

Inside this issue:

Ceilings Continued 2
Letter from the President 3
Website Re-launch 4
Jann Placentia's Published work 5
Women In Transition Member Spotlight 6
Membership Update 7
Mission Statement Happenings at the SDC 8

With A Ceiling The Sky is the Limit

Ceilings comprise approximately one-sixth of all interior space, and yet often are neglected in the majority of interiors. From quiet dining areas to more public spaces they can provide acoustic value, effectively help to define functions between various spaces and when properly addressed become an integral part of a room. Ceilings in public spaces are often given more attention than residential areas, perhaps it is because the volume of space has such a large an effect on the overall experience.

Currently the most common ceiling treatment used in residential applications is the textured "popcorn" effect. The use of this texture has become a standard over the past 40 years, often because it is less expensive and masks

imperfections. In commercial spaces, acoustical ceiling tiles are commonly used. These have a slightly more redeeming value since they offer some sound control properties and create a grid pattern on the ceiling. Neither choice adds much ambiance to a room.

Ranging from simple paint applications to elaborate architectural embellishments, the sky is the limit when choosing a ceiling treatment. Whether you are in an existing structure or considering building new, there are many ceiling options to consider that will enhance the experience of all who enter the space.



July's Chapter Meeting

Come See and Enjoy the beautiful faux finishes created by Siena Faux & Mural. Their ability to make finishes like stone look perfectly real.

Where: Siena Faux & Mural
 14250 N.E. 21st Street
 Bellevue, WA 98007
 425-208-6312

When: July 21st

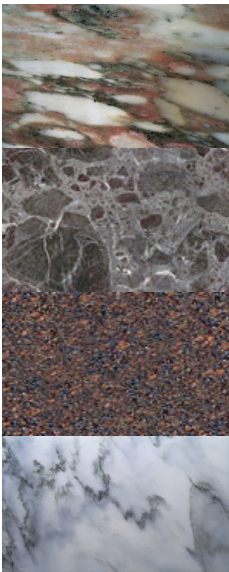
Time: 5:30-6:30 Greet & Eat
 6:30-6:45 Business Meeting
 6:45-7:15 Educational Speaker
 7:15-8:00 Tour & Demonstration

Educational Speaker:

Pat Nugent Design & Textiles - "Patricia Nugent Design and Textiles has been inspiring the design industry with original antique and vintage design documents and textiles since 1992. Pat acquired Sarah Truit Textiles in 2005 and Christine Greiner Design in early 2008. Adding these two extensive archives to her own has created one of the most inspirational archives that is also easy to shop. Her Design Professionals offer unique, personalized service based on the needs of each client and their combined 50 years experience in Design, Merchandising, Color Planning and Retail.

Known for her high level of taste, excellent selection, trend-oriented ideas, and reasonable prices, they strive to anticipate your needs and make your job as a designer easier.

Their organized collection continues to grow and includes thousands of Floral, Geometric, Ethnic, Plaid, Stripe and Conversational designs spanning 200 years. They also offer an array of antique Embroidery, Beading, Knit, Suiting and Weave swatches. In addition to swatches, they have Quilts, Garments, Blankets, Shawls and Accessories. They offer inspiration for apparel, home, surface design, product design and paper goods."



With A Ceiling The Sky is the Limit Continued



Pitched Ceilings

It is often difficult on slanted ceilings to apply any type of crown treatment. Consider installing beams or applied moldings to the ceiling to add interest and pizzazz. It is possible to create a long decorative corner bracket, which provides a place for crown molding of different widths to butt into for a finished effect. This is necessary since molding installed on a slant will have a longer cut edge at the corner, than molding installed on the straight wall it must join into.



Coffered or Fir-Down Ceilings

As a relatively inexpensive option to add during the development of a project, fir-downs provide dramatic effects, especially when the area is also treated with crown moldings and contrasting finishes.



Coffered Ceiling:

A ceiling constructed with, typically, multiple, rectilinear, recessed panels.

Tray ceiling:

A ceiling constructed with the sides angling at approximately 45% or curving to another flat ceiling.

