

A MESSAGE FROM OUR INTERNATIONAL PRESIDENT

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It has been an honor and a pleasure to serve as the IFDA President this year.

Among this year's major landmarks were the smooth transition to an extended contract with our association management company, CMA, that was successfully negotiated by our Treasurer Sheila Cole and President-elect Lee Coggin. The two of them spent many hours developing a workable level of support for the Association at a fair cost. My thanks and congratulations to them for a job well done.

This year we produced a world class electronic newsletter, the issues of *Network* that were published on the IFDA website with up to the minute news and information that provided a wonderful insight to our members. My thanks to Ms. Sarah Warnick for her electronic editorial leadership.

My most sincere appreciation to Ms. Bonnie Peterson, 2004 Conference Chair and the entire Carolinas Chapter for the countless hours and tireless effort that was needed to put together this year's unprecedented event. It is a credit to our organization and to our industry, this year's event was unquestionably the premiere event of the furnishings and design industry.

This year's Leadership and Training Director, Ms. Carolyn Meek, has provided a substantive program to groom and develop this organization's future leadership. Along with the support of the Educational Foundation at the hands of Ms. Katie Goldfarb, FIFDA, each chapter was given the opportunity to participate in this worthwhile executive enhancement program. The feedback from the members who attended is gratifying.

Our Board of Directors, Chapter Presidents, Committee Chairs and general membership displayed an overwhelming

commitment to the betterment of the furnishings and design community through their participation in many highly successful chapter events and industry symposiums including our international conference this year in High Point NC.

In February, we held highly successful Board of Directors and Council of Presidents meetings in Washington D.C. that gave us unstoppable momentum. We moved throughout the rest of the year as a cohesive management team to accomplish the work of our international organization. These events are a vital part of who we are as an organization and the mission we perform.

As we go forward into the future we are committed to continued excellence in service to our furnishings and design community.

To the members of the 2004 Board of Directors, you were each exceptional in your own ways, some serving as committee chairs and others serving as committee workhorses. We could not have done it so well without each of you. My thanks to the officers, directors and committee chairs for their hard work this year on each of the tasks that they volunteered for and shepherded so well: Director Janet Brown, FIFDA, Secretary Director Sheila Cole, FIFDA, Treasurer Director Lee Coggin, FIFDA, incoming president

Director Mervyn Kaufman, FIFDA,
Marketing and Public Relations



*IFDA International
President Constance Blair*

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New International Board of Directors To Take Office

Several new officers will join President-elect Lee Coggin, FIFDA, on the IFDA International Board of Directors in January, 2005

The new slate will include:

Mark Jeross, President-elect
John Petro, Treasurer-elect
Joan Croft, FIFDA, Director-at-Large
Elchin Orer, Director-at-Large

Lee Coggin's emphasis for 2005 will be to raise the awareness of IFDA and growing membership. Mark Jeross, president-elect from Michigan Chapter will be in charge of strategic planning; John Petro of the Washington Chapter will assist Jennifer Wagner; Joan Croft, FIFDA, of Northern California Chapter will work on membership with Barbara Holme; Elchin Orer of the Washington Chapter will work on publicity and public relations with Mervyn Kaufman, FIFDA.

These new members will join: Lee Coggin, FIFDA; Carolyn Meek, FIFDA; Jeanne Matlock; Jennifer Wagner, Barbara Holme, and Immediate Past International President Constance Blair, who will serve as Advisor to the Board. Carolyn Meek, FIFDA, will serve as secretary and chapter liaison as well as be in charge of leadership and training; Jeanne Matlock will oversee communications including Network, our newsletter. Leaving the International Board are: Janet Brown, FIFDA, and Sarah Warnick, FIFDA.

IFDA Educational Foundation Announces New Board Members

Nancy Kloehn, the upcoming Educational Foundation Chair will be assisted by: Dawn Brinson, Carolinas Chapter, director of marketing; Nancy Wolford, Ph.D., director of grants; Immediate Past Chair/Advisor, Katie Goldfarb, FIFDA; and Honorary Trustees, Harriett Schoenthal, FIFDA, and Elizabeth Brown, FIFDA. International President Lee Coggin, FIFDA, will be an Ex-Officio Member.

President's message, continued from page 1

Director Jeanne Matlock, Strategic Planning
Director Jennifer Wagner, Incoming Treasurer
Director Sarah Warnick, FIFDA, Communications
Director Barbara Holme, Membership
Advisor Lynne Forde Breyer, Immediate Past International President
Advisor Shirley Ebert, Educational Foundation
Chairperson Katie Goldfarb, FIFDA, Educational Foundation
Vice Chair Nancy Kloehn, FIFDA, Educational Foundation
Chairperson Bonnie Peterson, 2004 International Conference
Chairperson Daphne Bloomberg, FIFDA, Fellows

Above all, I cannot say "thank you" enough to the members of the Executive Board who stood by me and gave me all the support that was necessary to make me look like I knew what I was doing all year long. Your membership and guidance have enhanced my service to this office immeasurably and without you I would not be able to look back on such a wonderful year. My sincere appreciation and thanks to Ms. Janet Brown, our secretary, Ms. Sheila Cole, our treasurer, and to Ms. Lee Coggin, our incoming 2005 International President.

I know that Ms. Coggin will carry on from here increasing the tiny flame that we have ignited this year into a bright, blazing torch to light the way for those who are to come.

Thank you for bestowing upon me the honor of serving as your 2004 International President.

Conference Chairman Thanks Sponsors, Committees

Bonnie L. Peterson, chairman of the 2004 IFDA Industry Forum and Conference, coinciding with the second half of the fall High Point Market, expressed thanks and appreciation to everyone who made the conference such a success.

"I especially want to thank our Honorary Conference Chairman, Raymond Waites, who so generously supported this conference with his time and talent—especially the breakfast keynote address and his donations of art and a weekend at his home in the Hamptons for the Gala art auction benefiting the new scholarship for traditional design EF is establishing in his honor."

She also expressed words of appreciation to Local Events Chairman, Dawn Brinson; Sponsor Coordinator Shirley Ebert; Speaker/Panel Chairman Nancy High, FIFDA; Day Tour/EF Seminar Chairman, Dr. Wilma Hammett, FIFDA; Decorations Chairmen Ruth Clark, FIFDA and Susan Connor; Art Auction Chairman Nancy Kloehn; and International Liaison Jeanne Matlock.

