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f1 FABULOUS floors

NO. 27, 2010

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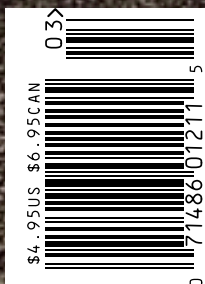


*Live INSPIRED!
Learn From The Master Designer...
Frank Lloyd Wright*

91 Floors for the way YOU live!

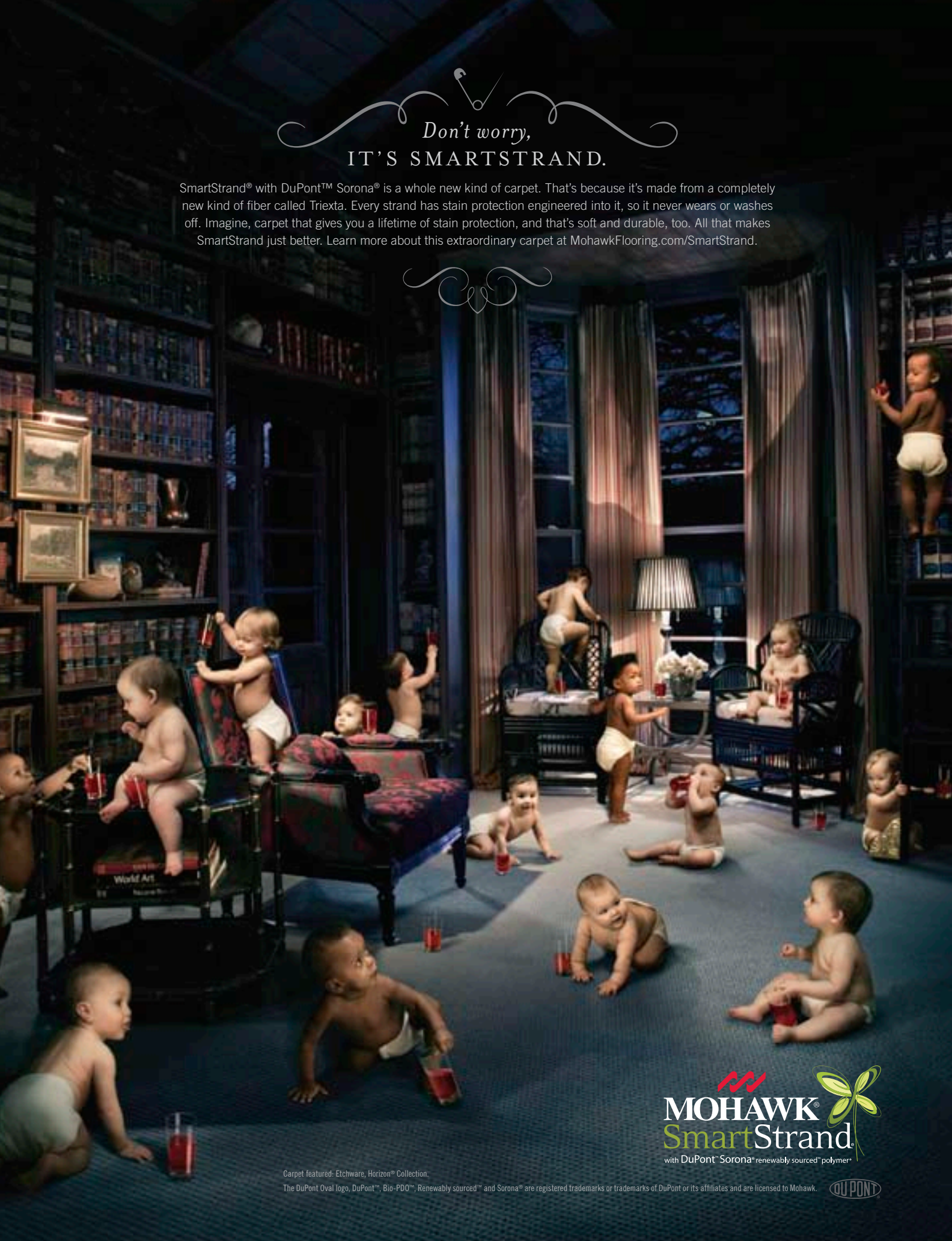
Plus... walls, eco-paints, stone

Go GREEN in greater style



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Welcome to the Fall 2010 issue of
FABULOUS FLOORS, A Consumer Magazine

On the cover: Art Reflects You from Shaw.



Luxury vinyl tile from Armstrong.

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Pathways

Welcome to Fabulous Floors' eighth year of publication. As I assume the role of publisher, I am truly inspired by the paths that have brought us here, excited about the journey ahead and enthused by the roads we will travel along the way.

This new position I hold is a little bittersweet for me. During the brief time I worked with Sonna Calandrino, what I admired most was her passion, her creativity and her ability to draw people in with her knowledge of the industry and compassion for everyone she encountered.

Drawing from her experience as a retailer and integrating that with her knowledge of consumer needs and wants made a partnership with ASID an exceptionally easy choice for Sonna to make. Fabulous Floors Magazine is an ASID Industry Partner, and the staff looks forward to producing the annual designer edition every year. Who wouldn't? It's a magazine filled with articles and photography that will stir your senses and release your creativity.

Fabulous Floors has been and will remain devoted to providing innovation and creative design ideas for you to incorporate into your own home. Look for additions and newsletters, and connect with us on Facebook.

Got an idea? Contact me at 678.361.5309.

Best Wishes,

Debbie Funk



2010 No.27

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tile in style |



The beauty of wood and the durability of Porcelain Stone® combine in Crossville's Wood Impressions collection. This thoroughly modern take on a classic, shown here in Brazillian Cherry, features long lines mimicing wood planking in varying sizes for design versatility, while mosaics introduce an unexpected twist for a decidedly "impressive" look.

Pathways to Inspiration

The latest trend in television programs and decorating magazines is to link home décor to the world of fashion, something Fabulous Floors has espoused from its inception eight years ago.

For us it's not about the credit, it's about the concept.

It's about beauty and function tailored to you. Your taste, your vision, your needs, your home fashion.

Varieties of tile include ceramic, porcelain, glass, metal, natural stone, mosaics — even handcrafted concrete, cork and leather — with sizes ranging from delicate glass mosaics to dramatic marble slabs.

The soft iridescence of glass tiles has exploded in popularity. From blush pink to soft aqua, translucent tiles complement the stainless steel appliances and sleek wood of contemporary kitchens and baths. You will find a growing selection of stunning glass tile and mosaics with increasing recycled content. >>



Whether you want crisp and bold or soft and mellow, color choice is a reflection of your individuality and imagination.

As more homeowners look to personalize their spaces, custom mosaics are finding their way onto a greater variety of surfaces, from showers to wrap-around columns. Other unusual tile materials — rare stone, metal, bamboo, leather — can also distinguish your design. >>

Come home to the dramatic yet welcoming display of tile with Mexican Travertine from Florida Tile.



Guess Who's Coming To Dinner.

Florida Tile invites you to take the time to sit back and reflect on your space; interior or exterior and admire the beauty and the possibilities that can be. We offer a full line of floor and wall tiles as well as natural stone and decorative elements to complete any look. As a leader in the production of environmentally conscious ceramic wall and porcelain floor products, we recycle millions of gallons of water and tons of material a year in our Lawrenceburg, KY factory. All in all, we produce a finished product that is both beautiful and responsible. Visit one of our Florida Tile locations for more information.

PRISTINE BY

floridatile

www.floridatile.com

Some designers have even blended diverse elements (such as wool, fabric or metal yarns) as details *within* their richly colored glass tiles, with stunning results.

Tiles are liquid planes of color, manipulating light within and across surfaces in living space.

Cutting-edge processes have now added myriad shapes and patterns, unique glazes, enhanced textures, richer color shading, and a variety of glosses, even those with shifting patinas.

Look for oval shapes, wedges and free forms like cobblestone and tumbled glass, or elongated, deeply dimensional, split-face tiles in sophisticated whites, black and bluestone — perfect for urban contemporary elegance. >>

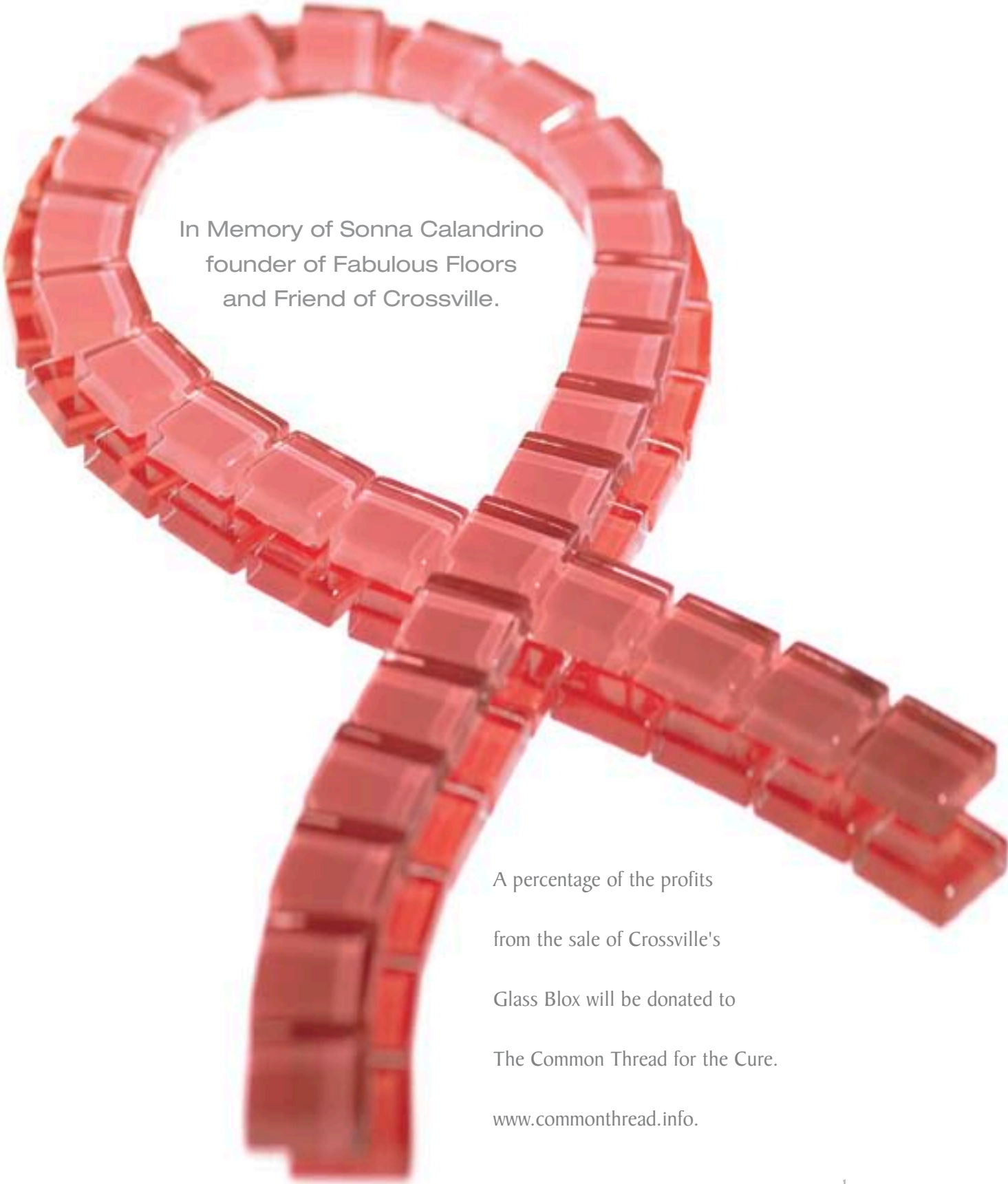


Tiles are liquid planes of color, manipulating light within and across surfaces in living space.



At top: Ann Sacks, from the Michael S. Smith Gilt collection comes luxury defined.

At right: Coordinating floor and wall Tile called BOARDWALK from Ragno USA features an airy lightness and undulating waves coalescing on small and large-scale glazed porcelain formats. Background: Crossville's Wood Impressions Collection of Porcelain Stone®.



In Memory of Sonna Calandrino
founder of Fabulous Floors
and Friend of Crossville.

