

# masterpiece

i n t e r i o r s

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## DESIGN AND MERCHANDISING UPDATE

### Color me what, and why?

Masterpiece Interiors has worked for many years with the prestigious Color Marketing Group the premier international association of color design professionals. Its mission is to create color forecast information for professionals who design and market colors. It's the place for color information and has been predicting the next color trends for more than 40 years. The Group analyzes all the factors that influence us - politics, lifestyle trends, fashion and the environment - to predict what colors we'll crave next. Most importantly, it guides the **Masterpiece Design Teams** in color trends that will be the most popular in the marketplace over the next two years. Armed with this information we're able to provide model merchandising for you that's not only the latest and greatest but somewhat 'time proof' for at least the next few years.

### New Blues in 2008-09

Chris Popovich, Sr. Designer at Masterpiece Interiors believes the 'trust me' color will continue to show up on politicians ties this election year and in all areas of décor as well. Blues that remind us of sky and water - inspired by environmentalism - remain prominent, even in the kitchen. New hues in '08-'09 show the emergence of a blacker blue - deep, vibrant navy so dark you'll bet it's black.

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**The Birchwood Model/Mobley Homes**  
Creative use of brick façade delivers a dramatic and stunning dining room - it's memorable!

### HOT TREND.....

#### Think About Moving Exterior Architectural Elements Inside!

Greater attention to unique materials and details inside homes is gaining popularity throughout the US. Whether its extensive use of glass, metals or brick combined with ceiling details calling for simple trim or elaborate beams—its big and you can expect to see it everywhere.

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### News Bulletin from Masterpiece.....

♦ *Christy Scanlon, Masterpiece Interiors COO, recently judged the BALA Awards for Professional Builder Magazine. She'll be presenting "Design Stars—Winning Homes from Best of American Living Awards" at the IBS in January in Las Vegas.*

*We hope you can attend the presentation!*



#### The Nantucket/Tampa, FL

This model highlights lots of natural elements throughout and shows an emphasis on texture and color- light and bright with soft touches of warm patinas in accessorization.

**REALLY HOT....**Specialized Finishes, Warmer Metallics  
Lisa Mulholland, Design Director of Masterpiece Interiors, tells us that the nation-wide trend is the incorporation of shimmery, specialized finishes. This year, metallics will go warmer. After years of brushes, chrome and nickel, we'll see warmer shades of copper and bronze-y tones.

#### VERY COOL and VERY GREEN

Masterpiece now has a "Certified Green Consultant" on staff to assist with green design—inside & out.....  
People now want things they use to look 'green', no matter what color they are. This year, looking stylish means looking natural and materials will look hand-made, undyed and unbleached. Products will look more like what they're made of, with lots of texture and even the natural imperfections proudly shining through. Sandy and linen-y colors, rock and soil colors, off-whites, brownish-greens - nature's colors are seriously fashionable. We'd love to help you on your next 'green' design.

#### FINAL THOUGHT.....

"It's important to realize that good design is about more than function and aesthetics. Good design can infuse your products with soul as well as deliver beauty to the bottom line. The future belongs to those with the creative skills to do just that. Hire and nurture great design talent...it's your best offense."\*

\**The Trendmaster's Guide - Get a Jump on What Your Customer Wants Next*

*By Robyn Waters, former VP of Trend, Design & Product Development at Target*