"Many thanks to the Conference Planning Task Force which developed such a dynamic, educational and meaningful IFDA conference this year," said Bonnie. Involved in this effort were: Dawn Brinson, Carolinas; Lee Coggin, FIFDA, Georgia; Claire Coleman, FIFDA, New York; Joan Croft, FIFDA, Northern California; Nancy High, FIFDA, Carolinas; Nancy Kloehn, North Central; and Gaye Outlaw, FIFDA, Carolinas.

"We are especially grateful for the fine support we received from this year's industry sponsors and supporting sponsors....they provide the financial foundation for every IFDA conference," she commented. All were listed in a Daily Schedule and Sponsor Showroom Guide, the V.I.P. Gala Program, on site easel signs at the registration/hospitality desk and at the entrance of all events. They were also recognized at the Wednesday Appreciation Luncheon sponsored by Costa Blanca Textiles, Crypton Super Fabrics and La-Z-Boy.

The two \$5000 Gold Sponsors were La-Z-Boy, Inc. and Lexington Home Brands which sponsored the V.I.P. Gala honoring Bob Timberlake, recipient of the 2004 IFDA Trailblazer Award. The High Point Showroom Association in the \$2500 Silver category sponsored the Sunday Orientation Breakfast at 200 Steele.

Bronze Sponsors contributing \$1000 and the events they supported were: Laneventure and Constance Blair—the Raymond Waites Keynote Breakfast; E.J. Victor, Sherrill Furniture, Glen Raven—Global Trends Impacting Design panel; Grace McNamara, Inc., Henkel-Harris, Inc., Carolinas Chapter IFDA—New Realities in Design CEU course, Curry and Company; Taylor King Furniture, Hancock & Moore—Hot Marketing Niches panel; Selva Style International, Woodland Furniture, Duralee—Import/Export Paradigm Shifts panel; Sedgelyield by Adams—the Gala reception.

The Tuesday IFDA Membership Luncheon was supported by Baker Furniture, a Bronze sponsor; IFDA Arizona, Baltimore, Georgia, Northern California, North Central and Philadelphia chapters; and Friends: Antiques by Zaar; Austin Horn Collection; Pulaski Furniture; Wind Rose; and Whitecraft, Inc.

"We were extremely fortunate to have received significant contributions in-kind from a number of IFDA supporting sponsors. Three wonderful receptions were provided as well as many thousands of dollars in ad placements that resulted in a high level of visibility for IFDA throughout the October International Home Furnishings Market in High Point," commented Bonnie.

At the top Platinum level was 200 Steele which provided the Welcome Reception and Hospitality Space and *Furniture/Today* which ran several gratis advertisements and sponsored the re-staging of the Showtime Fashion Show at the Wednesday luncheon, a big conference hit.

The International Home Furnishings Center was a Diamond Sponsor, providing ads in the fall Market Preview as well as the Market Resource Guide. In the Gold category were: *HFN*, advertisement; *Home Accents Today*, advertisement; HPU Norton Hall, reception; and MMPI, Market Square reception. Silver Supporting Sponsors were Glen Raven Fabrics which provided the gift/tote bags and Altelier Drilling, ad design. In the Bronze category were *Fine Furnishings International*, advertisement; Crypton Super Fabrics, decorations; and Toyo Trading Company, centerpieces.



Christina Sexton, IFDA Assistant Association Executive points to IFDA's name at the 200 Steele Building in High Point, NC.

William West Hopper photo

Educational Foundation Announces EF Projects, Carolinas Donate Funds

A highlight of the 2004 IFDA Industry Forum & Conference was a tour and reception at Norton Hall, a new state-of-the-art home furnishings education facility at High Point University.

In the high tech La-Z-Boy Foundation Lecture Hall, IFDA Educational Foundation Chair Katie Goldfarb, FIFDA, announced that EF is providing a \$1000 grant in honor of Shirley Ebert to the National Trust for Historic Preservation—Save America's Treasures, specifically for the Orchard House in Concord, MA childhood home of Louisa May Alcott. This grant is in recognition of Shirley's outstanding contributions and service for the past three years as EF Vice Chair/Treasurer, Chair and Advisor as well as Conference Sponsor Coordinator.

Katie thanked chapters for contributing items for the Art Auction held during the conference V.I.P. Reception and Gala benefiting the new EF Raymond Waites Scholarship for Traditional Design. More than \$7000 was raised during the silent and live auction. Raymond agreed to serve as Honorary Trustee of the Educational Foundation and will provide input on the development of criteria for this new and exciting IFDA-EF endeavor.



Educational Foundation chairman Katie Goldfarb, FIFDA, honors 2004 IFDA Industry Forum and Conference Chairman, Bonnie Peterson, FIFDA.

Katie also announced that starting next year, EF will offer a \$3000 scholarship to an IFDA student member. During the past year, EF awarded a \$2500 Universal Design Grant, a \$1500 Ina Mae Kaplan Historic Preservation Grant, two \$1500 student scholarships and a \$1000 Charles D. Mayo Scholarship. Chapter donations at conference help support these efforts. Katie said several members signed up for the Educational Foundation's new Leadership Development Seminar conducted by Dr. Richard Liles and Dr. Mitch Owen. All reports indicate it was extremely well received and will be a continuing EF project.

Following her comments, Carolinas Chapter President

Dawn Brinson presented a check for \$5000 to the EF Ruth Clark Scholarship Fund and \$10,000 to Dr. Richard Bennington, Director of High Point University's Home Furnishings Programs. These funds were proceeds from the chapter's 10th annual Benefit Furniture and Accessory Sale held in June.

Richard greeted conference attendees and discussed how the facility is the culmination of an industry-wide effort to raise almost \$4 million to build the 27,000-square-foot, three level, red brick Georgian structure with central atrium. Featured are an interior design studio with skylights providing natural light, CADD Lab, a fabric classroom, lighting lab, library, gallery, lecture hall, offices and classrooms—all named in honor of industry contributors which are noted on bronze plaques.

One plaque states, "the Norman Hekler Vestibule given by IFDA." Since the first benefit sale, the Carolinas Chapter has donated a portion of proceeds each year to HPU's furniture marketing and interior design program. Last year, the chapter contributed \$10,000 toward the Norton Hall building project in memory of noted furniture designer, Norman Hekler, father of chapter member, Erika Hekler.



Educational Foundation Board members, Bonnie Peterson, from left, Nancy Kloehn, Harriet Schoenthal, FIFDA, Shirley Ebert, and Nancy Wolford, Ph.D. hear scholarship news.