A percentage of the profits
from the sale of Crossville's
Glass Blox will be donated to
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www.commonthread.info.



Inkjet technology can now create the look of wood planks with softened edges and realistic grain, digitally enhanced marble with arresting veining, stone and slate with ridges and chisel marks, and oxidized metal with luminous finishes, even tone-on-tone tiles with finely-woven fabric looks.

Porcelain tile now comes in mosaic designs, large formats, plank shapes and even ultra-thin tiles — just ¼ inch for reduced environmental impact, from production to transportation. Today's thinner tiles are ideal for renovation projects because they negligibly raise floor levels. >>



The trick is to see the larger picture. Don't think floor, think project — the overall design, taking into account other surfaces, accessories and transitions to other rooms.

Tile of Spain branded manufacturer Keraben offers an industrial flair with the Transit series ceramic tile for both floor and walls, shown here in Graffito Gray. Available in large format tiles 26" x 26" and a white rectilinear format in 13" x 26".
Left center: Metro Fusion listello from Florida Tile.



Left: Florida Tile's Legends Collection is using high definition printing technologies to change the look of their porcelain tiles, as seen in this kitchen. Right: Inspired by the beauty of nature, Amanti, from The Natural Collection of Ceramic Tile by Mohawk, offers a countless combination of shades while restoring tranquility and style to your special space.



Remember to consider trim tiles in different widths and shapes for distinct design needs — like mitered corners or transitions between surfaces. Listellos are uniquely designed for creating borders, including frames and chair rails. And the gorgeous detailing comes in many materials, including metal and composites.

When choosing tile, look for gorgeous detailing like crystalline effects, watermark motifs, metallic finishes, tumbled edges and brushed or chiseled surfaces. And be aware that the flecks and flares of contrasting and complementing colors within the dominant color field help reach out to adjacent features.

The trick is to see the larger picture. Don't think floor, think project — the overall design, taking into account other surfaces, accessories and transitions to other rooms.

Above: Create comfort with an urban charm! Downtown from Villeroy and Boch features slate-look tiles in gray and anthracite that are made of polished vilbostone porcelain stoneware with a sleek metal look. Below: Luxurious Athena from Lea Ceramiche reproduces the precious surfaces of marble; it is ideal for wall and floor covering.



It looks like wood, but, SURPRISE... it's tile from Lea Ceramiche. The characteristic grain of the wood differs every time in the Bioessenze collection, which makes any wall or floor surface suggestive, varied and balanced. Bioessenze allows the use of wood tiles anywhere, as it remains resistant to wear and tear and atmospheric agents and requires little maintenance.





If you're concerned that tile can be cold underfoot, consider new technologies that allow installation of radiant heating under your tile floor. And if you have environmental concerns, be assured that tile is fashioned from abundant and renewable natural materials like clay and silicon. Most tiles are nonporous, blocking pollutants and generating fewer contaminants from cleaning products.

Tile is about versatility and possibility. Feeling elegant and artistic? A single hand-painted tile can be displayed as a work of art. Practical and playful? Consider tile for an outdoor kitchen. Or perhaps interlocking aluminum tiles in an assortment of anodized colors. From a garage to a workshop, any "man cave" can be turned into a showroom.

Like fashion, design should reflect your unique personality, needs, tastes and moods, with an emphasis on quality and beauty that unify design elements into a complete, visually stunning presentation. 🏡

While tile will bring new life to any room, think how pattern can bring yet another new dimension to the design of your room. Note this example, Ravenna, from Shaw in this brickweave pattern.



Indulge your imagination and your sense of touch with the subtle pattern and tone of WundaWeve Serenity Garden, color is Spring Green — this is a Stainmaster Tactesse product from Mohawk.

Fashion Greet Functionality

As one approaches home in a fairytale, the path magically becomes softer and brighter. It's part of the tale.

With carpet, though, that's simple reality.

Think of the colors, patterns, textures and sensuous softness of carpet! And, yes, it also does have a practical side: sound insulation, energy savings, nonslip safety, ease of installation, durability, environmental consciousness, nonallergenic properties, extended warranties, and design flexibility fluent in the language of luxury.

Carpet is warm underfoot and invitingly quiet. It offers a rich and subtle array of sensations to the touch. And its multidimensional visual appeal is ideal for integrating patterns, colors and textures into your design composition. >>



BY
LISBETH
CALANDRINO



Left: Texturize
in high
style with
Block Island
Aberdale
Antelope from
Couristan.
Background
detail:
High Rise
Retreat from
WundaWeve
in color
Cashmere.

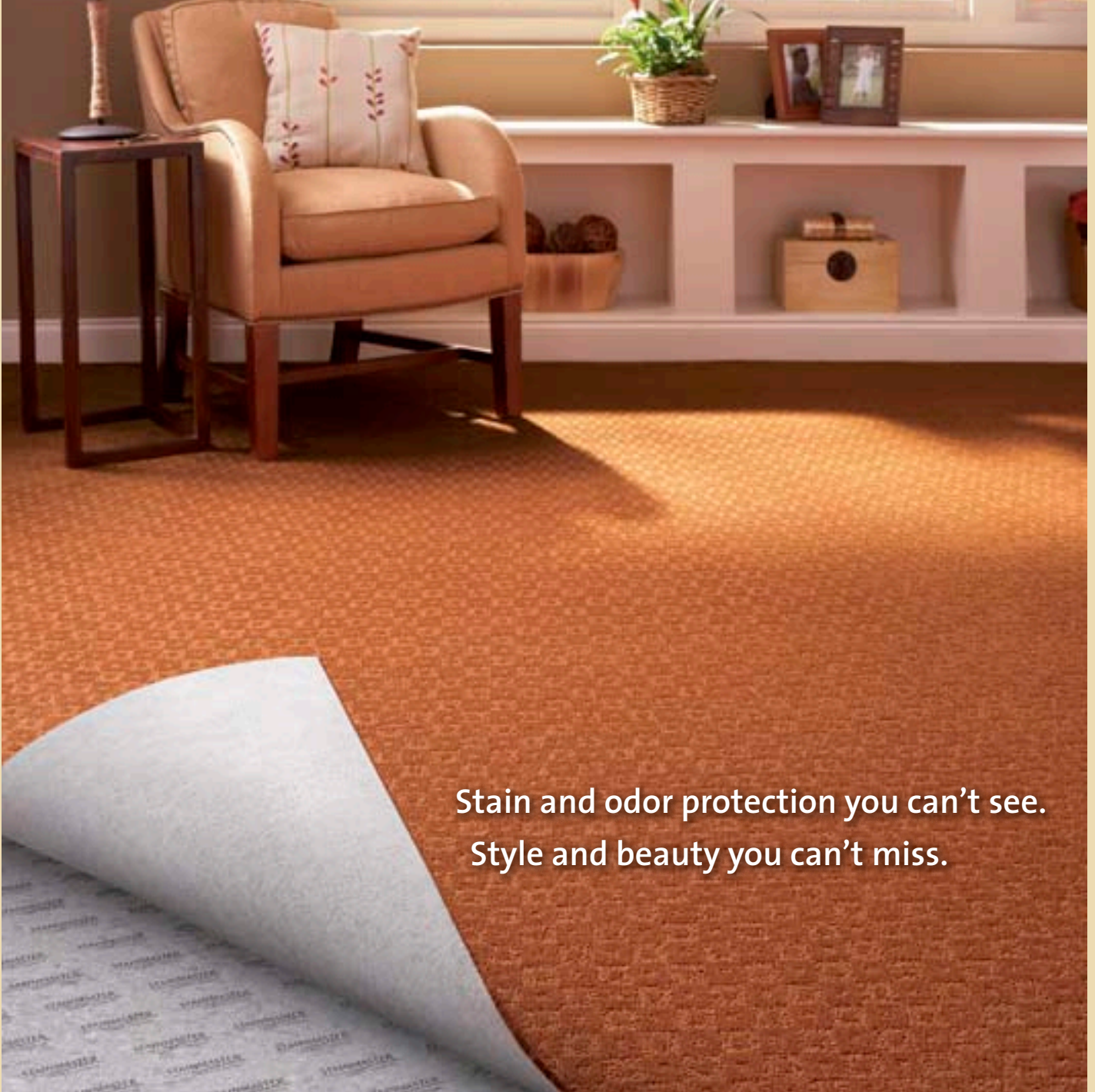


Shaw's ClearTouch carpets, for example, feature a new continuous, ultra-fine fiber made with recycled content. Not only is it gorgeous, it offers a stain- and soil-resistance system, along with superior durability that includes a texture-retention warranty.

And Shaw's Modern classics, ranging from traditional Persian designs to contemporary geometrics, are not only lovely and durable, they offer coordinating woven area rugs to enhance your overall design.

With a new insistence on optimism, today's consumers are embracing colors inspired by nature. It might be the exotic colors of the South Seas captured in Gauguin's Tahitian paintings, or the tranquil green-blue foliage of Monet's waterscapes, or the contrasting shades of Van Gogh's countryside. >>

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CARPENTER

carpet couture |

Muted earth tones — dune yellow, russet, sage green and smoky blue — are subtly evocative, while spice or jewel tones — garnet, coral, jade, cobalt and lavender — are bright and vibrant.

Even neutrals, including the new grays and straw yellows, offer greater complexity, such as understated shading, variations in color value, or the introduction of harmonizing color specks that call out to other design elements, highlighting, coordinating and integrating décor accessories. >>



Carpet — its appeal to the senses is obvious and immediate, not only warm underfoot and quiet, but subtle and inviting to the touch of a hand. Its visual appeal reflects a softer trend toward more tailored looks as seen in Endless Shadows from Woolshire, above. At left: Double the Pleasure from Shaw. Opposite page: Aberdale from the Skins II Collection from Helios.



carpet couture |

The actual construction of a carpet with its high and low loops, cut pile, loose frieze, knotty Berbers and smooth Saxonies — even the degree of yarn twist — produce a physical texture with both design and performance implications.

Visual texture can be enhanced by elegant carpet sculpting, dye patterns (like updated florals ranging from restrained to bold Persian looks), or techniques that add color flecks and even metallic elements into the yarn.

Merging cut and loop piles and diverse yarns of varying thickness — including high-end wools, satiny nylon, sisal, sea grass and metal fibers — creates unique characteristics, including shifting patinas within the same carpet. The results are finely patterned swirls, striations and textures as pleasing to the touch as they are to the eye. High-luster yarns can even be woven to duplicate the shimmering look and sumptuous feel of silk.

Sophisticated geometrics, updated tweeds and re-imagined hounds-tooth patterns are now available. Subtle pin-stripes and wider banding can add refined style to living areas, classic elegance to hallways, and both dimension and design continuity up a flight of stairs.

Below: Botanical Bliss from Mohawk in color Forest Ridge.

Right: In today's home, carpet sets the fashion tone. Step out softly onto this texturized, deep piled beauty from Gulistan.



Today's carpet is as ethical as it is beautiful. Industry leader Mohawk has set a standard for environmental stewardship that has swept the flooring industry, from lower energy production and transportation practices to gorgeous eco-friendly fabrics.

For example, recycled bottles become Mohawk's elegant EverStrand carpet. And Mohawk's DuPont Sorona fibers, using bio-based, renewable materials, are being transformed into richly colored, exquisitely patterned carpets that are tough enough to stand up to commercial traffic. >>



Enlightened Decor from Mohawk (color is Vintage Cream) offers a distinct pattern which adds character to this gathering spot. This is 100% Smartstrand Triexta filament.

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carpet couture |

Chakra from Masland, displays an exquisite pattern in this Persian themed carpet, made with 100% New Zealand wool.



Beaulieu of America, under the Bliss brand, has recently joined forces with Stainmaster and Magic Fresh to produce SoftSense, amazingly soft, incredibly handsome, odor-resistant carpets that are so stain resistant, they boast a lifetime warranty — and are made from recycled material. Among their many environmentally friendly offerings are striking modular carpet tiles converted from used safety glass and windshields.

With advances in technology and design artistry, today's hard-wearing, eco-friendly carpets are a delight to the senses, promising — and delivering — silky softness, lush textures, sumptuous colors, gorgeous patterns and refined elegance for your home. 🏡

Opposite page: Inspire the designer in yourself! Flirt with exciting exotic prints and patterns such as what you see in Making Waves from the Bliss Flirtation™ Collection from Beaulieu.

We've got your back!