Decorative Trim, Crown Moldings, and Ceiling Medallions

Trim is one of the simplest additions in an existing structure and makes a huge impact on the quality of the ceiling. Even low ceilings can be treated with molding or lattice strips and contrasting paint to provide interest and visually

increase the ceiling height. For exceptionally high ceilings add crown molding where the wall meets the ceiling and then, approximately one foot below add a small decorative trim. Then, paint a strong color between the two for a dramatic effect. Ceiling medallions add interest, while highlighting decorative light fixtures.

Wood Beamed Ceilings

Wood offers a rich, luxurious feeling to any room and often is used in libraries or casual spaces to add warmth and interesting relief.

Iron Canopy Ceilings

Iron grillwork can be suspended or applied directly to the ceiling to provide interest, shadows, accentuate a chandelier and provide contrast to smooth surfaces. Faux painting iron on a ceiling is an alternative too.

Skylights

Skylights, in general, are often not attractive, unless you are in a solarium and a pattern has been created with a metal and glass structure. Back-lighting decorative glass panels can become interesting and unusual alternatives. Make sure you strategically place your skylights to accentuate the floor plan.

Tin Ceilings

Embossed tin-plated steel is available for suspended ceilings and crown-to-crown applications. It has excellent paint retention for oil-based paint and cornice treatments are also available. Patterns range from Art Deco to Victorian styles.

Embossed Wallpaper

These patterns often emulate tin ceiling details. They are easy to install and can be painted with ease.

Stucco Textures

Carrying texture up to the ceiling provides an interesting play of light and draws your eye upwards. Combined with faux painting techniques, textures provide richness and interest.

Trompe L'Oeil

Hand-painted techniques, to fool the eye, can be any image and style appropriate to your interior space. Mastering the perspective and technique is the key.

Painted Ceilings

Simply painting a ceiling can make a difference. Metallic paints are the rage and applying several layers of color with various brush techniques will make any ceiling come alive.

All Images Courtesy of JEI-Design, Inc,

**2309 Bee Cave Rd, Austin
TX 78746
Tel: 512-330-9179 Fax: 512-328-9666**

Dezignaré

With a little planning, a ceiling can become another vista for the eye and accentuate the investment on the other five surfaces. It really takes very little to give your ceiling personality."

- Nancy Clements-Gates

Letter from the President

Jann Placentia



It's a new (fiscal) year and lots of exciting changes are at hand! We have an incredible new board: some are new, some members have simply changed hats, and a few are leaving to focus on other things. Paige, Patty, and Karen - thank you for your energy and inspiration. It won't be the same without you, though I look forward with eager anticipation to NWSID's accomplishments in the coming year.

One big change is that NWSID has decided not to take a break during the summer months, as in years past, and will now have chapter meetings all year round. New Programs co-chairs, Beverly Bradshaw and Tana Mattson, have been busy lining up interesting, educational, and fun monthly meetings for the coming year. We hope you'll join us - they are going to be fantastic!

I'm thrilled about the launch of our new website September 1, 2009! It will be a beautiful, efficient, and informative marketing tool for the organization. I invite everyone to take advantage of the opportunity to have a referral presence on it - it's a wonderful way to promote your company. Thanks for all of your hard work, Barbara!

Of course, recognition is due Fran Hazel, our outgoing President. She's given NWSID her heart and soul these past years and I am so grateful for her! She'll be staffing the office 3 days a week as well as serving as Member at Large so, thankfully, we still have the benefit of her knowledge and devotion.

Since joining NWSID in 2004 and being quickly recruited to actively volunteer, I have so enjoyed getting to know many of you. I'm looking forward to the next two years of my term visualizing all we can achieve together when we are focused on a common goal - helping our professional organization thrive!

With gratitude and humility.....onward!

Jann Placentia, President



Website Re-launch and Referral



You NWSID Board is always working towards making membership in NWSID a valuable investment for its members, both designer and PRA. One of the things done many years ago was to create a Referral Service for its designers. The Board realized that the Referral Service was serving too few of its members and after much discussion has made the leap to not only re-launch a new and improved web page, but to provide All its members, Designer and PRA, the opportunity to join the referral service.