Top Design Editors Predict Future Trends

By Contributing Editor, Mervyn Kaufman, IFDA
Freelance writer and editor specializing
in design and shelter magazines

Comfort and style were among the descriptive words shared by three competing shelter-magazine editors in IFDA/New York's packed recent forum, Media Leaders Predict the Future. Looking ahead, Donna Warner, editor in chief, *Metropolitan Home*; Candace Manroe, senior design editor, *Traditional Home*; and, Nancy Soriano, editor in chief, *Country Living* revealed insights into stories that will appear in their magazines in 2005 and beyond.

Donna Warner: "Today, modern can be traditional, modern can be country, modern can be modern." Ms. Warner's visuals pointed up how the designers she publishes achieve a quiet look through a "consummate mix -of a traditional choice of color and a modern take on how color is used." She previewed her next issue, which will be the last November-December issue, as *Met Home* moves from eight to 10 issues a year.

Candace Manroe: "To be published in *Traditional Home*, a house must be livable. It can't be just an opulent showcase." Her magazine will place "more emphasis on people, particularly young couples with kids. For the future, we're looking to see design taking greater risks. Traditional, yes. Predictable, no."

Nancy Soriano: *Country Living* readers now favor "a fresher, cleaner, more contemporary look." The magazine projects four timeless essentials: "First and foremost is comfort. A welcoming feeling is a trademark of country." Second is classic, defined as "historic pieces with a modern sensibility." Next is modern—"not only the elements but the approach. There is much more diversity in the way people decorate their homes today." The final essential is personal style: "At *Country Living* we say that if you have three or more of anything, you have a collection, and collections are the heart and soul of many of our houses."



Michelle Slovak, Vice President Special Events, IFDA New York; Maureen Klein, Vice President Special Events, IFDA New York; Donna Warner, Vice President, Editor in Chief, *Metropolitan Home*; Nancy Soriano, Editor-in-Chief, *Country Living*; Candice Ord Manroe, Senior Decorating Editor, *Traditional Home*; and Nancy Chernoff White, President IFDA New York. Chapter President.



Frank Vitale, Associate Publisher/Group, Marketing Director, *Traditional Home* in New York; Donna Warner, Vice President, Editor in Chief, *Metropolitan Home*; and Candice Ord Manroe, Senior Decorating Editor, *Traditional Home*

Christopher Ottaunick Photos



Event patrons from Henredon, from left, Laurel Stanley, operations manager; Lea Olson, Sales Associate; and Louise Tanis, Showroom Manger.



Standing Room Only at IFDA/NY's Recent Forum, "Media Leaders Predict the Future: A Look at 2005 held at the New York Design Center, 200 Lexington Avenue, a patron for the event as well as one of the chapter sponsors.

2004 Industry Wrap-up

By Lynne Forde Breyer
Immediate Past International President

This past year, I have continued to research the many issues that face our industry and, therefore, our members. 2004 marks the 57th year of our organization. By any measure, the world and the industry have undergone considerable change in that time. And while we have always been very good at keeping up with trends in home furnishings due to the diversity of our membership, we must not abdicate our responsibility to address the many other issues that have the capacity to profoundly affect our members. It is our job, indeed, our responsibility, to look out for the interests of our members.



Lynne Forde Breyer

Our industry is facing many issues that threaten the industry as we have known it. Among these are as follows: the ongoing theft of intellectual property, despite much discussion and condemnation of this practice, which has an acute affect on the efficacy of the small businesses that make up the bulk of our association; the movement of furniture manufacturing to other countries, leaving much to question regarding timely delivery, quality control and customer service when furniture comes in damaged or defective, as well as the effects these moves have, not just on the companies and end-users, but on the communities where these companies are based and the industry as a whole; and, the issue that has been bouncing around for a couple of years as to pricing practices, the ethical question that has been raised as to whether to tell the client how much mark-up designers/vendors take on products they sell.

Our industry is facing many issues that threaten the industry as we have known it

The issue of imposing sales tax on services that are currently tax-exempt should be of concern to all involved in the home furnishings field due to the broad-reaching effects on the consumer as well as the industry professional. This type of legislation will have an adverse affect on the amount consumers will be able to spend on home furnishings and ultimately, on the profit margins of designers, vendors, service providers, manufacturers, advertisers and so on throughout the industry.

And this report would not be complete without updating the information on licensing of interior designers, which is a business issue, not a political issue as has been suggested. California remains the state with the most inclusive and effective licensing laws in the country. Their regulation is a multi-entry method into the field of interior design, giving those who choose to become certified a choice of educational avenues and testing services and thus, each practitioner can educate themselves as they see fit and take the test that is most relevant to their type of business. I have spoken with educators, unaffiliated interior designers, vendors, ASID members, IFDA members, kitchen and bath designers and others in California. By all accounts, everyone is pretty satisfied with the current regulation. Notwithstanding that, ASID's national office is attempting to amend the regulation to eliminate all testing agencies except the NCIDQ.¹

1. CIDA-CA.org, CIDA in the News, Bruce Goff

Industry Wrap-up, continued from page 6

It is impossible to speak of interior design regulation without speaking of ASID since ASID is the principal organization advancing this legislation in all states. ASID is now holding symposiums in some states devoted exclusively to teaching ASID leadership how to form coalitions and raise money to fund these attempts.² And, according to their website, they have spent in excess of \$5 million to date attempting, and succeeding in many states, to pass regulation that will eventually require all who wish to practice Interior Design to take and pass the NCIDQ, regardless whether another industry exam has already been taken and passed.

According to the September/October 2004 issue of *Desert Digest*, the ASID Arizona North newsletter, requirements as to experience and education are being changed as of 2005 limiting the amount of experience that can be credited toward qualification to take the exam as well as the type of educational programs that will be accepted. "In 2008, all NCIDQ exam candidates will be required to complete their work experience under the direct supervision of an NCIDQ certificate holder or licensed interior designer or architect. No independent practice time will be accepted." This means that any interior designer who has practiced successfully for many years will be required, under the Practice Act that is the ultimate goal, to leave the industry as an interior designer or go back to school to start over, work under the supervision of a "qualified" designer who may be less experienced than the candidate and then, in some instances, be prohibited from owning their own business until subsequent experience is achieved. This type of legislation is being actively opposed by most other professional designer organizations, architect organizations and educational associations as prohibitive and detrimental to the right to practice interior design.

Only the state of New York has been successful in 2004, having passed a Title Act defining who can use the term 'interior designer'

Several states have faced either the implementation of new regulation or attempts to amend existing regulation to more restrictive and exclusive laws. As many of these attempts are now being met with opposition, as far as I know, only the state of New York has been successful in 2004, having passed a Title Act defining who can use the term "interior designer" which historically has been the prelude to the Practice Act. All other bills are expected to be presented again in 2005.