Introducing the first eco-friendly carpet backing! EnviroCel HOME™ from Southwind Carpet Mills (a division of Cherokee Carpet Industries). EnviroCel HOME features insulating properties that reduce energy usage and noise levels. This eco-friendly backing enhances the carpet's performance with moisture protection. Carpet shown here is Hyde Park in color Montego. For more information, www.southwindcarpet.com.



*Today's carpet is as ethical
as it is beautiful.*

woodn't it be nice |



If a "New Traditional" style is what you're looking for, here it is as portrayed in Birchall Plank from Bruce Hardwood Flooring, shown in 4¼-inch plank in the color Sunset. At right: A touch of authenticity perfect for daydreaming. Subtle variations, knots, cracks and other natural characteristics give this Handcrafted Oak called Teddy Bear from the Sweet Memories Series by Mirage Flooring all the charms of yesteryear.

BY RONALD HOWLAND

Where nature and imagination meet

Wood represents the timeless beauty of nature. The detail is exquisite, the sophistication incomparable.

First there is the genius of nature creating unique and arresting detail in each board: distinct grain, flares, rays, mineral streaks, knots and other character marks.

Next is the craftsmanship of human imagination: staining, steaming, sculpting, laser imprinting, finishing, embossing — even inlaying multiple species or diverse materials like ceramic tile and metal.

Exceptional visual effects are achieved with special cuts like quarter-sawn to reveal distinctively tight, intricate grains. Slicing or rotary cutting reveals arresting patterns on the wood face and can significantly increase hardness and durability. >>



woodn't it be nice |

Flooring manufacturers are continually trying to find new looks from familiar woods. One method is reclaiming antique boards from old structures and river bottoms.

Aged wood, like aged wine and old friends, is rich with character. The adze marks, nail holes, mortises, notches and unique patinas of vintage wood speak to history and heritage, adding depth to chic contemporary spaces.

Similar aged, rustic looks, found from lake cottages to New York penthouses, are available in plentiful formats, whether solid or engineered. These and other such “character hardwoods” come in a variety of distressed looks — from wire brushed to smoked, chattered and hand scraped.

Wider planks with deeper, richer colors are a growing fashion in wood floors while narrow, tailored, golden oak remains the most popular hardwood flooring in America. Other classic species include cherry, maple, hickory, walnut, pecan, beech and birch with color tones ranging from cream to caramel, dusty rose, deep burgundy and chocolate brown, all offered in glazes from soft oil to bright piano finish. >>

New Traditions in Cork! Almada from US Floors — Nevoa Alba (border) and Nevoa Coco (insert).



As green as it gets: Bamboo and Cork

Bamboo and cork are proud members of the wood family.

Bamboo is a sustainable exotic that continues to explode in demand. Today’s bamboo flooring comes in interlocking tiles and planks, and in a multitude of colors, patterns and textures. (Bamboo is technically a woody, hard and hardy, fast-growing and quickly replenishing member of the grass family.)

Naturally blond, it can be transformed into rich medium and dark browns through steaming, a dye-free, eco-friendly process. Bamboo is highly renewable, tough, moisture resistant, elastic, affordable and very chic.

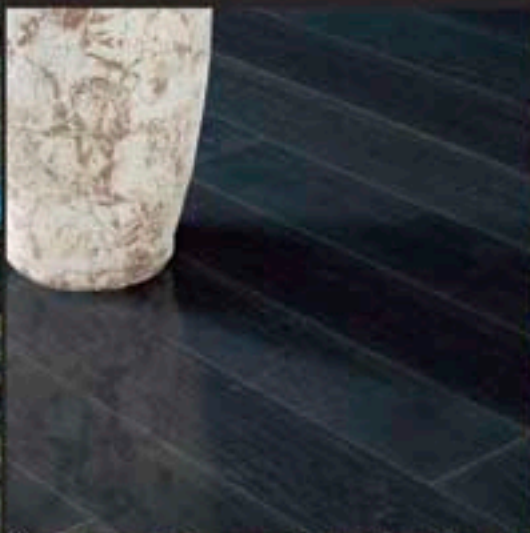
Cork is another durable and fashionable option. From its familiar honey tones to the newest reds, greens, creams and chocolates, cork planks and tiles offer unique textures and designs that mix brilliantly with other elements. Harvested from Mediterranean oak, cork simply re-grows to be harvested again — without sacrificing a single tree.

Sound and heat insulating, cork is warm in winter and cool in summer, easy underfoot, and once sealed (it can be purchased prefinished), easy to maintain with a broom or damp mop.

Cork flooring can be glued down or floated over a variety of existing flooring types. And like wood, cork can be stained, bleached, etched, finished and inlaid in myriad patterns, including elegant borders.



Background: Pick up Strips Light from the Mediterra Cork Collection, Rigato (which means “pinstripe” in Italian), from Capri Cork offers hand-laid homogeneous stripe patterns. Above: Beautiful Bamboo Natural Hand-scraped Spice from US Floors.



Your source for the most innovative Natural Cork™ and Natural Bamboo™ floors.

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woodn't it be nice |



Exotics — wood species imported from around the globe — are also setting trends. These hardwoods offer amazing color and character. Blues from African woods, for example, add to the familiar palette of neutral browns and yellows.

Brazilian cherry is very popular, as is a relative newcomer, Brazilian chestnut — rich, earthy brown, distinguished by subtle graining, and ecologically sustainable.

Teak and renewable teak alternatives from South America and Africa, with their warm yellows and deep chocolates, pair perfectly with the sleek glass and stainless steel of contemporary kitchens and baths. With their moisture-repelling oils and bacterial resistance, these woods are outstanding for moist environments.

New exotic looks from domestic species are definitely burgeoning, in part due to strict global guidelines for responsible forestry, and in part due to the lower cost and gorgeous looks of the paradoxically named “Domestic Exotics.” Some are stained to look like off-shore exotics but are made from renewable domestics like ash and birch.

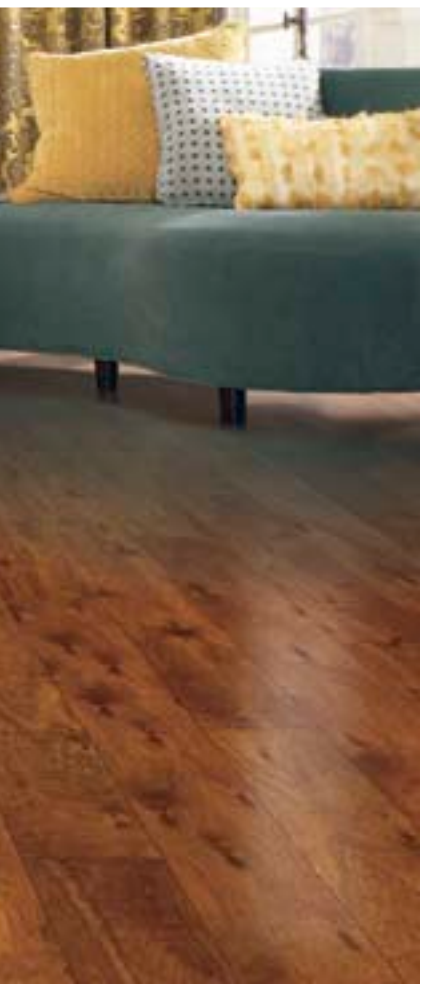
One domestic exotic, for example, made from North American yellow birch, offers the same tiger-striped graining as Brazilian Tigerwood but from a more abundant and renewable resource. Others provide distinctly original looks with unusual grains and color tones. >>



Left: It's always a pleasure to come home to a floor with real character. Tropical Reflections Collection shown at left in Birch Twilight Tan from Anderson. Create a distinctive ambiance that shows off your refined taste, like that displayed here in this rich floor called Raschiato, in Eucalyptus Amber from Mohawk.



A floor with distinct character from Robbins offering a rustic appeal that highlights this floor's natural charm.



A modern and vintage look at the same time. California Dreamin' in Seawall from Shaw is richly colored for a splendid look.



With the global establishment of strict forestry practices, it is important to know that American hardwood forests are renewing, abundant and sustainable.

In fact, the quantity of hardwood in American forests today has nearly doubled in the last 50 years! And eco-consciousness extends to both solid and engineered wood flooring.

Engineered wood can be glued, stapled or floated over the subfloor. It can be snapped together for easy installation and removal and is ideal if you want radiant heat underfoot. Prefinished woods, many with extended warranties and advanced finishes, may be more expensive initially, but installation is simpler and the wear layer will protect your floor over time.

Along with different species, colors, stains, widths, textures and finishes, there are countless designs to choose from in both solid and engineered, from parquets to inlaid borders and medallions that often combine exotic and domestic species in striking artistic designs.

Design possibilities are also enhanced with special touches available in columns, borders, moldings, floor registers and transition pieces.

Don't forget the practical issues. Ask flooring representatives about wear layers, joint and seam integrity, and longer warranties. Newer technologies can render wooden floors resistant to traffic, temperature and humidity.

With its rich color, distinct character and radiant sheen, a genuine hardwood floor is truly an investment, imparting grace, refinement and a reassuring sense of permanence. 🌳



Above: From the "Kaindl Two" collection of DOS Kaindl is this fashion real wood floor library. Left: Homerwood Traditional Character Hickory Saddle from Armstrong serves up a delightful and strong foundation for this busy family gathering area.



*Kaindl TWO Authentic Oak.
Turning your ideas into reality.*

Kaindl TWO real wood design - thinking one step ahead: A world first, "Authentic Oak" combines various wood textures in oak flooring. The result is impressive, in terms of look and feel: brushed real wood surfaces with original pores and authentic structures. www.kaindl.com



A STEP AHEAD.



on the boards |



First Impressions to Last

The perfect path begins with the familiar and makes good on the promise of taking us in exciting new directions.

Laminate floors offer paths to the timeless and traditional appearance of wood, stone and tile while adding cutting-edge technologies and visionary designs. The result is incredibly durable floors with a virtually endless selection of looks, textures, edges and finishes.

Today's laminate is the result of ingenious technological breakthroughs. It is impact, fade, stain, wear and moisture resistant, antibacterial, antimold, antistatic and sound insulating.

Laminates, with their astonishing, rugged, high-definition photographic surfaces, offer the look and appeal of genuine hardwoods at a fraction of the cost. Warm wood looks include everything from classic oak, maple, hickory and cherry to exotic cypress, bamboo, wenge and teak.

Laminate wood styles come in strips, planks and tiles with an assortment of edge treatments such as square, micro, sculpted and beveled. >>



Laminate has become its own fashion; witness the modern chic look of Bruce Laminate Reserve Collection in Black Forest and, at right, the brick weave pattern of Adirondack from Mannington.

on the boards |

Narrow, tailored strips in oak, maple or exotics create a more formal appearance — whether classic or contemporary. A strip floor is perfect if you wish to visually expand the size of your room. Square (flush) edges enhance a smooth, traditional look.

The hottest wood looks in laminate include longer planks — extending up to seven feet and beyond — with wider boards, hand-scraped or brushed looks, and a variety of finishes ranging from warm oil to bright piano finish. Planks with eased, realistic edges create dimension and accentuate detail in the natural wood appearance.

Technological advances in laminates can now create the look — and feel — of authentic hardwood, stone and tile. Random texturing replicates the natural ridges of stone and ceramic while lightly etched surfaces enhance the appearance of wood grain.

Laminate is available in gorgeous porcelain, ceramic tile and realistic stone designs inspired by nature, many with textured and embossed surfaces. Laminate also comes in trendy larger tiles. As you consider your overall design, look for small color flecks and flares, metal flakes, even organic fibers, details that enhance and unify various décor elements.





Today's laminate is the result of ingenious technological breakthroughs.

At home with laminate, get the look of hardwood with the ease and versatility of a number of wood looks such as these: opposite page left: Perspective Afrormosia from Quickstep; center, Armstrong's New England Long Plank laminate; or below, Delanna Vintage Pecan 2 from Formica.

Ultramodern looks are also available in graphic designs that replicate welded steel, stained concrete, abstract art forms — even futuristic 3D effects.

Laminate flooring is especially customizable. It can be installed in numerous patterns — including herringbone, basket-weave and diagonal — without the prohibitive costs usually associated with these installations. For a genuinely custom look that is both traditional and less formal, some designers are actually mixing plank widths.