The cost to be on the Referral System and a presence on the new web page in \$75.00 a year. For \$75.00 you will receive the following:

- Your photo (head shot)
- Your Name
- Your Business Name
- Your CHOICE of telephone number, email address or web address
- Choice of 3 categories to be linked to

This will be a consumer self serve area - which means the consumer can click on a displayed category, ie Kitchen and Bath Design, Color Consultant, etc. and the designers who selected to be in this category will be accessed. The consumer then can browse your web page if you have one, or contact you by email or telephone. There will be NO middleman here as in the past. There will direct connection to YOU!

Professional Resource Affili-

ates will also have a similar feature. For \$75.00 PRA's will receive

- Your photo (head shot)
- Your name
- Your Business Name
- Your CHOICE of telephone number, email address or web address category

This section will operate similarly to the Designer site: categories will be displayed, ie Flooring, Lighting, Painting etc. and both consumer and designer can click on a category and find the PRA in that listing and contact them directly.

This is the first time we have offered this feature to our PRA's and we hope this will be a benefit to them!

Right now we are facing economic challenges. WE are all looking for ways to market ourselves and to do so without having to spend a great deal of money. Membership in NWSID has always been a great value - **but the ability to use the NWSID website as a marketing tool adds to that value.** For a very minimal cost, you are linked into a web page that will be active advocate for hiring interior designers and giving the consumer the ability to do so easily.

HOW DO I GET THIS WONDERFUL BENEFIT?

On your dues statement there is a referral page option for the \$75.00. If you want this option, select it and add the \$75.0

to the cost of you membership renewal. You will then receive a packet with the information you need to provide to NWSID and the deadlines that will follow.

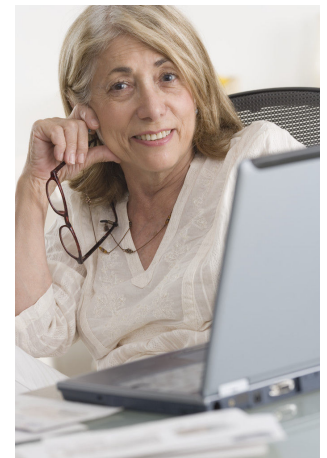
These deadlines are important to adhere to as the new NWSID website will be launched September 1, 2009. And you want to be on it then!

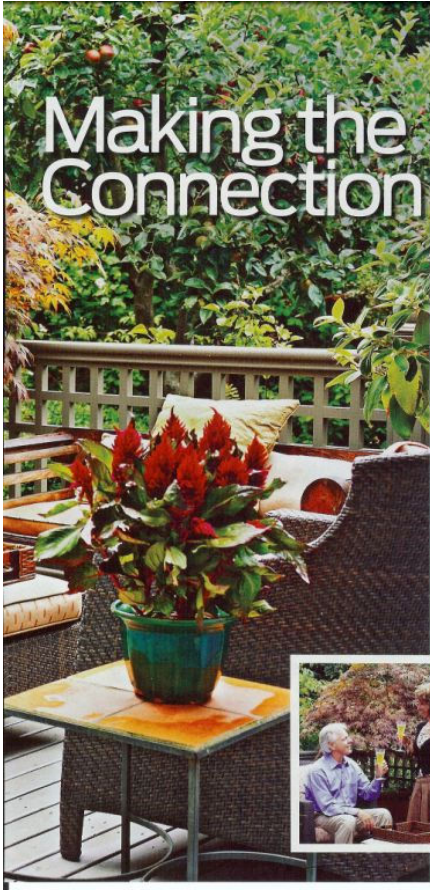
We anticipate that with the new website and its user friendly Contact Management system that next year we can offer the designers and PRA's a Photo Gallery; Option linked to their referral listing.

NWSID is excited about the changes coming on the Web page - and ESPECIALLY for the new option for ALL members to be on the Referral page.