My best wishes go to all of you and to the success of your chapters.

². ASID 2004 Interior Design Legislative Symposium Brochure, Washington, D.C. headquarters

2004 Industry Forum and Conference in High Point a "World Class" Event

Some 100 attendees of this year's IFDA Industry Forum and Conference in High Point, NC labeled it "one of the best ever," an incredible learning experience: a "world class" event from start to finish. The conference was based at the beautiful Grandover Resort and Conference Center.

Coinciding with the second half of the October International Home Furnishings Market, the conference was kicked off by a Saturday Designer Luncheon co-sponsored by the International Home Furnishings Center and the Carolinas Chapter. Michelle Lamb, of the Trend Curve, projected incoming "Top 10 Trends for the Home." On Sunday morning, Judy Mendenhall of the High Point Market Authority and Ron Stevens of the Convention & Visitors Bureau greeted conference attendees at an Orientation Breakfast, describing how much easier it now is to shop the huge complex of Market buildings via free shuttles. Jeanne Glenn of the High Point Showroom Association reported that more and more upper end showrooms are open year round to interior designers by appointment.

A Welcome Reception was held at the elegant atrium of 200 Steele where the IFDA Hospitality Space is located. It began with a "Design Directions, 2005" talk by Robin Culbreath Ltd., sponsored by *FFI* magazine.

On Tuesday, Design Focus Day, Honorary Chairman Raymond Waites gave the Keynote Address during a seated breakfast, describing the design excitement seen in cities around the world. Grace McNamara, of Grace McNamara, Inc. led a panel discussion on "Global Trends Impacting Design," providing attendees an up-to-the-minute view of international currents and their ripple effects in the furnishings and design field. Presenters were Richard Frinier, award winning designer, Leatrice

Eiseman, noted color specialist, and Joel Kaplan, merchandising consultant. "New Realities in Design" was a CEU course that delved into future challenges for professionals in our industry.

Universal Design updates for an aging baby boomer population were outlined by Dr. Patricia Moore and "fortress world" security issues since 9/11 were discussed by Katherine Warsco.

At the Membership Luncheon, IFDA International President Constance Blair reported on the new online directory and newsletter, and then introduced this year's Fellow from the Washington Chapter, Ronna Cohen. Unsung Heroes were also announced: Daphne Bloomberg, FIFDA, Washington; Ruth Clark, FIFDA, Carolinas; Rebecca Marquardt, Baltimore; and Mercedes Dublin, Florida.

Ellen Gefen of the Market TV show, "Home Fashion Report" revealed the trends emerging in High Point and showed video highlights. The afternoon was free to visit the Market, with an evening reception at Market Square.

On Wednesday, Business Focus Day, Warren Shoulberg, editor of *HFN*, led a panel on "Hot Marketing Niches." Presenters were Millie Martini-Bratten, editor-in-chief of *BRIDE's* Magazine, talking about newly-weds; Kerry Joyce, Interior/Furniture Designers and Architect, discussing the super affluent; and Mitchell Gold, President, The Mitchell Gold Company, outlining his ideas on Atypical Households. A lengthy question and answer session gave attendees an opportunity to learn how they can access these marketing niches to grow their businesses.

The second panel led by respected industry analyst, Jerry Epperson, explored the dynamics of Import/Export Paradigm Shifts." Presenters were Bill Sibbick, VP Sales, Pulaski Furniture offering a manufacturer's viewpoint; Robert Kirchmeyer, VP Merchandising, Havertys, providing the perspective of a major retailer; and John DeBono, President, The Asia Pacific Connection, Ltd., who talked about sourcing products in the Pacific Rim, exporting as well as importing.

At the luncheon, Shirley Ebert, Sponsor Coordinator, recognized and thanked several sponsors in attendance. Joe Carroll, Publisher of *Furniture Today*, commented on business trends evolving from the High Point Market. He also moderated a restaging of the last Showtime Fashion Show featuring IFDA member models: Sheila Cole, FIFDA, National Treasurer;

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*'Model' Sheila Cole, FIFDA
Nancy Wolford Photo*

Industry Forum, continued from page 8

Diana Hart Perkins and Lee Ann Pittman, Georgia; Suzanne Lape, Northern California; Jennifer Wagner, Arizona; and Catherine Morsell, Carolinas, Association Director of the International Textile Market Association, sponsor of Showtime at Market Square in High Point each January and July. Student models from High Point University were : Lori Henderson, Kristie Brantham, Ashley Parrish; Alicia Whedon, Chad Phillips, and Lyndsay Condray who wore an exotic wedding dress designed by Raymond Waites. That evening, a tour and reception were held at HPU's Norton Hall.

On Thursday, the Council of Presidents and IFDA International Board met., an EF Leadership Development Seminar was held; and the rest of the attendees went on a factory/studio tour. They visited Wayne Industries cushion factory, Pearson upholstered furniture maker, Davis contract furniture producer, Albion studios and stopped at the Furniture Discovery Museum for shopping and a North Carolina barbecue lunch.

The V.I.P. Gala and Art Auction was an evening that will be long remembered by conference attendees. Chapter-donated works of art were available for silent auction bidding at the reception and during dinner. Constance Blair recognized special guests and sponsors as well as conference committees and IFDA dignitaries. She then announced the winner of the 2004 National Honorary Recognition Award: Bonnie Peterson, FIFDA, Conference Chairman and Director of Marketing for IFDA Educational Foundation. She has served many roles in the Carolinas Chapter and was twice on the IFDA International Board. Joe Carroll wrote Bonnie's letter of recommendation, outlining her 30-year career in the industry as an advertising/PR writer/consultant and editor of *Outlook* magazine.

The highlight of the evening was the introduction of the 2004 IFDA Trailblazer, Bob Timberlake. Following a video, "The World of Bob Timberlake," Dawn Brinson, Carolinas Chapter President, introduced the renowned artist, philanthropist and pioneer of licensing programs in the home furnishings industry. Starting with his first furniture introduction at Lexington Home Brands in 1990, eight additional lines have been released, passing the \$1 billion mark in sales. He has licensed products to 12 leading manufacturers, a partnership with Bass Pro shops, his own retail facilities, catalog and web site. He was presented this year's Trailblazer award, an eagle on a green marble pedestal.