With laminate's interlocking, snap-together construction, diagonal planks or tiles, as well as mixed inlaid looks that incorporate wood, stone, ceramic and metal, are relatively easy to install and are considerably less expensive.

A medallion can add a striking focal point, mixing with other design materials. Contrasting borders can add dramatic definition, defining spaces and accentuating individual rooms or hallways. >>



Matching laminate trim pieces are also available to complete your high-end look. These include transitions to other floors, decorative skirting, scotia bead and base molding. Extra sound insulating underlayments are also available.



Mohawk's Celebration in Barnwood Oak.
At left: Shaw's Chateau in Brittany Walnut.

Laminate's wear layer, with aluminum oxide, provides unsurpassed dent, stain, burn and fade resistance, as well as incredibly easy maintenance. Laminates are also antibacterial, antimold, antistatic and sound insulating — offering warranties that extend from 10 years to lifetime!

To help you choose the right laminate floor for a bedroom or a high-traffic area, ask your flooring representative about AC Ratings, the manufacturers' method of scoring durability.

Laminate manufacturers employ a high percentage of renewable and recycled materials and ensure low emission levels. Many laminates have cores, backings and joints treated with water repellent chemicals and paraffins. Be sure to ask about these features, especially for applications in a bathroom, kitchen or below grade.

With laminate, the journey begins with tradition, proceeds with innovation, and ends in undeniable beauty. 🏡



The floor seems to say, "Welcome, you must know me by now, I'm laminate." Shown here, Berkshire Oak from Pergo.

A Road Well Taken

The marriage of new technologies and artistic imagination has led to a new generation of resilient floors that will delight your eyes... and pamper your feet!

With decidedly competitive costs and relative value, resilient will please your budget as well.

Resilient is an all-encompassing term for flooring that includes vinyl, linoleum, rubber and even cork (a wood product).

The latest vinyl and linoleum floor designs range from chic contemporaries, including stained concrete and stylish metallics, to classic looks, including gleaming porcelain, glass tile, weathered stone, dimpled ceramics, textured leather, fine fabric, and realistic hardwoods, including exotics like bamboo, teak and spalted maple with gorgeous, hand-scraped looks.

A long-lasting resilient floor with a soothing bounce underfoot (hence the name "resilient") can be installed inexpensively and quickly in planks, tiles, or sheets 6- and 12-foot wide.

Take some time to investigate the upper end of the resilient scale called Luxury Vinyl Tile or LVT. Truly design driven, the latest innovation in LVT even allows for authentic grouting. Rather than tightly butting tiles, you can leave a gap to be filled with a specially designed acrylic grout. >>





It's a new road for resilients, like the grainy realistic wood look of HC05 Oak Royal Collection in Evening Oak from Karndean, or here, Mannington's Earsdale Slate.

Resilients in multisized, modular formats can create the elegant look of oiled parquet, the contemporary look of brushed steel or the dramatic look of large, contrasting tiles in checkerboard or random patterns. Some designs have compelling 3D effects.

Vinyl tile is easy to stand on for extended periods, easy to clean and easy on the environment because clean, nonpolluting, natural limestone comprises 80 percent of its raw materials. >>



Ovations in color Stone Greige from Mohawk.

Linoleum, with its natural fiber backing, is composed of linseed oil, wood flour, cork, ground limestone and pine rosin. It is biodegradable, fire resistant and, like most resilients, it is hypoallergenic and antistatic while boasting a rainbow of colors and fresh, fashionable designs, including colorful organics and sophisticated geometrics with the look of medallions and inlays.

Simply stated, resilient floors offer the highest standards in environmental sensitivity from its production to its installation with low-emission “green” adhesives.

Resilient also remains the preferred flooring where moisture is a concern, ideal for kitchens, baths and below grade.

Resilients are impressively durable as well — gouge, fade, stain and scuff resistant — backed by extended warranties.

Designers and sophisticated consumers are blending and layering eclectic elements. Today’s trend, for example, is mixing the gloss of glass and sleek metal with natural stone and wood.

One benefit of selecting resilient — especially in achieving custom looks — is the ease and low cost of installation. As long as the surface is flat and sound, it may be applied over plywood subfloors and concrete, as well as existing floors such as linoleum and wood.

Resilient offers an inexpensive way of integrating the look of wood, stone, tile and metal into your floor with borders, medallions or other custom inlay work. The right resilient look for blending might be limestone, slate, sisal, linen, nickel, copper and steel, or woods with colors and grains from classic cherry and oak to exotic burnished mahogany and rosewood.

At right: Upscale Elegant! Urban Settings Collection from Armstrong in Stucco Umbra Gray.

The exceptional visual detail in stone looks, for example, is a feast for designers. Look for the appearance of softly worn edges or chiseled textures, along with color traces of garnet, amber, moss and onyx, ideal for highlighting accessories and other design elements.

When considering design, performance, economy and especially comfort, consider everything resilientists have to offer.

Whoever said, "Home is the place where it feels right to walk around without shoes," must have been standing on a resilient floor. 🐾

Right: A contemporary twist to classic copper is fashionably portrayed in Metal Coin from Amtico.



Inspired by a classic Heriz pattern, the Windsor rug from the English Manor Collection from Karastan captures attention with a versatile color palette of red, indigo, ivory, yellow, caramel, terra cotta, blue and green. Made from soft New Zealand wool, Windsor exhibits the perfect symmetry and balance of this design — testament to its ability to complement the decorating styles of centuries.



Lifetime Companions

As shadows lengthen, and as colors deepen, the road home has never felt so comforting.

Area rugs can warm a chilly floor, proclaim a changing mood, and — in an instant — completely transform a room. The colors, patterns and textures of a new area rug can unify eclectic elements or energize existing accessories, pulling their colors and patterns into the foreground.

Natural colors are definitely in demand — from popular earth tones to more intense, finely shaded, “optimistic” hues.

More designers are also using tone-on-tone rugs, with subtle shifts of shading and texture, adding refinement to both casual, elegant settings and highly formal, sophisticated spaces.

Area rugs are as diverse as they are versatile: knotted, woven, hooked or braided. From machine-made polypropylene to hand-tufted wool, their looks and designs run from traditional to contemporary, oriental to modern, abstract to floral and subtle to bold. Today you can even have a fully reversible rug with two completely distinct designs in the same color scheme. >>



A classic trellis design, Green Oushak from the Soumak Collection from Masland has the distinctive, embroidered appearance that is typical of the Soumak style. Background: English Floral Ivory from Shaw.

The layered rug look is very fashionable, from the lofts of student-artists to the portfolios of exclusive interior designers. Using at least 12 inches of space on all sides of two or more layered rugs, you can highlight complementary colors, contrast textures and patterns, and — more important — declare your unique personality and vision.

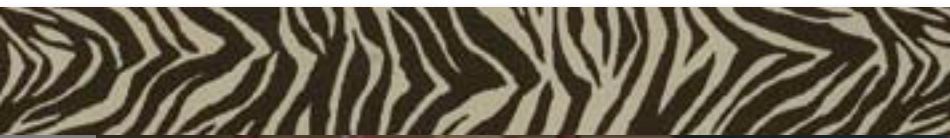
Most area rugs are environmentally friendly, fashioned from natural fibers like wool, silk, cotton, coir and sisal, each with a distinct texture. Other rugs come from recycled materials. And blending these different fibers creates remarkably evocative texture and sheen.

Remember, there is a price for every need and every pocketbook, with today's suppliers emphasizing lower costs and greater quality.

A jewel-toned Persian, for example, can enrich a home office or library. A softer palette, featuring crème or pale green with highlights of coral or glowing brown, will add elegance to a traditional setting. A sophisticated contemporary geometric or tone-on-tone organic can enhance an open living room.



Above: "PEAR" From The Sonna Collection of keepsake designed area rugs. At left, Modern Plains (detail) from Shaw.



Penny Rug called Home Sweet Home from HomeSpice Decor is a beautifully primitive rendition displaying log homes, sheep and blue birds perched on fences.

Similarly, a Navajo rug or bright Scandinavian piece is quite striking when paired with rustic floors or Shaker furniture. On the other hand, bold, expansive patterns, featuring sunflowers, sports icons and even dinosaurs might be ideal for the child — or adult child — in your home.

Be sure to consider different shapes as well as sizes as you cover a hardwood floor, create a focal point over wall-to-wall carpet or stake out an intimate reading nook next to a window or fireplace. Layering definitely creates a cozier look and feel, perfect for the season.

Designers have turned away from restrictive trends in favor of mixed elements and individuality. It's all a matter of vision that is sometimes intensely personal — as it was for us. The Sonna Collection (named for the late publisher of FABULOUS FLOORS) was a keepsake collection, a dream that grew out of a single family photo.

With an area rug, you can go back in time. Capture a special moment. Recall a beloved person or enchanting place while you look into the future. 🍷

Walk on the strait and narrow... sophisticated stripes crafted in cut-and-loop tufts and made from luxurious New Zealand Wool are elegantly presented in Bardolino from Fabrica. Background rug by Couristan.



Most area rugs are environmentally friendly, fashioned from natural fibers like wool, silk, cotton, coir and sisal...

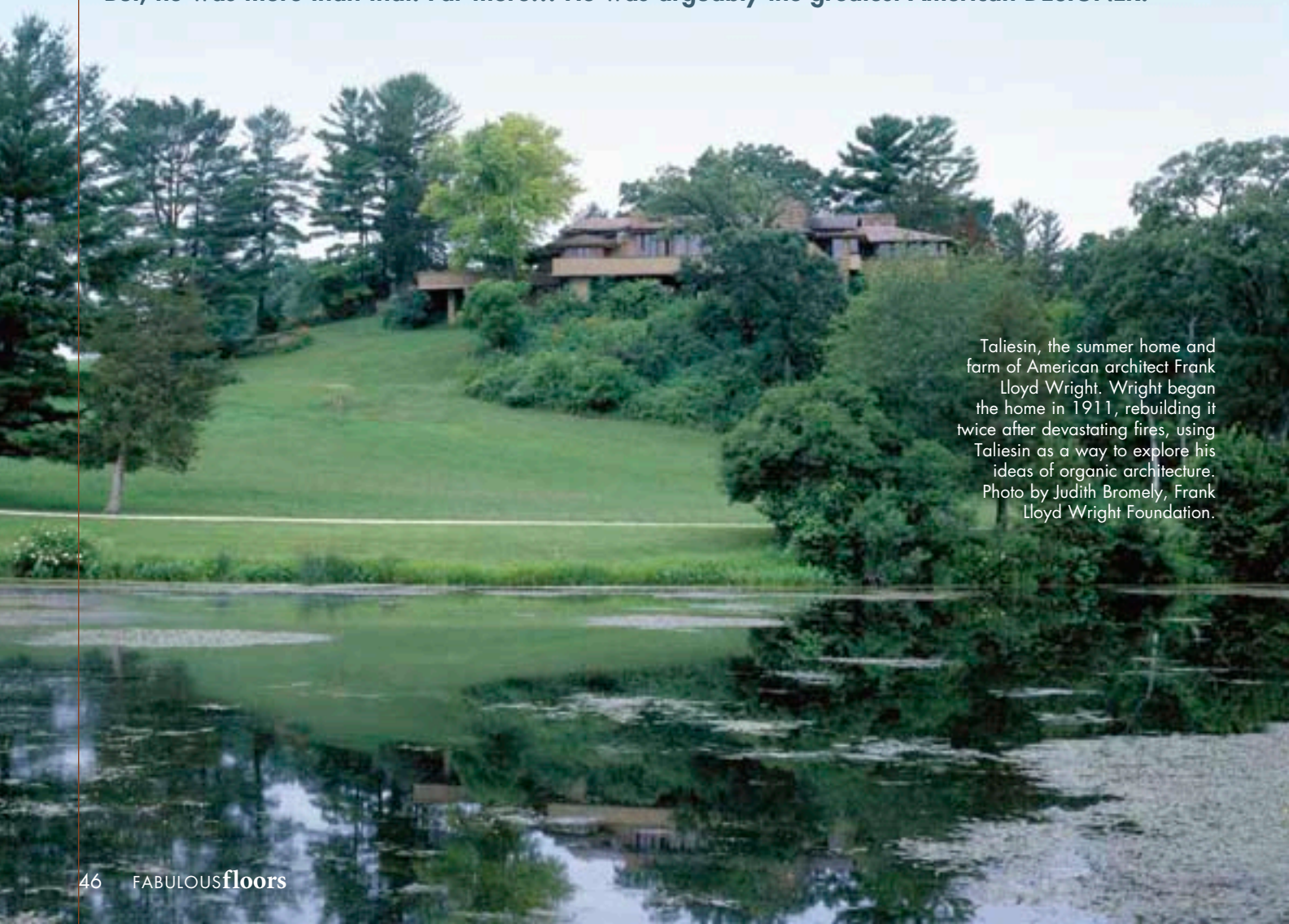
DESIGNER'S WALK

BY RON TOELKE
PHOTOS COURTESY THE FRANK LLOYD
WRIGHT FOUNDATION UNLESS
OTHERWISE CREDITED.

