

DESIGN BRIEF BY ROBIN ROGERS



Refresh! Dreaming of a home makeover for the new year? Tired spaces require creative measures, not big dollars. Remember, redefining an area can be as exciting as a new addition! It just takes a great designer!

Call your favorite designer, Robin Rogers, for your New Year's consultation today! Ph (918) 691-8194

Renew! Robin is off to a running start with her transformation of the "Chateau Suite" in the Designer Showcase 2011. The textures, colors, and fabrics have been selected! Check out Robin's official designer palette on right!



"The Campbell Hotel" at 2600 E. 11th Street.



TREND FORECAST EXCLUSIVE



Be in the know! Texture Key At Showtime

A recent preview show gave us a sneak peak at key looks for April's big High Point Market show. The exclusive nature of these forecasts generates a buzz and excitement that cannot be matched in any retail setting. Stylists, designers and manufacturers alike are introduced to the coming trends.

Key trends at Showtime: Amazing textures from crewel to burnout velvets, embossed leathers to embellished linens. Standouts include heavy crewel patterns from MDS; feather-embellished leather from Conceria Kara SRL; laser-cut leather over suede, crewel on leather, and lace-embossed leather at S&D Fine Upholstery Leather; burnout velvets from Nipkow & Kobalt and Home Secrets; and gingko leaf embellishments at Ava Textiles.

Color was key, but only a few had eye-popping brights. Most colors were greyed or muted tones, like the lilacs and lovely greens at Claridge Textiles. Pale corals and melons were also key, seen at Atretis and Home Accents Fabrics. And blues ran the spectrum from cerulean to robin's egg, as on fabrics from Michael Jon Designs and Eroica.

Pattern play was in the spotlight, including whimsical takes like the fun roosters and lock-and-key designs at Premier Prints. There was also a return to classics, such as Greek keys, wrought iron-looks, and a honeycomb pattern at Atretis. In animal prints, leopard and giraffe seem to be the next pattern of choice, seen in several colors at Wipelli. Sheen ran the gamut from straight-up shiny like the lamé-look leather at Conceria Kara SRL to the subtle shine on fabrics at LTM Textile Resources.

Finally, the eco story continues to be told in more showrooms. Lovely eco-linens were seen at Libeco and the sustainable eHome fabrics made an impression at Victor Group. And vintage maps and theater posters printed on fabric were fun departures from the norm, at Blue Moon Printwork. Source: highpointmarket.org

Downsize Me

With the average square footage of the American home dipping to its lowest level since 2004, editor in chief of *Casual Living* magazine Cinde W. Ingram has coined the phenomenon of the "incredible shrinking home." The [National Association of Home Builders](#) (NAHB) recently reported the average size of new single-family homes completed last year declined to 2,438 square feet, down from the 2,519-average in 2008, according to the U.S. Census Bureau. "After increasing continually for nearly three decades, the average size of single-family homes completed in the U.S. peaked at 2,521 square feet in 2007," the Association reports. It essentially stabilized in 2008 and then dropped in 2009, with new single-family homes being almost 100 square feet smaller than in 2007.

In keeping with these statistics, new single-family homes completed in 2009 also had proportionately fewer bedrooms and bathrooms than in recent years. Additionally, since 2006 the trend toward two-story homes has reversed, the percentage of one-story homes increasing after having declined steadily for more than 30 years.

The comforts of home

According to Ingram, another NAHB survey found that homeowners interested in downsizing from a larger home or building a "right-sized" home were jointly interested in enhanced exterior accents and design details. The survey showed that homebuyers want vibrant colors and creature comforts, such as a front porch (65 percent). These results reflect the enduring trend of consumers wanting to use their outdoor living spaces and entertain outdoors. All of this can be interpreted positively for the casual furnishings industry. Even though there may be less space to work with, customers still want "the quality they had in their larger homes," says homebuilder John Thompson in an article for the [Pittsburgh Tribune-Review](#).

Despite the economic uncertainties Americans have faced over the past two years and the ensuing movement toward more prudent consumer spending, there's also "a sense of urgency afoot among buyers and seller," Ingram asserts. Consumers will "buy what they want when they are ready," so one of the best ways to cater to them is to be aware of the downsizing trend and focus your selling efforts on the multi-functionality of streamlined pieces.



Think small and scaled-back

As [hgTV.com](#) suggests in *Maximizing Small Spaces*, "Look for furnishings that allow rooms to transition from one function to another." A lidded ottoman, for instance, that quadruples as coffee table, footrest, storage and seating; a shapely stool that also serves as a side table; or a daybed or flip-down couch that functions as everyday seating and an occasional sleep spot.

Opt for simple, modestly sized pieces as opposed to anything elaborate or oversized, leaving more room for multiple "zones" within a space. Smartly placed, sleek little furnishings, shelves or storage units give can give purpose to the forgotten areas of a room. Conversely, however, avoid furniture and accessories that are too small, always taking into account functionality and visual appeal. As New York-based designer Roderick N. Shade articulates, "Sometimes it's best not to try and make [a small room] feel bigger. Just make it the best small room possible."



Robin Rogers Interior Design relocated their offices beginning December 1, 2010. The following information is now in effect:

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Food for thought!

January is a time for new

beginnings, and that includes new decorating schemes. As Christmas decorations are packed away safely for the next holiday season, many people are daunted by winter nesting. Try out Robin's tricks to bring warmth to your home in the cold months to come.

The bleakness of nature in the winter has a certain beauty. Bring natural elegance indoors by creating winter decorations from items found outside. Trim branches from a flowering tree or bush placing them in a large wooden vase for a rustic but dramatic centerpiece. Fill a bowl or basket with pinecones. Lay a twisted piece of driftwood on a shelf. Scatter simple candles around these items to bring warmth to the décor. Showcase a favorite piece of art on the mantle.

Nothing inspires coziness in the winter more than luxurious textiles. Throw a rich, nubby blanket over the couch or your favorite reading chair. Replace your summer window treatments with heavier fabrics, if you haven't already. Lay a white down comforter on your bed and top with textured pillows and throws.

January calls for welcoming lighting. Gone are the bright lights of Christmas. Instead, place small lamps in each room to bring a soft light to your home. Remove red and green candles and replace them with white ones. A display of several white candles on a silver tray a classic wintry decorating theme. Invite sunlight in during the day to brighten your home and lift your spirits!