The 2005 IFDA Conference will be held in Boston, MA, September 28-30

Constance introduced incoming International President Lee Coggin, FIFDA, of the Georgia Chapter, who discussed IFDA, Looking to the Future. Educational Foundation Chair, Katie Goldfarb, FIFDA, introduced incoming chair, Nancy Kloehn from the North Central Chapter, who commented on New Challenges of EF. She then introduced Wayne and Forest Mendenhall from the Mendenhall School of Auctioneering in High Point, who conducted a live auction of two Raymond Waites original paintings as well as a delightful weekend at his home in the Hamptons. Constance Blair had the winning bids for the weekend and one painting, while the other painting went to Pamela Lindval.

While most participants departed for home on Friday, there was a group that enjoyed a post conference tour of Old Salem and the Museum of Early Southern Decorative Arts. Then they went on to Asheville, NC overnight for a Saturday visit to the fabulous Biltmore Estate and historic Grove Park Inn.

The 2005 IFDA Conference will be held in Boston, MA, September 28-30, 2005.

Editor's Note: This is the second in a two-part series about dyeing rugs and carpets
Sun Fading and Oriental Rugs

Last summer, while vacationing at the Delaware seashore, I received a frantic phone call from an owner of a well-known television network. In despair, she described the horrific damages that her large handmade Persian rug sustained from sunlight streaming in through a large window at her vacation home. "After all," she explained, "this is a one-of-a-kind rug that can never be replaced!"

In the course of the conversation I learned that she had paid \$40,000 for this rug and was devastated upon her return to discover the extensive sun damage that occurred over a relatively short period of time. "Is there anything that can be done to prevent this? And is there anything that can be done to correct it?" These are the questions often asked by owners of fine rugs that have sustained sun damage. To understand how the colors in fine rugs may be damaged, we will examine how these damages typically occur.

Certain colors are much more prone than others to fading from various factors. For example, colors in the blue family are very prone to fading from the chemical effects of detergent washings. Anyone needing proof of this need only use detergent to wash a new pair of denim blue jeans along with a fresh white bed sheet (hopefully, blue sheets will work with your bedroom décor!). This is also true with wall-to-wall nylon carpeting. The harsh alkaline detergents (especially traffic lane cleaners) often used by carpet cleaners will, over time, attack the colors—especially the blues, causing the carpet to fade and lose its color and vibrancy. Anyone who has tried using a commercial spot cleaner or "oxy" product on a blue carpet likely discovered that within a short time a faded area has appeared. This is due to the alkalinity of the detergents that were used as well as the relative instability of the blue dyes. One must be especially careful with detergents that are used on blue carpets and rugs. This same rule applies to any other color of which blue is a component (example: green is created by mixing blue and yellow dyes, so green carpet may look yellowish over time as the blues tend to fade).

Bleaches and other chemicals may also cause issues of color loss. Each of the aforementioned scenarios may be corrected through a re-dyeing process.



Shown is a transformation of a set of dirty white stairs (note the grayish-colored traffic lanes going up the center in right photo) to a handsome new look of a runner up the center with a complementary color on the sides. The carpet was actually dyed.

Sun fading, on the other hand, is most likely to affect any colors that have reds as a dominant element. For example, Persian rugs will often have reddish coral-like colors present along with burgundies, oranges, ambers, etc. While gorgeous in their original states, these colors tend to be very susceptible to severe sun-fading. The reason for this is that the red color molecules are among the smallest size molecules that are present and literally don't have enough mass to resist the damaging effects of the sun's rays. Also, because of their size, they tend to be very compactly pressed together, leaving little or no "breathing room." This compact mass of molecules tends to absorb the full heat and intensity of the sun's damaging rays, and the color is literally baked out of the molecules. Of further interest is the fact that light, being comprised of various hues and wavelengths, will concentrate its effects on certain colors. The blue wavelengths of light tend to affect the reddish colors in a rug, causing significant fading and color loss. It is a common misconception that ultraviolet rays alone are responsible for sun-fading in carpets and rugs. While they are a contributing factor, they are not solely responsible for sun-fading damages. Quality window films that are designed to block out ultraviolet rays will be helpful in preventing sun-fading. Window films not only reduce the intensity of

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Sun Fading continued from page 10

incoming light, they also serve to keep a house cooler during the hot summer months, thus saving energy costs. While considering window treatment films, be sure not to overlook any skylights, another big source of bright rug-unfriendly light. An alternative to window films is to simply keep the curtain drawn or blinds closed during the sunny periods of the day. Sheer curtains are sometimes adequate to safely reduce incoming light rays to protect your carpet and rugs, though the edges of the carpet under the curtains may become faded over time.

So what can be done to repair a fine rug that has been sun-damaged? Let me first start by telling you what NOT to do! There is so much erroneous information on the internet about “home-brews” for dealing with sun-faded rugs. I don’t want to mention any sources as I don’t want to criticize any companies or individuals, but I will paraphrase some comments by a self-styled “expert” on fine Oriental and Persian rug. The information states that if one has a rug damaged by sun-fading, one might try “abrading” the tips of the fibers to literally wear off the sun-faded tips. If that doesn’t work, then one may try shaving or clipping off the sun-faded tips of the fibers. This undoubtedly would cause an unevenness of the pile, resulting in color shading and an overall look of disparity. I would also emphasize that a proper shaving of a rug is not an easy undertaking even for an experience rug professional (as any first-time beard-trimming male will attest!) Of particular horror to me (and I add, my inspiration to write this article) was a suggestion that one place a severely sun-faded run out in the “blistering sun” while covering the faded portions of the rug so that the sun will bleach out the non-faded sections to match the faded areas. Yes! You read this correctly! The first time I read this I was in shock. I couldn’t believe that the author actually suggested that a rug been damaged by the sun could be repaired by intentionally inflicting further damage to it! Might I take this to mean that a car with a dented fender could be adequately repaired by damaging the other fenders so that they all look alike?

Hmmmm....I think that there is a better solution. Let’s talk about it. Fact: All carpets and rugs are dyed. Carpets are dyed at the factory and can be very successfully re-dyed, provided they are made of nylon or wool, both being dyeable materials. Wool and silk rugs are made from fibers or yarns that have been dyed prior to being woven into a rug and may also be very successfully re-dyed. Provided it is done properly, the re-dyeing process is permanent, colorfast, and completely safe. It is critical, however, that this procedure be performed only by a Certified Dye Master to ensure optimum results. The re-dyeing process is very different from the controversial practices of “painting” a rug in which a faded rug is actually painted using a brush; this is temporary repair not a permanent solution, and may actually damage a rug. A Dye Master will know how to blend dyes very precisely in order to achieve exact color matches and uniformity that will restore a color-damaged carpet or rug back to its original appearance. The presence of severe non-removable stains (such as severe urine stains on wool) may dictate what colors are attainable, but do not render a job as undoable.