FRANK LLOYD WRIGHT

To term Frank Lloyd Wright (1867–1959) America's greatest architect is to do the man a bit of a disfavor. With some 1,000 design projects and more than 500 completed works, many of them famous and a few bordering on the notorious (if such a word can be used in the discipline of architecture), he was all of that. Having influenced so many styles and generations of American architecture, he is a great — No! The greatest architect up to the present time.

But, he was more than that. Far more... He was arguably the greatest American DESIGNER!



Taliesin, the summer home and farm of American architect Frank Lloyd Wright. Wright began the home in 1911, rebuilding it twice after devastating fires, using Taliesin as a way to explore his ideas of organic architecture. Photo by Judith Bromely, Frank Lloyd Wright Foundation.



Frank Lloyd Wright's Home and studio in Oak Park, Illinois, restored to its 1909 appearance. Photo by Jeff Zoline, Wikimedia Commons.

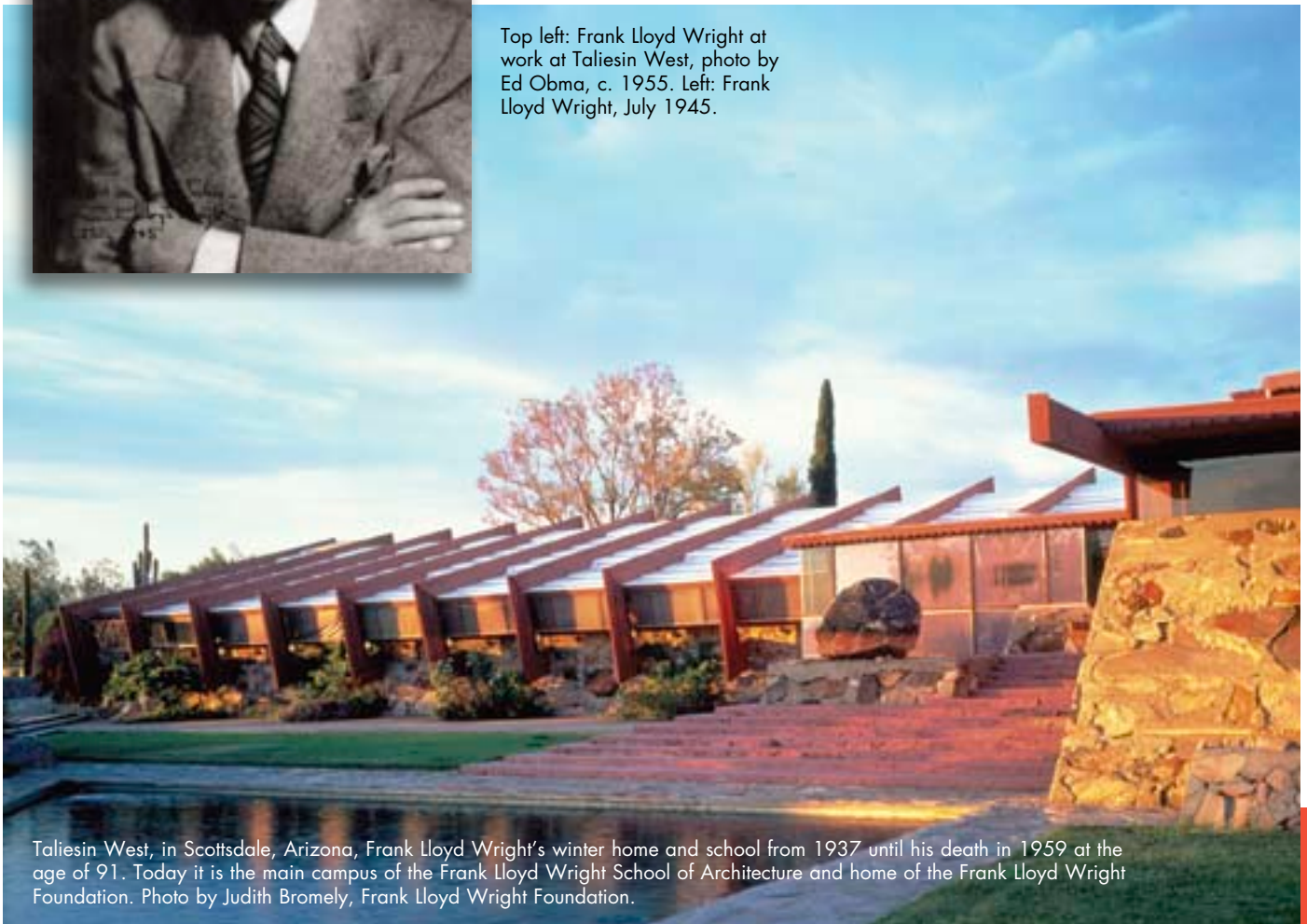
THE GREATEST AMERICAN DESIGNER?



That may be a macro-claim, but when you think that not only did Frank Lloyd Wright design homes and public structures but also designed the fabric, furniture and stained glass and virtually every element of the space he was creating, AND was designing all the pieces to work together, it should be obvious.

And that's why his inspiration lives on (See Pages 52–53) a half century after his death.

Top left: Frank Lloyd Wright at work at Taliesin West, photo by Ed Obama, c. 1955. Left: Frank Lloyd Wright, July 1945.



Taliesin West, in Scottsdale, Arizona, Frank Lloyd Wright's winter home and school from 1937 until his death in 1959 at the age of 91. Today it is the main campus of the Frank Lloyd Wright School of Architecture and home of the Frank Lloyd Wright Foundation. Photo by Judith Bromely, Frank Lloyd Wright Foundation.

Trained as a civil engineer, Wright established himself with his first independent commission called “the Winslow residence” in 1893 and with subsequent homes featuring extended low buildings, shallow-sloping roofs with clean “sky” lines, suppressed chimneys plus overhangs and terraces and the use of unfinished materials.

Complementary to the look of the area around Chicago at the time, this style became the foundation of what is known as “The Prairie School” of design in which the structure works in concert with the surrounding landscape.

Though innovative and often criticized as radical at the time as to structural style and aesthetics, the decades have been kind to the Wright way, as many of his design philosophies and methods have become part of the international design patois.

Wright was known for using commercial concepts in residential design and for introducing the fluid “open concept” of planning home interiors. Wright experimented with novel ideas with seemingly mundane materials like precast concrete and glass and the resultant look of horizontal joints. >>

THE FREDERICK C. ROBBIE HOUSE

Now a U.S National Historic Landmark in Chicago, The Frederick C. Robie House was designed and built between 1908 and 1910 by Frank Lloyd Wright. It is considered the greatest example of his Prairie style, the first uniquely American architectural style

The City of Chicago’s Commission on Chicago Architectural Landmarks declared, “The bold interplay of horizontal planes about the chimney mass, and the structurally expressive piers and windows established a new form of domestic design.” Wright usually designed the furniture, carpets and textiles for his Prairie houses. In the Robie House, Wright designed

furniture for the entrance hall, the living and dining rooms, guest bedroom and a bed for the third-floor bedrooms. Wright also designed 174 art glass window and door panels in 29 different designs.



Left above: The Robie House — the client was an inventor and engineer who had specific ideas for the design, including fireproof construction, uninterrupted rooms, lots of natural light, with overhanging eaves providing shade and weather protection. Photo by Lykantrop, Wikimedia Commons. Left: Early photo of the Robie House dining room, showing characteristic interior and furniture design by Frank Lloyd Wright. Photo by Cervin Robinson, courtesy Library of Congress.



Wright was interested in every aspect of the homes he designed. His innovative use of natural and artificial light often included the design of lamps and lighting fixtures. Wright originally designed the table lamp (above) for the interior of his own home in 1925. The wall sconce (below) was designed for the Robie House. Photos from Yamagiwa, maker of high-quality reproductions.



THE ORIGAMI CHAIR

Always interested in new materials, Wright began experimenting with plywood in the 1930s. Over time, through trial and error, the Taliesin West Origami chair was developed. Pleased with the success of this effort, Wright said, "I have done the best I could with this living room chair. I've tried to design a chair so that when one was seated, one looks like something. And that's the chair in the living room there. You know, with the sloping slides, and really, when you're reclining, seated in that chair, you are graceful — in spite of yourself."



Left: An "origami" chair. Below: The Garden Room at Taliesin West, where several origami chairs can be seen. Wright also made extensive use of built-in seating around the perimeter of a room.



Since 1889, F. Schumacher & Co. has brought superb quality and superior design to interiors where only the very best will do. A fifth generation, family-owned company, F. Schumacher & Co. is a premier supplier of reproduction period decorative textiles. This fabric example was part of the "Taliesin Line of Decorative Fabrics and Wallpapers" produced in 1955.

Fallingwater (the Kaufmann Residence) is a house designed by Frank Lloyd Wright in 1935, located in rural southwestern Pennsylvania, near Pittsburgh. The home was built partly over a waterfall on Bear Run, a stream in the Laurel Highlands of the Allegheny Mountains.

Praised by *Time* magazine as Wright's "most beautiful job," it was designated a National Historic Landmark in 1966 and was named the "best all-time work of American architecture" by the American Institute of Architects in 1991. The construction was complicated by numerous conflicts between Wright, Kaufmann, outside engineers and the construction contractor.

Wright's admiration of Japanese architecture was reflected in the design of Fallingwater, especially in the relationship of exterior and interior spaces and the harmony between man and nature. The sound of water can be heard throughout the house. Locally quarried stone walls and cantilevered terraces that resemble nearby rock formations harmonize with the landscape. The design uses expanses of windows and balconies which connect to the surroundings. An interior staircase leads down from the living room giving direct access to the rushing water below.



Left: Living room — note the extensive use of natural materials, including a stone floor, and the built-in overhead lighting. Below: The cantilever over Bear Run.

In the midst of a personal crisis, he spent much time in Europe where he absorbed the Continent's architectural greatness and melded that with the clean, open and broad-shouldered American look.

By the 1930s, Wright had evolved to designing homes intended to be highly practical for middle-class clients. Designs were based on a simple, yet elegant geometry, and this evolution would find its way into major projects of the day.

His projects are that of legend. They include Wright's Spring Green, Wisconsin, residence, Taliesin, built in 1911, and Taliesin West in Scottsdale, Arizona. (The latter has continued as a school of architecture. Of course, most of us are familiar with his work at the Solomon R. Guggenheim Museum in New York City.)



Above: Wright-designed furnishings and carpet at Taliesin West in Arizona. Below: A panorama of Taliesin West, perfectly integrated into the desert landscape of the American Southwest.





It is said that Frank Lloyd Wright created a new wave of interior design and architecture by designing structures and décor arising from the wants, needs and lifestyles of the client, often the homeowner and, most influentially, by drawing on the relationship between the site and environment of the building and indigenous materials. That's why his prairie homes look so at home in the Midwest and why the concrete forms in the cities capture the sweep or angles of the city.

And by carrying that down to the minutest of details, Frank Lloyd Wright wedded architecture, art, design, décor and nature.