If you have any questions, you can call Barbara Kalis, 425-440-8681

If you have sent in your dues without the website option and you are now interested in participating, it is not too late. All you need to do is send in the \$75.00 and we will add you to the list.





Making the Connection

Sometimes a deck is not an end unto itself. This one connects a home and a sloping lot while creating a stylish spot to sit.

By ANN WILSON
 PHOTOGRAPHER LAURIE BLACK
 FIELD EDITOR LINDA HUMPHREY

A Seattle couple's problem-solving skills shifted into overdrive when they purchased a house in 2002. Jann Placentia and Bob Minnott loved the home's 1930s Normandy Tudor architecture, but the backyard lacked purpose and panache. The yard sloped down to a small patio at the base of the house, and there was no door at the back of the house. The couple envisioned a deck that would bridge the gap between house and slope while improving views from inside the house. French doors would replace windows in their den



Left: Deep cushions add color and comfort to all-weather woven chairs on a deck designed as a transition space that doubles as a relaxing retreat. Inset: Bob Minnott and Jann Placentia have cultivated lush plantings that provide privacy and blend their newly constructed outdoor rooms into the landscape.

Deck, Patio & Pool Summer 2009 | 55

Jann Placentia's Back Yard Design Creation Published

"A little piece of Heaven in the middle of the city"



to allow easy access to the deck. "I looked out and saw the slope and I knew I wanted to create a space that would bridge the gap between house and slope while improving views from inside the house. French doors would replace windows in their den



French influences on the company. We like the formal symmetry of French gardens while in France, we saw boxwood hedges and deep gravel paths that we found breathtaking and that inspired us to create a similar look. The deck is a mix of materials and a mix of styles. The deck is a mix of materials and a mix of styles. The deck is a mix of materials and a mix of styles.



"If your clients want to know what to do with their old furniture, let them know about "Women In Transition"

Women In Transition

We are still continuing to collect gently used, small scale furniture for our community service project, "Women in Transition".

We want to thank Rodney Stratton of Contract Furnishings Mart and Ron Best of Pro-Tection of Seattle for all the pick-ups and deliveries they do for us during their off hour time!!

Also, a big "Thank You!" goes to Sam Gallagher of Contract Furnishings Mart in Georgetown for donating storage space between the pick up the furniture and the delivery to a shelter or temporary housing.

This month, Larry Lauer, Autumn Donovan and Ann Marie Launders, did some picked up and delivery to CFM too!! Thank you for helping!

If you know of a women's abuse shelter that could benefit from our services, please have them contact

Robin Kmet. She will see what pieces are available that would best suit their needs and will make sure it gets delivered to them.

If you or your clients have furniture to give, please call or e-mail Cara Fleming to arrange for pick up.

Remember, you or your client can also deliver directly to Contract Furnishings Mart during their normal warehouse hours, however, please e-mail Cara with a list of what you are dropping off. An example for a listing would look like this:

48" Rd oak dining table with wood chairs,

7" sofa in a blue and gray floral,

There are times when the amount of furniture donated exceeds the size of Rodney's pick-up truck or Ron's van. If you would like to donate your time one evening or Saturday and help with your vehicle for pick up and delivery, please

contact Cara or Robin to volunteer.

For tax purposes, donation forms are available at the NWSID office. "Just stop by when Fran is there and pick one up or leave a message for Fran or Cara and we will mail you one.

We are gearing up to aid in another Day of Caring in September. This is such a worthwhile cause and if you should know of a women's abuse shelter or any other place that assists women in need and needs help in revamping their space, please contact Cara with your suggestions. We will keep you informed on when and where. Know that we will need volunteers to make this happen.

Thank you again for thinking of our "Women in Transition Project".

Cara Fleming

The "NEW" Member Spotlight

Over the years, in our newsletter, we have highlighted one of our members. This column was titled "Member Spotlight" Now I don't know if you ever read it or were spotlighted, but I did read it. I enjoyed learning about our members but I always felt something was missing and I had more questions that needed to be answered. So to that end I have decided to put a spin on the old "Spotlight" and create a new "Spotlight". One where, you have to ask yourself "Who is this member?"