Synthetic Dyes versus Natural Dyes

There is much discussion about the use of synthetic dyes versus natural dyes. Both have unique characteristics. The primary differences between natural dyes (derived from plants and minerals) and synthetic dyes (synthesized from man-made materials) has to do with the ways they tend to reflect light back at the eye. While natural dyes tend to reflect light very well, they are considered to be far less stable and tend to vary considerably in depth and hue. Natural dyes will rarely appear to be a single hue. Synthetic dyes, by comparison, tend to be much purer (due to the fact that they are distilled) and more precise in color. Because a rug restoration (re-dyeing) process involves adding the missing (faded) colors to pre-existing (unfaded) colors, the resulting color will be a perfect match with the rug’s original colors. Even an expert would have a difficult if not impossible time distinguishing between areas that have been restored using synthetic dyes as opposed to natural dyes. For this reason, it is nearly universally accepted that synthetic dyes may be used for color restoration even on the finest quality rugs. The dyes used must be liquid dyes which are specially designed for rug dyeing as they will blend more easily and not leave residues behind. Powder dyes should never be used on valuable dyes. Other types of dyes (such a fabric dyes) will not be colorfast and will wash out or bled which could result in a ruined rug. Much more could be said on the topic of dyestuffs.

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Baltimore Chapter

Fall brought IFDA members in Maryland back to the realities of work. Both the September Baltimore Chapter board meeting and Membership Event were held at the Fretz Corporation in Columbia, Md.

There, members got to see the Television Studios where the Fretz Kitchen is filmed for several mid-Atlantic television markets. Cooking shows are filmed here and the high-end home appliances that Fretz distributes are displayed. Chapter member Wanda Matthews whipped up a batch of her famous family cookie recipe in one of the Wolf ovens that Fretz not only displays, but has set up to be utilized by customers.

October found chapter members at two great locations, Lawson's on Hudson in Annapolis MD, where an interesting selection of treasures, antiques and decorative accessories from far and wide are offered. Lawson's is widely known in the commercial restaurant décor world as "the place" to find the odd and unusual for a hospitality interior. At Dominion Electric in Laurel Maryland, chapter members Marcia Hussey and Michael Graves introduced fellow members to a variety of fine lighting and electrical products including the Lutron's Radio-RA System. Special discounts and were made available that evening, and every member left with a door prize and a goodie bag.

October also found Maryland Chapter members heading south not only for the Fall High Point Market, but to attend IFDA's National Conference, Designing Business for a Global Market in Greensboro, NC. In addition to the great IFDA member interaction, much was learned from the wide variety of speakers and the great offerings of this year's conference. The chapter was most proud of Connie Siegel IFDA Baltimore Chapter Secretary, who was awarded the IFDA EF leadership grant and Rebecca Marquardt, who received the chapter's Unsung Hero Award. Congratulations go out to both Connie and Becky for their achievements and accomplishments within IFDA.

Things did not quiet down for November, The Chapter held its Board Meeting at the DACOR showroom in Columbia Md.. DACOR, a leading specialty kitchen appliance manufacturer, provided the opportunity to see this very well styled line in action. Later members joined forces with the Maryland Chapter of the Window Coverings Association of America to learn more about the Dream Draper computer program available to designers, installers and workrooms.

As the year comes to a close, IFDA Baltimore Chapter looks to its members for some new beginnings. A new and very energized Chapter Board will be taking over in 2005, with plenty of interesting participatory activities for IFDA members. Come join us for all the fun, education, and great industry interaction that IFDA members always seem to share!



Eileen Brown, and Daniele Fleischer, right, look at faucets at Fretz Corporation.



Baltimore Chapter members enjoyed a membership event at Fretz Corporation.



Daniele Fleischer, shows the program for Maison et Objet which she attended while in France.

New York Chapter

IFDA Awards Its Circle of Excellence To Seven Distinguished Achievers

Vision is Key As Traditional Companies Reach New Heights By Mervyn Kaufman, FIFDA

"Tonight, we're honoring the industry's best, men and women who made a difference," said Nancy Chernoff White, president of the New York Chapter. Her remarks kicked off a recent gala held at the Yale Club in midtown Manhattan during which seven high-profile professionals received 2004's crystal trophies.

"This is the 12th Circle of Excellence since the awards' inception in 1992," said Annette Stramesi, the event co-chair. "Once limited to IFDA members, these awards now embrace the entire world of furnishings and design." First of the evening's Special Honors, the Laurel Award, was presented to Alfred and Aminy Audi. The couple was responsible for "revitalizing L. & J.G. Stickley, Inc., and continue to play a pivotal role in furthering the Arts and Crafts movement in America," according to Florence Perchuk, event co-chair. Acknowledging their success since purchasing the furniture company in 1974, Alfred Audi stressed that "our focus, from the beginning, has been to create value," and Aminy Audi confessed that "the odds in our industry were one in 10 that we could make it."

Chris Madden received the Circle of Excellence Award in advertising and marketing. Author of 16 books on decorating and design; frequent guest consultant on HG-TV; designer of furnishings and accessories and creator of JCPenney's landmark "Turning Home into Haven" collection, she has brought the notion of easy, affordable design to literally millions of readers and viewers. Reported the New York Times not long ago, "Chris Madden is fast becoming a brand in every room in the house."

Donna Warner, *Metropolitan Home's* editor-in-chief since 1992, won in editorial/media. She has been with that publication since its inception in 1976, as *Apartment Life*, and since then has seen it evolve into the top consumer-magazine showcase for superlative contemporary design. "The award comes at a time when the magazine is going full speed ahead," she said, alluding to the fact that *MetHome*, once published six times a year, has increased its annual frequency, first to eight issues and now to 10.

Eric Cohler, one of *House Beautiful's* "best of the best" in the "next wave of designers in America," was awarded the 2004 Circle of Excellence for interior design. Said Anne Bertsch, New York Chapter president-elect in presenting the Orrefors bowl, "Eric was raised with the belief that beautiful design matters." Currently writing a book on how his work is influenced by timeless interior design seen on "I Love Lucy" TV shows, Cohler is co-designing the new Lucy-Desi Museum in Jamestown, NY. Eric Cohler Design was established in 1991.