If that doesn't make him The Greatest American Designer, nothing will. 🍷

The Frank Lloyd Wright Foundation is a cultural and educational nonprofit institution established in 1940 by Frank Lloyd Wright. The Foundation maintains its international headquarters at Taliesin West, in Scottsdale, Arizona. As the organization founded by Wright to be the repository of his life's work and ideas and the first to bear his name, the Foundation is engaged in a broad range of activities to preserve Wright's legacy; provide opportunities for the public to learn about the principal ideas embodied in his work; increase public awareness of the importance of architecture to society and the individual; and stimulate a demand for excellence in architecture and design. The Frank Lloyd Wright Foundation owns, maintains, protects and operates:

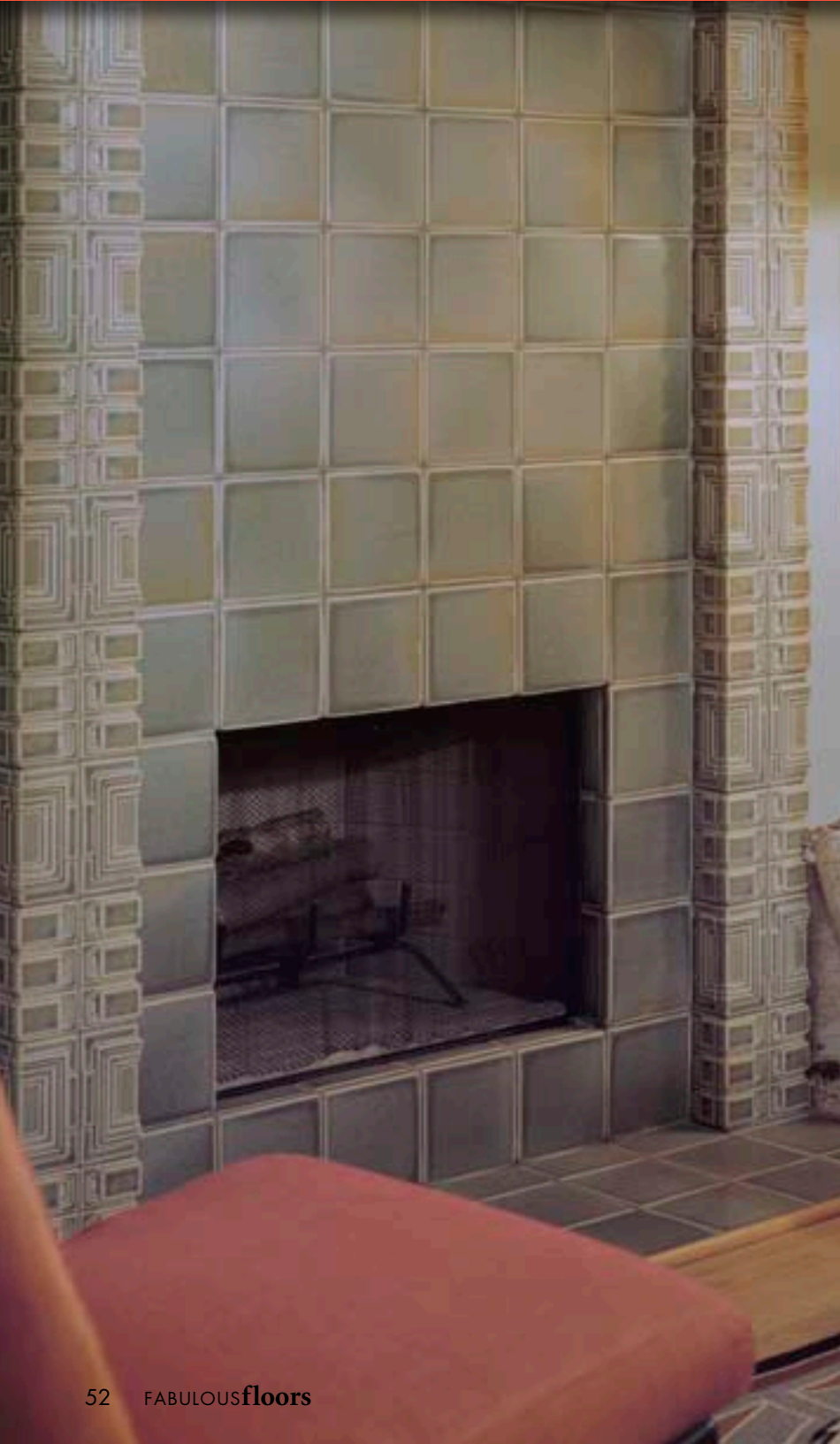
- Two National Historic Landmark properties, Taliesin (Wisconsin) and Taliesin West (Arizona), attracting over 150,000 visitors each year. Both properties served as Wright's personal homes, studios and architectural laboratories and are integral to understanding his genius.
- The Frank Lloyd Wright Archives, the most complete collection of work by an individual artist housed in a single facility, containing over 22,000 of Wright's architectural drawings and over 300,000 documents, works of art, prototypes and other personal effects.
- The professionally accredited Frank Lloyd Wright School of Architecture, founded in 1932, which offers both Bachelor's (BAS) and Master's (M.Arch) degrees in architecture.
- 21 registered US and 11 international trademarks plus hundreds of design copyrights protecting the value and the historic significance of the works of Frank Lloyd Wright.
- A residential community of scholars and artists, including members of the original Taliesin Fellowship, founded by Frank Lloyd Wright in 1932.

Established in 1990 to manage historic preservation at the Wisconsin campus, the Foundation's sister nonprofit company, Taliesin Preservation, Inc., with which the Foundation shares a number of Trustees, works in close partnership with the Foundation on several key educational and facilities preservation initiatives.

For more information, visit www.franklloydwright.org

These tiles are adapted from a concrete textile block design by Frank Lloyd Wright for the John Storer Residence in Hollywood. Designed in 1923, it was the second example of Wright's unique building technique known as the Textile Block System. Blocks were molded in unique designs, then joined to form elegant interior and exterior walls. Shown here is Motawi's Rothwell Gray Glaze.

THE WRIGHT INSPIRATIONS ...



Even after a half century, American architect and designer Frank Lloyd Wright continues to amaze us with his visionary designs. He espoused that the architect should create total environments which is one reason why his works empower modern art, glass windows, furniture, lighting, stone and tile today.

Motawi Tileworks (featured previously in FABULOUS FLOORS) is rooted in the American Arts and Crafts design movement, which makes it a natural for the company to have adapted a line of tile based on decorative designs Wright produced for his clients.

The tile collection, authorized by the Frank Lloyd Wright Foundation, reflects Wright's evolution from the Prairie School to the Depression Era deco graphics look.



Walker Zanger honors the creator of Fallingwater with its Waterfall Collection of mosaic tiles crafted of honed slate and iridescent marbled glass. Available in a multitude of formats and colors, the Waterfall Collection imparts an organic feeling of luxury to any room it graces. Shown above is Waterfall Weave in Woodridge.

Another brand we've featured, Walker Zanger, has tapped into the influences of Frank Lloyd Wright with the elegantly understated Waterfall Collection crafted from honed slate and marbled glass.

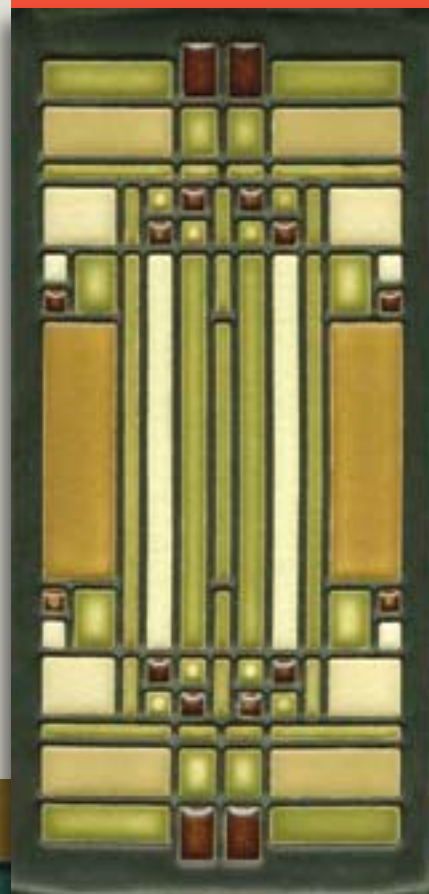
In doing so, Walker Zanger is honoring the creator of the famed Fallingwater House with the nearly eponymous Waterfall Collection of mosaic tiles. These are crafted in a multitude of elegant mosaic formats and colors and impart an organic feeling of luxury to any room they grace.

As you become familiar with and fascinated by Frank Lloyd Wright and his architecture and design philosophies, think of how you can use them to your best advantage, and show that you know the Wright way of design by featuring his inspirations in your own home. 🏡

Below: Skylight, the newest art tile in Motawi's Frank Lloyd Wright Collection, is a striking design based on the art glass skylight in the architect's Oak Park studio.



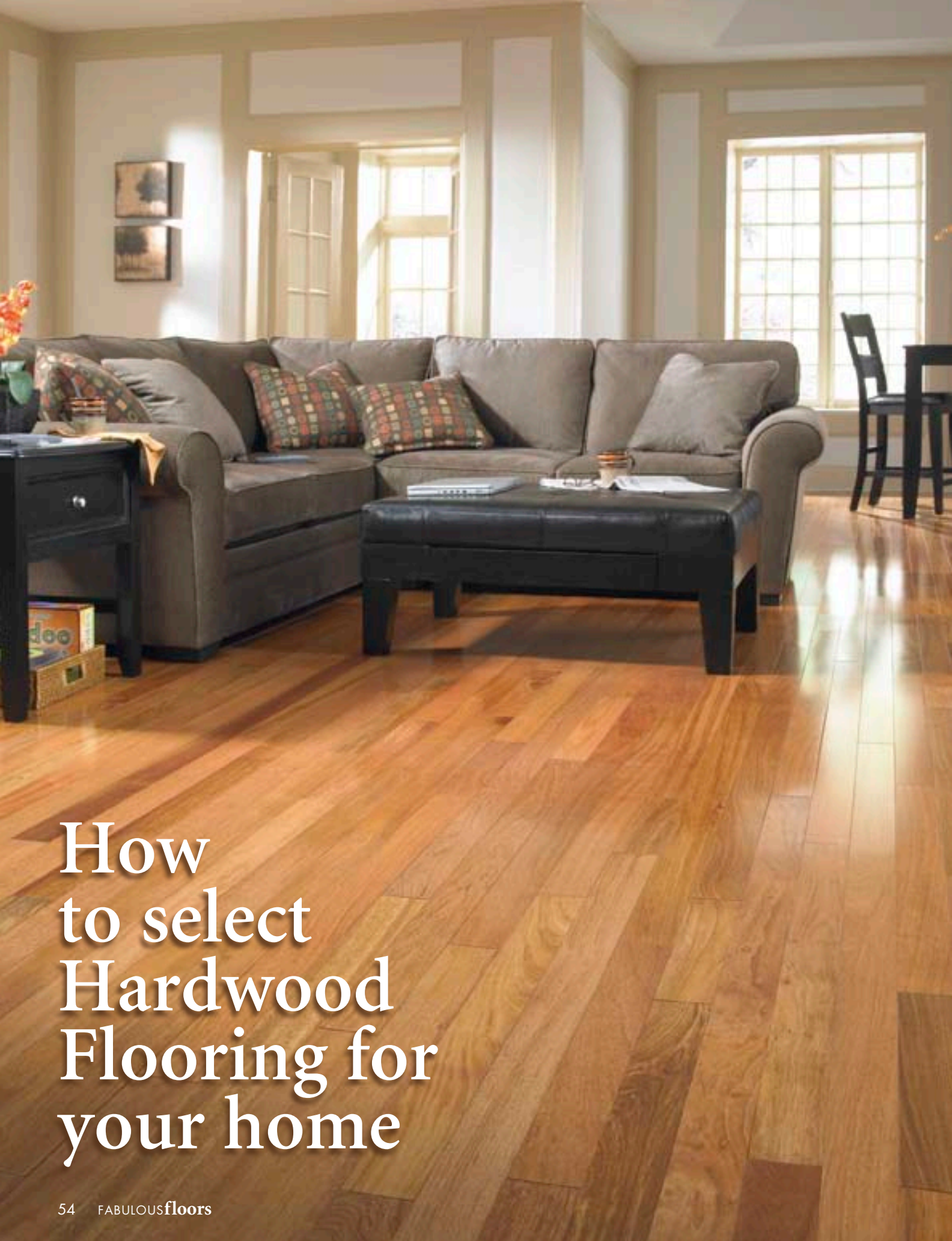
Left: From the Frank Lloyd Wright Collection by Motawi Tileworks, designed after the Hoffman House rug design, Brown, 6" x 6". Wright created the Hoffman House rug design in 1957, two years before his death, for client Max Hoffman. However, the rug was never produced for the Hoffman Residence. Mrs. Wright authorized its manufacture in the early 1960s for their living room at Taliesin in Wisconsin, where it can still be seen today.