Below, you will find a series of facts about this member. Guess who this member is and win a 5.00 gift certificate from Espresso By Design. Put your best guess on the back of your business card and drop it in the box at the July meeting. Remember, only one entry per member and it must

be in the form of a question.

- Has been a member of NWSID for 20 plus years
- Holds a BFA and a BS
- Speaks only one language and sometimes has trouble with that
- Probably was a cat in a previous life
- Favorite color is Eggplant
- Thinks the worst song ever written is "In The Year 2525"
- Knows all the songs in the movie Singing in the Rain and lots of the dialogue
- Favorite movie "Monty

Python's Holy Grail"

- Hates peas!
- Has been married 28 years and has 2 children
- Embarrassed to say but owns Pure Disco CDs 1 & 2
- Big Harry Potter fan

Now that you have some useless facts (but admit it, kind of fun) about our "Spotlight" member see if you can guess who it is and remember there is a prize if you are the winner. Also by dropping your card in the box, I can tell who has read this column.

Sincerely,

Karen Lunn-Fisher

Membership Update

It's membership renewal time and we hope to see all your smiling faces again!!

Thank you to everyone who did renew and know that it was the wisest dollar you've spent in getting the most value from your operating budget.

What can NWSID do for you?

- **Legislative news** - Keeping you up to date
- **Resources** - There is a world of product out there and new innovations in design are coming to market all the time. It is impossible to know it all, but when you belong to an interior design society, these people can help keep you up to date on what is new and where it can be found. This keeps you on the cutting edge of design. Also having professional resources in the society helps you find just the right sub-contractors for your project.
- **Networking** - an opportunity to practice one of the hardest and most important aspects of the design business, especially if you own your own business. Lets face it, it's just plain hard to get to know new people and what better place to work on this skill than with a group of like minded individuals.
- **Education** - Continuing education in the field you work in *is vital* to keeping you up to date on all that is new and old in the field of interior design. You always

need to refresh your skills.

- **Socializing** - It can get lonely out there. When you're in business for yourself, you sometimes need the interaction of others who know what you go through on a daily basis. These friends make great sounding boards when you need them. Also two or more minds work better than one. When you get stuck on a design problem, being able to bounce ideas off someone else can be a great problem solver. And it gives you something to do on the third Tuesday of the month?? Ha Ha!!
- **Community Service** - Many of us would like to give back to our world and we don't always have a resource we can work through. In a peer group society, many can do more than one. We at NWSID believe in giving back and have set up a project that takes our talents and resources to help women in transition. These are women who have had to leave their homes and belongings to keep themselves and children safe. Most of the time they leave with only what is on their backs and what they can carry. Our service to them is to provide lightly used furniture and household items from our clients and ourselves to help get them back on their feet and provide a home for themselves and their children. This has been a very worth wild venture and we have helped numerous women over the past years and will continue in the years to come.
- **Referral System and PRA Tabletops** At NWSID we believe in partnering with you in your business.

Therefore we have put into place a system that provides work for our designers and our professional resource affiliates. All you need to do is sign up. You will then be linked to our website. As professional resource affiliates, having your business known to interior designers provides a great networking opportunity to increase your business. There is opportunity to promote your business at each chapter meeting with our PRA tabletop presentations. You can also sign up to host a chapter meeting. It's a great way for us to get to know you. All the way around it is a win-win situation.

- **Mentoring and Shadowing Program** As interior design students, a wonderful way to get some practical knowledge in the field of interior design is to shadow an interior designer. As a student member you can sign up for this opportunity.

We want to encourage you as members to refer NWSID to your friends and colleagues, and if they join, you get a 5.00 Starbuck's gift card. **AND** if that wasn't enough, we are going to run a contest from now until the end of November. The person who refers the most new members will win a

"Membership Dues Renewal is HERE!"

coupon good for a free meeting! (A \$20 Value!!) How do we know you referred them?