Lou Rena Hammond & Associates, a fifth generation Texan whose motto is "Beautiful homes make happy people," was cited for public relations. In presenting the award, Claire Coleman, FIFDA, an IFDA founder, pointed out that when Lou Hammond & Associates opened its doors in 1984, there were three clients and three employees. Today, with offices in New York, Las Vegas, Miami and Toronto, the firm has 40 employees and 45 clients, including Hunter Douglas, Wilsonart International, Howard Miller and Michael Graves.

The evening's second Special Honor, presented before some 200 IFDA members and guests, was the Revolutionary Retailer Award. Its recipient, Farooq Kathwari, took the reins at Ethan Allen in 1988 and, through innovative merchandising and image-shaping,

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*The Awards and Recognition Committee:
front row: Claire Coleman, FIFDA;
Florence Perchuk, co-chair; Nancy
Chernoff White, president, New York
Chapter; Susan Hirsh. Back row:
Annette Stramesi, co-chair; Jeanne-Marie
Byington, FIFDA; Anne Bertsch,
president-elect, New York Chapter.*



*IFDA members, Barbara Barron, Rose
Gilbert, with Editorial/Media Award
winner, Donna Warner; and Mervyn
Kaufman, FIFDA.*



*From left: Donna Warner, Editorial/Media
Award winner; Chris Madden, Advertising/
Marketing winner; Eric Cohler, Interior
Design Award winner; Florence Perchuk,
co-chair, awards; Lou Rena Hammond;
Annette Stramesi, co-chair, awards.*

New York Chapter, continued from page 13

literally remade the 70-year-old company. "We've taken a known brand and made it a preferred brand," said Kathwari, its beaming chairman, president and CEO. "At Ethan Allen we do believe in revolution. We call it reinvention, and for us reinvention is a way of life."

Nominations for Circle of Excellence Awards were conducted among New York Chapter members, but candidates were not limited by geography.



From left, winners: Chris Madden, Advertising/Marketing Award; Donna Warner, Editorial/Media Award; Lou Rena Hammond, Public Relations Award; Farooq Kathwari, Revolutionary Retailer Award; James Druckman, president, New York Design Center.

New York Chapter Circle of Excellence Award photos by Christopher Ottaunick

**A 'SPIRIT OF OLD NEW YORK'
FOR IFDA'S HOLIDAY PARTY**

To revel in the spirit of old New York and extol the memory of Edith Wharton, the New York Chapter held its annual holiday party at the historic Gramercy Park Hotel. The hotel, at 21st Street and Lexington Avenue, continues to reflect its aura of late 19th-century Manhattan and is but a stone's throw from Ms. Wharton's 1852 birthplace at 14 W. 23rd St. "This was not only an opportunity for IFDA members to celebrate the holiday but also an occasion to salute The Mount, which this year received the 2004 Historic Preservation Grant from the IFDA Educational Foundation," said Nancy Chernoff White, New York Chapter president. The Mount, the Georgian-style summer home Edith Wharton built in Lenox, MA, is in the midst of an exhaustive restoration, not only of its architecture but also its interior design and furnishings. David Dashiell, The Mount's senior development associate, was on hand to accept the grant. Selections from The Mount's gift shop were displayed and sold at the holiday event, along with gift products from a host of New York-based companies. Hors d'oeuvres and champagne were served to IFDA members and guests. "Our holiday party was made possible by the efforts of a hard-working committee, plus the generous support of our event patrons: Benjamin Moore, F. Schumacher & Co., Steelcase, The Lassiter Group and Wood-Mode," said Jeannie Bochette, vice president Programs, on the New York Chapter Board. Bochette and Chernoff White acknowledged ongoing support from new York Chapter's annual sponsors: American Hardwood Information Center, Baccarat Inc., Benjamin Moore & Co., Crossville, Inc., Forty-One Madison/New York Merchandise Mart, The Glidden Co., Grange, Hunter Douglas, Inc., Minwax, New York Design Center, Pfaltzgraff Co., 3M and Vista UVShield Window Film.

Carolinas Chapter



Sharing time with the 2004 Trailblazer Award winner Bob Timberlake at the IFDA Industry Forum and Conference are, from left: Dawn Brinson, Carolinas Chapter president; Ann Pickering (behind Bob); Bonnie Peterson, FIFDA, National Honorary Award recipient; Joanne Hoover; Dr. Wilma Hammett, FIFDA; Susan Connor; Ruth Clark, FIFDA; and, Joyce Poynton, FIFDA.

Northern California Chapter

Almost a dozen members flew east to participate in the 2004 Industry Forum and Conference coinciding with the second half of the fall High Point Market in North Carolina. Among the entourage were: Suzanne Lape, chapter president-elect; who was selected to model a outfit in the restaging of the Showtime Fashion Show presented earlier; Barbara Daher, winner of a free conference registration gift for her selection as an Unsung Hero by the chapter; Elida Rossetti, who was selected to attend the Leadership Training Course presented by the Educational Foundation-hosted at Conference; and, Joan Croft, FIFDA, whose election to the International Board of Directors was announced at the V.I.P. Gala. Other attendees included: Chapter President Gail Belz; Judith Clark Janofsky; FIFDA; Carole Lauren; Billie Huckaby, FIFDA; Sarah Warnick, FIFDA; Dianne Hynes; and Nancy Wolford, Ph.D.

Members recently worked at the San Francisco Mart Sample Sale, at which the public is invited to purchase furniture and accessories but twice a year. Plans are already underway for the chapter to assist at the next sale in May 2005. The sales are longtime fundraisers for the chapter and help provide educational funding for such programs as the Student Career Forum.

Invitations have been mailed for the annual Holiday Event to be held this year at the McCormick and Kuleto's in Ghirardelli Square in San Francisco. All members are encouraged to attend and bring guests to the luncheon on December 4th. The program will feature a farewell to the 2004 chapter board and installation of the 2005 Board of Directors.

A full schedule of programs has been offered this calendar year under the tutelage of Carole Lauren. The schedule has included: a behind-the-scenes tour of the War Memorial Opera House, whose structure was renovated following the 1989 earthquake and a trip to Copia and DeRosa Preserve in Napa, a private tour of the condominiums atop the Four Seasons Hotel in San Francisco. A program at the San Francisco Symphony is in the works.



President-elect Suzanne Lape modeled a beautiful Chinese influenced outfit at the conference luncheon.

Nancy Wolford Ph.D. Photo



Joan Croft, FIFDA, will serve on the International Board of Directors.