Walker Zanger's Waterfall Rain Pattern Earth Blend. The Waterfall Collection is available in a multitude of elegant mosaic formats and colors.



March Balloons from Motawi: This tile is adapted from a presentation drawing Wright submitted to *Liberty* magazine as one of 12 cover designs in 1927. Although not published at the time, Wright later modified it for use as a carpet design.



How to select Hardwood Flooring for your home

Hardwood floors are a timeless treasure. They can add beauty, character and value to any room of the house.

Traditionally, the living room and dining room were the areas of a home where you'd most often find hardwood floors. But as hardwood has become more available and versatile, and homeowners have become more creative about home improvements, hardwood floors are popping up in rooms all over the house where you'd usually find carpet.

"With so many options available to homeowners these days, you could put a hardwood floor in any room of the home," says Tom Sullivan, founder and chairman of Lumber Liquidators. "From solid hardwood, bamboo and cork, to engineered and laminate, you can install these floors in rooms where you might traditionally find carpet or tile."

But before you go installing a hardwood floor in your basement or bathroom, make sure that the surface you select is appropriate for the location. *Here is some of what you need to know:*

Solid Hardwood

Solid hardwood floors are known for their beauty and durability, making them perfect for any room of the home. Because solid hardwood can be re-sanded over and over, it can last for 100 years or more. *Many solid hardwood floors from the American Colonial period are still in excellent condition.* Plus, solid hardwood is easy to clean and maintain, making it a good flooring choice for allergy sufferers.

Enjoyable Engineered

Engineered hardwood floors make an excellent choice over concrete subfloors, radiant heat or areas with high moisture. Engineered hardwood floors are usually offered in glue-down or nail-down and hand-scraped/antique options. Engineered hardwood flooring is produced by adhering a layer of real hardwood to a plywood backing. Since it is bonded together, this type of flooring is less likely to be affected by changes in humidity, making it perfect for areas with high moisture such as bathrooms and basements.

Beautiful Bamboo

Bamboo floors are also excellent choices for high-moisture areas like the bathroom or basement. When shopping for bamboo floors, look for solid bamboo that has also been engineered (*see above*), giving it a very high stability rating in a natural product; thus, it doesn't move a lot, which is important in high-moisture areas like a bathroom. Many bamboo options, such as Morning Star Bamboo Flooring available at Lumber Liquidators, are finished on both sides, sealing it from moisture.

Celebrate Cork

Cork is also a great choice for bathrooms and basements because it has a natural resistance to mold and deals well in high-moisture areas. Cork flooring combines the beauty of a natural material with the comfort of a cushioned surface.

Livable Laminate

If you want to install the look of hardwood flooring in high-traffic areas of your home like an indoor porch or a child's playroom, laminate is an excellent choice because of its low-maintenance and durability. Plus, it is also nice for the homeowner on a budget as these floors mimic the look of hardwood at a lower price. Because there are so many options available to homeowners these days, hardwood floors do not have to be restricted to just one or two rooms of the home. Any room can have a hardwood floor. Homeowners just need to know the room conditions and how much traffic the floor will receive before they install.

For more information about installing hardwood flooring, call (800) HARDWOOD or visit www.lumberliquidators.com.

Opposite: BELLAWOOD Select Brazilian Cherry Prefinished Solid Flooring with 50 Year Warranty. Below: Morning Star Prefinished Horizontal Natural Bamboo Flooring with 30 Year Warranty



Beauty in flux and sophistication



When we heard that one of the hot markets for tile décor is the Northeast, we were more than a bit surprised until we learned that it's because folks who live there draw on their education and world travel for inspiration. Tile fits.

They and others are discovering the many practical benefits of porcelain tile as well as the ever-expanding looks porcelain can accommodate.

Take, for example, two lines from Orchid Ceramics offered as modern and sophisticated beauty at affordable prices, Flux and Sofisticata, both of which are GREENGUARD Certified. Both are part of the Touchstone Collection.

Flux is an eco-modern fusion of rich earth tones and metallic glazes. For either commercial or residential installation, it delivers a striking contrast of glass and metallic panache.

Sofisticata is classic and sophisticated luxury and taps into the demand for affordable luxury with classic styling with its Italian-inspired design in a rich, mixed blend of onyx and travertine. Both are available as 11" x 22" and 22" x 22" field tile, in 3.5" x 11" bullnose trim and decoratives. 🏡

Learn more at www.orchidceramics.com.



Sofisticata, a premiere porcelain from the Touchstone Collection. Classic and sophisticated luxury, it continues the trend of affordable luxury with classic styling and Italian-inspired design as a rich, mixed blend of onyx and travertine.

At right: Flux is an addition to the premiere porcelain from the Touchstone Collection. The line offers an eco-modern fusion of rich earth tones and metallic glazes. Flux provides a touch of pizzazz and urbane elegance to any space.

Gem Stones

It's hard to believe these stone looks from Eldorado Stone are man-made architectural stone veneers.



Take, for example, the company's Gemstone™ Wall concept. First comes the EmberWall™, which provides the natural warmth of stone for inside the home and a stunning natural focal point for a fireplace for which it is intended. This is the fourth in a series of highly textural wall designed concepts developed specifically for engendering sophistication and drama about the fireplace. It is a functional, contemporary look in a single architectural statement.

For a completely different interior look, Eldorado Stone draws on the simplicity, serenity and internal beauty of natural surfaces for which Far Eastern architecture is known with the new Gemstone™ ZenWall™. The calming ambience of ZenWall™ turns a simple bath into a tranquil retreat.

Products (both interior and exterior) are "manufactured stone" made of lightweight, natural materials in scores of colors and textures which give Eldorado Stone its character and credibility. 🏠

For more information and photography, visit www.eldoradostone.com/gemstones

Above: Oyster Cut Coarse Stone with a dry-stack grout technique, The Zen Wall provides a relaxing retreat with the beauty of natural elements.

At right: Gemstone walls from Eldorado Stone create drama and beauty inside your home.

Made from artfully created stone veneer. EmberWall with Castaway Stacked Stone using a dry-stack grout technique transforms traditional fireplace design into a refined and contemporary architectural statement.



A Case for Stares

Transform a Staircase in One Day

Stair makeovers can be a bit of a design challenge.

Stairs are an architectural necessity, complex in their structure and in their three-dimensionality. It's so easy not to deal with them, and that's why so many appear ignored or incongruous with the rest of a home's design.



Solid hardwood overlay treads and risers are installed over the existing staircase — available pre-finished or primed for painting. Custom finishes are also available.

Those days appear to be over. From Columbus based StareCasing Systems, LLC comes the StareCasing Hardwood Overlay System™ which can transform a carpeted or worn staircase in only one day.

StareCasing offers homeowners the ability to upgrade their stairs to solid hardwood without the costly, disruptive, messy in-home renovation. Because there's no need to tear out, cut off or modify existing stair treads, a full upgrade can be completed in 6-8 hours at a fraction of the cost of traditional replacement.

This patent-pending system comes in a variety of species, finishes and stains, and can also be custom color-matched or left unfinished to allow coordination with any home décor.

**StareCasing is comprised of two parts:
The StareTread™ and the StareRiser™:**

The StareTread is a solid hardwood overlay designed for a glove-like fit over existing wood stair treads. The StareRiser installs over the existing riser of the stair, converting the typical low-grade lumber riser to finished hardwood. The StareRiser can be pre-finished to match the StareTread or primed for a smooth, paintable surface.

The system fits prefabricated or site-built stair treads, and will even replace hardwood treads that have been rendered unsalvageable. All StareCasing system components are milled of solid hardwood. No plywoods, veneers, laminates or other natural hardwood substitutes are used.

Finishes are factory-applied, eliminating the time, mess and odor of on-site application. Robust materials are used to ensure stares of envy well beyond the included 30-year warranty. 🐾

**For more information, visit
www.starecasing.com.**



Before and after — a new staircase in just six hours!



The StareCasing solid hardwood treads and risers fit neatly over the existing stairs — careful measurement is key to a perfect installation.

We want to know WHAT YOU'RE THINKING!



At **FABULOUS FLOORS** Magazine,
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our customer is thinking.

That's YOU!

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First, we tailor our editorial content to
what YOU want to know.

Second, we share what we learn with
flooring manufacturers and designers who
are in the position to deliver products
and décor that are, well, YOU!

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**The first floors
were all “green.”**

BY DEBORAH ANN FUNK

As far back as the first humans, floors of whatever living space, whether the floor of a cave or the savanna floor, was covered in natural materials.

The industrial revolution and the oil and chemical age changed that for awhile with man-made materials that lasted longer and professed major advancements in wear and clean-ability.

Fast forward to the first decade of the 21st Century, and what we are witnessing is an environmental movement which has married the attributes of “green” flooring with those of modern technology. And, unlike the attempt back in the 70s, this marriage is not only working, the fashion-ability is making it, well, an attractive one as well.

Bravo.

Every day, the editors of FABULOUS FLOORS Magazine receive news and announcements about the green nature of today’s flooring fashions. From last issue to this, we literally have piles of files a foot thick.

Here are a few highlights we think you should know.

>>

Opposite page: Have you ever studied a piece of beautiful, fresh-milled wood? What story did the grain tell you? The natural color variations? The imperfections? Antique Oak from Carlisle Wood Flooring is shown in this entry application in Nantucket Massachusetts.



Left: Morning Star Qing Dragon Strand Stained Bamboo Flooring from Lumber Liquidators. Background: Recycled Leather from EcoDomo Recycled Leather, shown here in Chestnut.

There is growing momentum for products to be certified by GreenGuard® and its Children and Schools Certification program for stringent air-quality standards. Take, for example, the recent certification announcement by USFLOORS for its bamboo product.

What manufacturers are doing is capitalizing on the demand for green products by providing flooring products you can act on according to your needs and eco-conscience. You can find super-soft carpet, for example, made from recycled soft drink bottles. (Carpet is now being targeted for recycling!) Responsibly harvested and sustainable hardwoods from tropical forests. Hardwoods and resilient flooring made from natural products and those which no longer need adhesives, with core materials and wear surfaces so advanced that they need very little in terms of cleaning solutions, last a very, very long time and actually reduce energy consumption — attributes that reduce pressure on the world demand for raw materials.

(Beware what's now called “greenwashing”. A cousin to “whitewashing” the facts, it reflects that every industry has manufacturers who try to bamboozle customers by being vague or misleading or not supporting their claims, being irrelevant in

Below: Healthy Home carpet from Bliss.



their claims [for example, making claims that a product does not contain some nasty chemical when, in fact, none does], or touting a green feature but neglecting to cite the not-so-green tradeoff that had to be made to achieve it. And, then there is outright deception.

Even independent flooring retailers are getting into the act. Not only are they expanding their “green” options for floors and cleaning materials, they’ve taken their stores green as well by raising consciousness with merchandising and displays that use fewer materials (and materials which are recyclable), fewer shipping containers and consolidated shipments for fewer gas-guzzling truck runs.

These all may sound like small things, but they all are part of a “fabulous” trend which your flooring manufacturers, distributors and retailers are working toward to make life better for everyone. Yet, they have not lost sight of important things like glamour, luxury, functionality, color and, frankly, good taste. 🐾

Left: Natural Design! Bamboo and leather come together for this mixed-media application from EcoDomo Recycled Leather. Below: Nothing is as chic and surprisingly hygienic as a ceramic tile headboard that completely deceives the eye into thinking it is quilted fabric. The Vintage series by Tile of Spain branded manufacturer Inalco provides an easy to clean and stunning headboard, available in large format, 13.2" x 40", in colors chocolate, white and camel.



“Safe paint” No Longer a Myth

There really is such a thing as high-performance paint delivering safety plus performance.

We recently discovered Mythic® Paint, offering lasting color without lingering toxins. It’s promoted as being safe for people, pets and Mother Earth.

Mythic is said to be the first of its kind and right now the only high-performance premium paint with no volatile organic chemicals (VOCs), no toxins and no carcinogens, thus meeting or exceeding all current green and environmental standards.

Unlike so many past “safe” products, Mythic offers not a mere handful of paints; rather, one can select from more than 1,200 vibrant colors. For designers, that’s the best part. And the folks at Mythic say they can match just about any color from any competitor.

Mythic is available starting with multipurpose and drywall primers, and in gloss levels from flat and eggshell to semi- and high gloss for the interior and [either and for the] exterior, low-luster satin or exterior semi-gloss.