- Let Cara or Fran know. The application get marked with you being the referral person.
- On the application, there is a space asking who referred them. If you are the one handing them the application, put in your name.
- Ask the new member to put your name on the application!

Let's have a little fun with this and watch our membership grow! The more members, the *merrier* as well as *stronger* NWSID becomes.

We want to get our name out there so that when perspective clients hear of NWSID, they know they want to only work with someone affiliated with this organization.

Northwest Society of Interior Designers

5701 6th Avenue South #214
Seattle, WA 98108

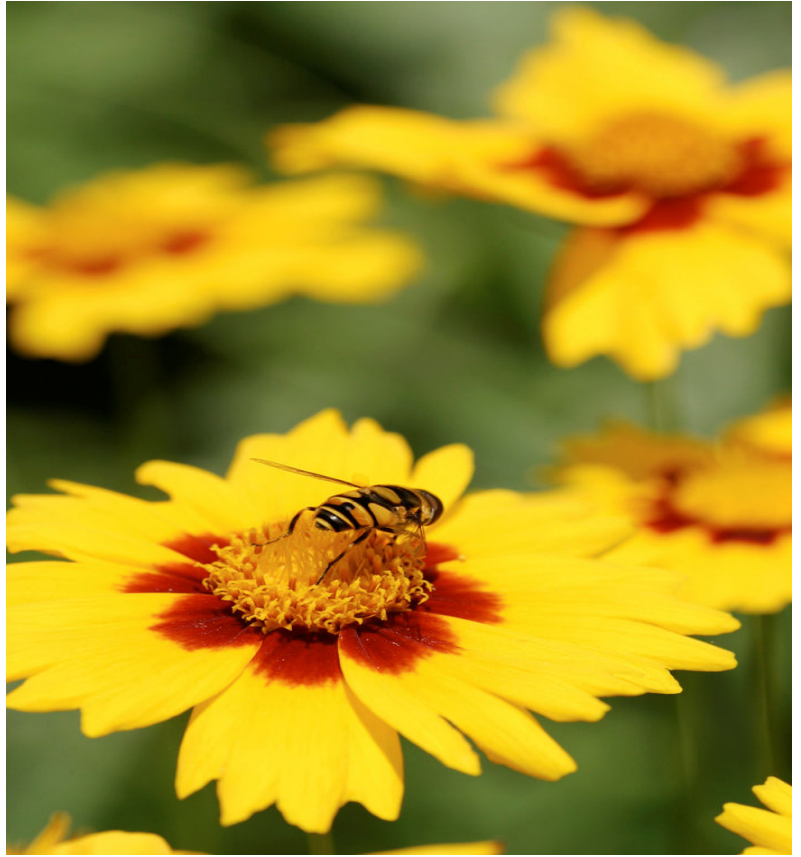
Phone: 206--763-8799

E-mail: nwsid@nwsid.net

Website: www.nwsid@nwsid.net

Mission Statement

The Northwest Society of Interior Designers is a regional organization of professional interior designers and resource affiliates dedicated to supporting the career development of its members and promoting excellence through peer networking, continuing education and adherence to high ethical standards.



Happenings At the Seattle Design Center

3rd Thursday Seminars

July 16

10:30 – 12:00 Plaza Conference
Center



How to Pitch an Article the
Media Can't Resist and Why
you Should

Do you want to be known as
an expert in your field?
Whether you want to share
your articles online or in the
prestigious print venues your
ideal clients read, this event
will offer the nitty-gritty details
about what you need to offer,
say and do to earn media atten-
tion for your expertise.

You will Learn:

- What editors crave and how you can satisfy them with your content
- At least three online resources you can access immediately to share your expertise with the world.
- Two cool services that bring great media opportunities direct to your inbox
- Plus, you'll hear inspiring success stories from clients who have earned new business, new opportunities, and new abundance as a result of being published authors.

Northwest Design Awards Competition

If you are interested in submitting your work for this competition, you can download an entry form from the Seattle Design Center website.

One first place winner will be selected for publication by Seattle Homes Lifestyles magazine. To be eligible, the project cannot have previously published and photographs must be professional quality.