Philadelphia Chapter

Systems That Work

As I begin the last couple months of my presidency, I would like to share a few insights and thoughts about my experience. First of all, behind every leader is a support system, whether it consists of a cabinet or a board of directors, it provides the president with her strength, her direction, and it is her support system. This board of directors is as important as the

From time to time it really bothers me that my profession and everything I adore doing, which seems to be everything I do for my profession, caters only to a privileged lifestyle. Maybe it is my Quaker background or my basic 'down to earth-y-ness' that I am quite often labeled with, but whatever it is, it is in direct conflict with my passion and ultimately my profession. I have often daydreamed of going into a low income neighborhood to run small workshops offering my services: clean up the clutter, select a fresh cheerful paint color, construct a slipcover, if you will, from a new piece of fabric and minimal stitching... to show someone how a little 'spit and polish' can entirely change a way of life. Simple changes can affect a person's psyche and turn a ho-hum lifestyle into an inspired one. Am I dreaming? Would it work? Does it really have everything to do with education? I fear I am just a bit idealistic and the patterned day-to-day habits would revert any changes I could persuade back into clutter and lack of interest. Our shelter project that has been chaired by Sharon Houck, past president 2003, has really helped me understand just what a huge effort something of this nature encompasses. It takes an a lot of effort—even if you have the funding—to get much to happen quickly or efficiently at our Women's Shelter because of a lack of deep pockets. Laborers are hard pressed to make a living and are reluctant to offer discounts, bids that are accepted often are not realized, co-ordination of contractors is not as smooth as should be due to piece-meal installations. I guess there is no way around these stumbling blocks when you are operating on a dime—but let me say this: IT IS APPRECIATED!

Kristen Bell who was working on a faux finish at the center recently had first hand experience with that warm fuzzy feeling inside that makes giving up a Saturday (or two) worth it. A little person's head peeked from the crack in the door and the "WOW!" look on her little face said it all. She had probably never seen anything so nice in any place she had ever slept before. Perhaps we are grooming a handful of future adults that would sincerely accept enrollment in one of my idealistic workshops. I am extremely grateful for being part of an organization that "gives back" and our community outreach project has really brought many of our chapter members together.

president and without them, the leader would accomplish very little. I have had the privilege of working with an outstanding group of dedicated IFDA members who share the same vision as I: directing our chapter further ahead in our industry, learning as much as possible about our profession, discovering new avenues in which to gain inspiration, seeking new vendors for goods and services to provide to our clientele, and finally, making new friendships and alliances.

Recently, the Philadelphia Chapter had its annual Transition Retreat. Both old and new board members met for an all-day session: a board meeting in the morning followed by lunch, and then an afternoon of brainstorming for the coming year and finally breaking into small groups to go over our notebooks—easing the incoming VP's into their new positions. It is clearly invaluable for generating enthusiasm for the upcoming board, sorting out the next year's schedule, and just being able to hit the ground running in January. It is always great fun and rather festive—and in true Philadelphia style the food and drink is.....well, the usual.

It was after our board meeting during a spirited conversation that I looked around the room yesterday and counted six full-fledged members, now board members who had originally come to us as a direct result of our annual Student Round Table every fall. What a return! Talk about planting seeds and watching them blossom—what a delight to have this group of energetic, creative thinkers propelling our chapter forward!

Our sixth Student Round Table will occur this month. It is traditionally held at the Lee Jofa Showroom in our design center. I know the owner, Ted Miller, looks forward to this extraordinary discussion as much as any student. Several of our members sit on the panel and briefly describe what they do, how they got there, and what it is like on a daily basis. We try to have a varied panel, for example, a vendor or owner of a showroom or retail store, a designer who works from home, a designer who may have a firm or commercial studio, etc. Quickly it opens up into a Q&A session encouraging each student to ask *anything*—there are no "dumb" questions. It always reverts to "how do you charge for your services?" All of us leave having learned a new method of operating but better yet, because of the atmosphere, we have bonded. These students who may have walked into the showroom a bit intimidated leave knowing that they have at least one person they can feel comfortable enough to call on in the future for direction. And they do. But they also come back to us as a member and thank us for being so accessible.

I have had a fabulous board; I am really excited about the 2005 board. Change is good. I have thoroughly enjoyed this year as President of the Philadelphia Chapter and thank you all for allowing me the opportunity. Have a safe and Happy Hollandaise!

Sun-Fading continued from page 12

To Restore or Not to Restore

I am often asked if a color restoration process on a rug will diminish its value. The answer is most assuredly, *no*. While a rug's value may not be significantly affected by fading (rugs will naturally fade—this is not necessarily considered to be a damage but rather an 'aging'), the rug's value will not be diminished by a properly-performed color restoration. For many it will, in fact, add to the perceived or sentimental value as the rug will appear more uniform in color and have a restored vibrancy. I believe, however, that there is such a thing as 'over restoring' certain rugs. I once was asked to perform a color restoration on a small rug that was more than 150 years old. I was able with some effort to determine what the rug's original colors were by carefully examining the back side of the rug which was unfaded. But rather than restore the entire rug back to its original color and vibrancy, I opted to bring the rug back to about 60 percent of its original hue/depth of color. This was to ensure that the rug didn't look tacky or over-restored. A Dye Master will need your input as to what extent you would like your rug restored. Be sure to clearly communicate your preferences when having your rug restored. For many, this is simply a matter of personal taste and preference. You may want to also view a partially-restored section of the rug to be sure that you are pleased with the results rather than waiting until the entire rug has been restored before seeing it. Be sure to also establish the cost of the restoration before any work is begun. It may not be possible for the Dye Master to provide you with the cost estimate until he has first restored a small portion of the rug to determine the extent of time and expertise that will be required.

How It's Done

There are numerous methods of color-restoring a rug. Rarely is the work done on site. More often the rug is shipped or delivered to a workshop where all of the necessary equipment is kept. Rugs may be shipped as freight quite inexpensively. Unless the rug is brittle, it may be folded into a compact square, tied in a bundle using twine, slipped inside a plastic bag, and placed in a shipping box. Fragile rugs should be rolled up, tied with twine, wrapped in plastic and shipped in a crate.

The equipment used to restore a rug is determined by the extent of color loss, intricacy of the color work to be done, and the number of colors that may need to be applied. Small areas of color loss may be restored using syringes while larger areas may require the use of sprayers. More intricate designs and patterns may require the use of such specialized tools as air brushes to carefully and precisely apply the dyes. A skilled Dye Master can rebuild even the most intricately detailed multi-colored patterns and designs on a rug.

This article was submitted by Chris Howell, a member of the Washington Chapter.