**Color. Coverage.
Completely safe.
Myth? No, Mythic**



The new



Playful, artistic and fun from Ann Sacks comes a collection from Erin Adams taking glass mosaics to new heights with luminescent colors and varied geometric patterns.

Once you get your flooring décor just the way you want it, the time has come for another perspective, literally and figuratively: your walls.

'Stand-out' décor

And you want them to be stand-out, of course.

The walls are where you can bring up and continue your decorative scheme in a new plane, and it's a surface to which you can bring all kinds of color and texture and decorative touch.

Certainly, you can achieve texture visually via wallpaper and by painting techniques like faux antiquing and glazing.

But think, too, about the *things* that mean a lot to you and your family, lifestyle pieces you can hang on the wall which may be large, unusually shaped and deeply 3D.

All of a sudden, you've created unique and personal interest, and as the eye goes from thing to thing, you've created a sense of movement and energy. >>

The Patina series from Tile of branded manufacturer Apavisa offers a green and copper metallic finish. Available in 11.7" x 23.5" and 17.7" x 35.2" formats, this tile adds an innovative look and the key selling point of easy maintenance for a hygienic space.



We took a peek at some of the interior design trends featured at a big international show in Las Vegas late this summer. What we found were some significant trends that can be applied, literally, to your walls as part of your overall home update.

Designers are getting bolder in mixing traditional and antique looks with contemporary. Old is now new and so easily mixed with new. This look means you can scour your own attic and that of other family members to bring out some forgotten treasures, perhaps with some great stories attached to them. You'll be surprised by what you find, including some fascinating retro colors! (By the way, Lucite furniture and accessories are back, AGAIN, big-time.)

Speaking of color, one report from that show said designers are looking for splashes of strong color versus an overall color theme. Rather than four walls in deep claret, a neutral field with arresting concentrations of color is "in."

Bamboo Planks, a new collection by Bellavita of natural bamboo through glass. A large part of bamboo's appeal is its broad diversity — the grass fits in flawlessly with both modern and traditional interiors.



At Left: Glass mosaics from Marazzi Tile's Studio M series tempts the senses with sparkling, reflective color in mini-square shapes. Slow transitions from one beautiful shade to another all combine in stain-resistant, frost-resistant, allergen-free glass. Right: Dare to be square... The Kaindl Spectrum Collection allows for endless possibilities; grainy woods and wood looks are not just for the floor anymore!



Another trend continues. You've read that bringing the outdoors in is a strong and lasting trend, which is why tile and stone and wood looks plus floral graphics in textile flooring are so popular. Just as the "outdoor lounge" features wall and other accessories from inside, so too do walls lend themselves these days to what was traditionally considered "outdoor" décor. Think weathervanes, old signage and lettering, even bits of old buildings like hand-hewn wood joints or old blacksmith items. 🏡

Make those walls stand out.

Below: The backsplash behind the counter-top also features Crossville's Modern Mythology line in Siren: Half Round with a Braid Border. The background is the same field tile as noted above.



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THE LATEST TREND IN TELEVISION PROGRAMS AND DECORATING MAGAZINES IS TO LINK HOME DECOR TO THE WORLD OF FASHION... STARTING WITH TILE.

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BY: BRIDGETTE KELLY

CLOSE THE DOOR, TAKE YOUR SHOES OFF AND FEEL THE DIFFERENCE.

Publisher's Notebook

ASID Merit Award Given to Family of Sonna Calandrino

We recently attended a tribute held in Dalton, Georgia, to honor Sonna Calandrino, founder of Fabulous Floors Magazine. Sonna was a great friend and partner to flooring retailers, interior designers and consumers just like you.

Sonna loved to meet customers and explore what they were thinking and what inspired them. She then translated that message to the retailer.

Through her foresight and Fabulous Floors Magazine, flooring became a key design element for interior designers. Fabulous Floors was an American Society of Interior Designers (ASID) industry partner.

Nia Cherry, associate director of industry partnerships for ASID, presented the organization's most prestigious award posthumously to Sonna's family.

Cherry said, "Four words come to mind when thinking about Sonna, and those are 'outgoing,' 'loving,' 'visionary' and 'friend.'" She showed her visionary nature with the creation of Fabulous Floors, envisioning how the industry and designers could work together for mutual benefit. "She left her mark on this industry, and we will definitely see the fruits of her labors for many years to come," Cherry said.



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That's right! Fabulous Floors — the first consumer magazine that focuses on flooring as the key element in interior design — is now part of the Facebook universe. Look us up. We're already friends! As always, you can still find us on our own web page, www.fabulousfloorsmagazine.com.

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FALL ...for Beautiful British Wool

BY BRIDGETTE KELLY

Time fades the bright shades of summer and, yet, there is something so appealing about the way colour rises to the challenge of colder weather, bringing both subdued shades of taupe, gold and green but also bolder, brighter, more vibrant richness with reds and plums to lift our mood.

Whilst we all mourn the loss of warm, sunny days, there is something nice about preparing for winter. In Britain we love to “batten down the hatches” in readiness for stormy weather, and wool, with its tactile reassurance, offers something special as we pull the drapes over and light the fire. We want our homes to look and feel warm and cosy, and wool carpets and rugs make the home perfectly snug.

The feel of soft and luxurious wool when you walk around the home is particularly satisfying on a cold morning or on return from the commute. Close the door, take the shoes off and feel the difference. >>





Natural Beauty — Tapestry from the Natural Choice Collection
by Ulster Carpets (image courtesy of Ulster Carpets).

Wool offers a huge amount to the home. We choose clothes for the climate — but did you know that wool is the original all-weather fibre? Because it has a natural cell structure, it can absorb moisture in the air and then release it later. How does this help in the internal environment? Well, consider the way your house changes temperature throughout the day and, of course, across the seasons. Wool can adapt; this provides a level of atmospheric comfort to the home, your house will not be stuffy or damp, and it will have the benefit of wool's regulating performance working quietly all the time.

British Wool is very resilient wool; it is regarded by the flooring industry as providing a higher level of durability in areas where frequent footfall may cause flattening — think living rooms, stairs and hallways. It has uniquely robust crimp that offers bounce-back from flattening. This is due to the way that the wool on the sheep has acclimatised to the weather in the UK, making the wool stronger in its future uses. >>

Below: Speckled splendour — Shale from the Natural Choice Collection by Ulster Carpets (image courtesy of Ulster Carpets).



Warm Shades — Truffle from the Bell Twist Collection by Brintons (image courtesy of Brintons).

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tested to ISO 14040 and used by
quality carpet manufacturers
all over the world.

British Wool... origin is everything

Traditional Style — Hampton Court
from the Glenavy Collection by
Ulster Carpets (image courtesy
of Ulster Carpets).



Nature, of course, is part of our fascination with Fall... plants change, wildlife hibernates and everything slows down to allow time to recharge and renew — and Nature is the very origin of wool. The fact that wool also follows a cycle, grows naturally and is not man-made has been a wonder of our world for millions of years. The journey the wool makes into quality fashion garments and interiors is a perfect example of how sustainable living has always been available.

Wool is also highly energy efficient because it is a natural insulator, so you can keep the house warm, the heating costs lower and limit carbon emissions with one wise purchase. Durable in the long term, wool ages gracefully, so you avoid the need to replace frequently. Of course, the wise investment purchase that looks better for longer will also last longer, saving both money and resources.

Green living standards are a trend that is increasingly important, and British Wool has unique credibility, having a comprehensive Life Cycle Analysis to ISO 14940 which is an independently researched study on its environmental impact.

For busy people, wool is a wise and practical choice. Easy to clean and highly practical, wool is no sensitive soul — it is a vacuum-friendly, solution flooring that can be refreshed in minutes.

Families want safety and here wool excels, so if you are thinking of how your home would react in a fire situation and want to safeguard your loved ones, then wool is perfect. Its high moisture and nitrogen levels make it the number one choice for commercial buildings because this composition provides a uniquely high ignition level. Thus, wool is recommended by fire experts for its natural safety due to its flame retardant quality and because it does not emit noxious fumes, melt or drip.

Above right: Practically Perfect — Buchanan in British Wool (image courtesy of Cormar Carpets). At right: Classic charm — Cascade in hickory from the Elements Wilton Collection by Ulster Carpets (image courtesy of Ulster Carpets).



The journey the wool makes into quality fashion garments and interiors is a perfect example of how sustainable living has always been available.

On the design front — wool is an interior designer's choice. Designers love the way wool brings pure luxury and style to the interior. But why do they think it is special? Perhaps it is the variety of styles and colours.... stunning designs in wool bring both up-to-the-minute fashion and timeless style to our floors. Wool is a creative dream; designers often say how artistic wool allows them to be. Stunning axminsters and wiltons with their intricate patterns are show stealers but also offer a hugely practical floor covering. Velvets and tufted carpets provide stylish backdrop plains that can make rooms seem bigger, whilst loop-piles offer crunchy, textured finishes and stripy flat weaves provide stylish hallway runners. So think like a designer and make wool your choice this Fall. 🐏



When the North Wind doth blow, then we shall have snow...

Fall brings rain and cold winds to the UK, and eventually snow will come with winter. By then, thankfully, the fleece of the sheep will be thick and warm. Wool offers all-weather protection to the hardy Herdwick breed or the Black Welsh Mountain that live remotely on the mountain side. It is through natural evolution that British Wool has acclimatised over many centuries to be a fibre that resists and protects. This hardy endurance is amazingly never lost in transition, and that is why carpets made from British Wool are so strong and long lasting.



The Welsh Mountain sheep, a native breed of Wales, is found on high ground and has a fabulous thick fleece.

British Wool Member Guide

Abingdon Flooring Ltd

UNITED KINGDOM
01274 655668
www.abingdonflooring.co.uk

Adam Carpets Ltd

UNITED KINGDOM
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www.adamcarpets.com

Abu Dhabi National

UNITED ARAB EMIRATES
www.adnipcarpet.com

Tapibel N.V.

BELGIUM
www.tapibel.be

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www.associatedweavers.net

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Bajong Carpets N.V.

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Today's carpet cushion (it used to be called "pad") has many important jobs. When shopping for carpet, shop for your cushion. Don't make it an afterthought. Why?

BY RAE ANNE CORDICK

President, Canadian Manufacturers of Carpet Cushion; Member, Carpet Cushion Council of North America

As a reader of FABULOUS FLOORS magazine, you already may know many of the benefits of quality cushion. The subject has been written about extensively, but the main points bear repeating. Quality carpet cushion...

- helps your carpet look better longer;
- will feel better underfoot;
- adds to the useful life of your carpet;
- protects your carpet investment;
- makes a less expensive carpet feel more luxurious;
- adds acoustical properties by absorbing sound; and
- makes cleaning and maintenance more efficient.

There is cushion to meet YOUR needs. The latest generation of cushion, driven by technologies, makes your life better and easier, as well as protecting that design/décor investment. Better cushion brands feature these technologies and know-how; for example, barriers that isolate spills and keep them from seeping to the subfloor and generally make it easier to clean and maintain your carpet.

Quality cushion with the performance benefits you want or need can be of a variety of different constructions, including popular ones you may have heard of or explored such as bonded polyurethane, reinforced rubber, synthetic latex rubber, sponge rubber or synthetic felt.

Investigate familiar and established brands like Stainmaster® with Odor Guard and Odor-Eaters® treated with a patented Odor technology to reduce odors caused by food and beverage spills and "accidents" from kids and pets.

Most better-brand carpet cushions are Carpet and Rug Institute Green Label-approved, having been tested for low off-gassing of volatile organic compounds (VOCs). Many are recyclable or recycled; for example containing recycled tire "crumb." Look for products containing Ultra Fresh®, a product designed to prevent mold and mildew growth.

My best advice? Beware of offers for "free" cushion. You get what you pay for. Opt for better cushion. A few more dollars add up to a lot more value. It's your investment in wear-ability and durability. Also, never, never, never install a new carpet over an old cushion or over the old carpet and cushion. It will shorten the life of your carpet. If your old carpet has had it, so has the cushion.

Finally, select the highest-quality cushion and ask about performance characteristics and extended warranties. 🐾

Rae Anne Cordick is President of Fabricushion, Ltd., a manufacturer of rubber carpet cushion and acoustical underlayments and President of Fabri-Zyme, patent-holder and supplier of Odor Ace Odor Control.



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