for customers to walk through and see different design ideas. There are appliances, countertops and cabinetry on the kitchen side of Expo, and hardware, accessories and décor on the bath side. Right down the middle of Expo is the tile section that has every type and style of tile for any area of your home. The visual team changes the theme of the store four times a year, with daily changes throughout the week to accommodate the flux of merchandise. The current theme at the time of the tour was Romance. A lot of light spring colors with a very feminine and delicate style of decoration. Pillows and throws were covered in floral designs and ultra soft fabrics. It was a combination of Tuscany meets shabby chic. In the appliance area there were items and accessories in Italian and French styles. Wine motifs, fat, comical chefs, and sidewalk cafes were on everything. The colors were bolder but everything had the same whimsical style keeping within the romantic theme.

The target market at Expo is for customers looking to remodel or those that have just purchased a new home. They offer just about anything a homeowner would need, whether they were changing an existing room or starting with a new one.

Their appliance area has some fantastic top of the line products. In refrigerators, they had a stainless steel model that was fingerprint resistant. There was a dishwasher that pulled out like a drawer and an oven that could bake at two different temperatures. All of their appliances were the most current models and carried brand names.

Expo offers their services in helping customers that are remodeling and decorating their homes. There is a \$750.00 retainer fee to start, and once the job reaches a certain price point that money goes towards purchases already made. Although they don't do any structural change, sell windows or paint, they can refer you to people that do and will work with them throughout the process. Delivery times and arrangements vary depending on if the product is in stock or has to be ordered.

For employees there are weekly mandatory product knowledge meetings, as well as, occasional weekend store meetings. These are free and done to ensure that all employees can provide as much information to the customer as possible. Expo does occasionally have a "Home Show" for customers. This is to help keep them up to date on the latest styles and best technology products for their homes. This field trip was beneficial in providing knowledge of trends and new technology. It also was a great resource for home appliances, décor and design inspirations. ■



A Legend Reflects:

Albert Hadley Offers Design Advice

Sylvia McGee
Roving Reporter

On July 16, 2004, the venerated Albert Hadley, design legend of epic proportions, visited the San Francisco Design Center for a memorable interview conducted by Author Diane Dorrans Saeks. The fortunate few seated in the audience on this day, an audience consisting of the design infamous to the not yet famous, were not in the least bit disappointed by Hadley's frank and anecdotal discussion. One would never have guessed that this down to earth, self-effacing gentleman has not only trained many of today's TOP designers, but has personally worked with the likes of William S. Paley, Brooke Astor, The Rockefellers, The Kennedy Whitehouse, and Ann Getty.

A native of Nashville, Tennessee, Albert arrived in New York City fresh out of high school and attended the prestigious Parson's school of design, where he received a strict formal education, graduating in 1949. A disciple of Elsie de Wolfe, the first lady of interior design, Albert worked for the prestigious design firm of McMillen prior to meeting Mrs. Henry (Sister) Parrish with whom he formed Parish-Hadley Associates in 1962. The duo, called the "great design team of the 20th century," successfully worked together until Sister's death in 1994. Collectively the two of them decorated for the crème de la crème of the day.

I should, however, point out that Mr. Hadley does not like to name drop, and instead he states that, "names aren't really the point." "It's what you can achieve for the simplest person. Design is about discipline and reality, not about fantasy beyond reality." Referring to the John Haight Whitney House, he states that this house exemplifies "how one's life is reflected in the way one lives. It is a real house where real people live."

Rather than permitting his legendary status to dictate his demeanor, Albert humbly suggests that he is simply an "editor for his friends, helping to get things done." While describing a "fascinating project in Palm Beach, the gardens of the Prior Phipps estate, a clean monolithic house," Hadley nonchalantly informed his client that, "we're missing the whole point here, let's have the driveway come through the garden, otherwise no one will ever see it. We will build a bridge over the pool." And so it was. Can you imagine?

In another instance, Hadley describes sitting and chatting with Mrs. Astor, his friend, who had fake paneling in her library. When queried for his ideas, Albert suggested, "This fake room is the only fake thing in your life, rip it out and get rid of it. Bring out Vincent's books and keep it classic in keeping with the rest of the apartment." (See "Hall of Fame, 20th Anniversary." Interior Design, v75 n15 Dec 2004, pS20.) Albert also stated that his goal is in "realizing a client's dreams and going beyond what they had thought. The goal is to create an *at home* kind of place. It is just a question of working it out. The television is now the most complicated thing in our (designer's) lives."

While discussing the finish choices made for one particular project, Albert declared, "The most important and exciting part of any project is getting the architecture right. The greatest amount of time should be devoted to the architecture, trying to make spaces work efficiently. I am not interested if you like the fabric, but it is important that the architecture is done right. Get the background right." Albert is a great fan of Jean Michel Franck's furniture designs and of Diego Giacometti's fixtures, proclaiming the latter to be "one of the most important people and artists of the 20th century." Despite his renown as one of the greats, Mr. Hadley is quick to point out that he is not a "one man-show," that he has had an extraordinary support system. He explains, "It's your eye, but a collaborative effort between you and the craftspeople." Being able to corral talent has contributed to his success as well. Refreshingly candid, witty, and genuinely concerned with the future of interior design, Albert's easy manner and sound advice inspires us to always remember that it takes a team to create good design, to be bold in our concepts while remaining true to the architecture and to our clients' needs, and to always maintain a firm grasp on reality. ■

Upcoming, Not To Be Missed, Events:

The Student Career Forum at the SFMart - March 4-5, 2005

Winter Market at SFMart - January 26-28, 2005

Community Hospice Decorator's Show house - April 23-May 8, 2005

The Art of Lighting-Randall Whitehead at the SFMart - February 11, 2005

The Art of Home Staging-Ann Maurice at the SFMart - January 28, 2005

One Final Note: My sincerest Thanks to all who contributed their time and efforts, most at the last minute, to make this newsletter possible. You truly are a great group of people. When the call for help went out, you volunteered your time without question. I could not have done this without you. - Ed.