

may 2009



why not let us know what you think?

At *sweetpeasdesign*, we ask a lot of questions so that we can listen to the answers to get a sense of what's possible and what needs to be changed. To exceed our client's needs and expectations, we are creating two advisory panels — one comprised of 4-8 past and current clients — and the second comprised of 6-8 vendors, trades people and service providers.

Each of you has been a gift to us and we value our relationship with you. We are in need of your talent, expertise and knowledge. Both advisory boards will meet quarterly for one year. The dates, times, location, food and beverages to be determined.

In return for your services we will give a 3 hour complimentary consultation to the charity of your choice or assist you for 3 hours with your holiday decorating or you can choose \$400 worth of accessories in our inventory to place in your home.

We'd like to know your thoughts. If you are interested in sharing and providing your suggestions and ideas, please call or email Susan. Thank you!



top 10 outdoor trends

1 hydro-planting with your McSteamy

Outdoor spas are becoming more popular and energy efficient. Achieve privacy by building walls around your spa – consider using foliage, a trellis, fencing, etc. Position your spa close to the house for easy access to a water source and decide on whether it should be above or below ground. For added luxury, heated towel bars are now popping up outdoors! Rohl has designed a shower panel that can be installed in or out of doors! Grab the soap and head outside!

2 floored?!

An area rug can define your outdoor lounge area and be a focal point as the selections run the gamut from bold geometrics to the popular animal motifs! Outdoor rugs are constructed from polypropylene which makes them water and sun resistant.

3 swinging in the rain

Porch swings are back! So are porches! — side, front, back — whether it's new construction or a renovation. Try painting your porch ceiling – select a distinctive, surprising hue or choose a color from your interior palette to flow from the inside out! A porch floor can be something other than wood – ceramic, stone, brick are alternatives!

4 chill out

Create your own tropical breeze for those lazy, crazy days of summer! Add a ceiling fan or a fan on a stand to your outdoor room. Portable oscillators combine a gentle mist with a cool breeze & simply connect to your outdoor spigot. For additional information, go to www.bigfogg.com.

5 too many cooks?

Add a second kitchen – outside! And include the kitchen sink! Three key elements to include in your new kitchen – the grill, a sink, and a prep countertop. Smart choices for exterior appliances and cabinetry is stainless steel and concrete for your countertops.

6 don't leave your lighting to the fireflies and the moon

Popular lighting includes: café lights strung year-round, landscape lighting, lots of candles in pots and saucers, sparkly chandeliers, hurricanes and lanterns reminiscent of ship accessories from the 1800's.

7 tech trends

Buzzing and tweeting aren't enough? Add surround sound and a plasma TV to your exterior space. Spas are now equipped with built-in stereo systems to add to your relaxation and ambience!

8 get decked out

New decking materials are available that are maintenance-free and don't warp, rot, or splinter. No visible nails! If you have a wood deck and don't want to replace it, prime it and add 2 coats of exterior paint or stain. Select a color that ties in your home's trim and accent color.

9 turn up the heat!

Make room for a firepit, a patio heater, or a fireplace for those cooler fall nights! They can deley fall nights! Create a cozy intimate environment.

10 touchy feely

Outdoor fabrics and trims provide unlimited design choices to add color and pattern to your furniture cushions and pillows! Popular motifs are shells, safari, nautical and organic. Crisp stripes and Moroccan prints are making a comeback! Textures include jute, canvas, abaca and raffia!

Dear Subscriber,

Welcome to our second Scribbles...Possibilities...and Discoveries e-newsletter. Thank you to all for the wonderful feedback we received on our introductory newsletter in February! We appreciate the time you took to let us know what you liked and what we needed to change. We received over 10 fantastic responses from a variety of not-for-profit organizations asking for our participation in their silent auctions and fundraising efforts. We are happy to give back in any way we can...

our topic for this newsletter is change

The world is certainly, definitely and more than possibly changing and with change comes risk—lots of risk. When the world changes the rules change. Changing things—pushing the envelope—requires bravery. As a consumer you are requiring change. You want things that are fresh, stylish, remarkable and new. And we, as a business must change accordingly to meet your needs. **Change is about the reinvention... of us and of you.**

In the last few months we've made lots of changes! We've developed new programs and ways to continue to delight all of those we collaborate with... our clients (current, past and potential), our vendors, our manufacturers and our service providers. Some of our changes include...

introduction of our signature.personal.distinct label program!

Beginning in May, all custom designed upholstered furniture (such as chairs, sofas, headboards), rugs, window treatments, pillows and bedding will include our signature *sweetpeasdesign* label. All custom designed case goods/wood furniture (such as chairs, tables, desks, buffets) and cabinetry will include our signature *sweetpeasdesign* "branded" label. We are different and we want you to be different, too!

looking for a unique wedding, housewarming or birthday gift?

Sweetpeasdesign offers **gift certificates that come wrapped in our signature green bags and orange tissue paper** and can be used for accessories and furniture purchases, design consultations or services rendered such as painting and the hanging of artwork.... Don't forget to gift us, just don't re-gift us please!

in march, we also introduced our spdCLUB

Our select. premier. distinguished. "put your money to work" program — our version of an economic stimulus package but with a better name! The spdCLUB is an optional program designed to reward clients with bonus dollars based on a 50% cash deposit for any project started with *sweetpeasdesign* prior to the end of 2009. Sometimes you need to invest a little, to gain a lot!

Sweetpeasdesign is now accepting Mastercard, Visa, Discover and American Express. With two payment options—check or credit card— you can't afford not to work with us! For any questions you might have or to keep a credit card on file with us, please contact Ann.

Our ever-changing accessories inventory has grown exponentially, so please stop in at anytime to see us. We can help make the appropriate selection and of course, you are always welcome to take anything home "on approval". We can also make selections for you, deliver them and place them in your home. **We now offer 20% off all items in stock.** Remember, accessories are either the dessert (the icing on the cake) or the appetizer (the nibble to get you started)...your choice!

and last, let us inspire you to change your outdoor space!

The popularity of integrating exteriors with interiors has impacted our job as designers. **We now collaborate with landscape designers and architects to seamlessly create your outdoor "dream oasis".** The vast array of fabrics, furniture, materials, area rugs, fireplace treatments, lighting and accessories designed for the outdoors is endless. We will mix it up— by coordinating the elements and developing fresh floor plans to complement your interior style.

Don't be afraid of a change... embrace it! I analyze our business every day, but would love to hear your thoughts on the changes we've made. Call or email me. Why not let me know what you think?

Susan Beth Ann Jennifer
Susan Brunstrum Beth Kweton Ann Faith Jennifer Cioni Tarello

The Sweet Peas Design Team

PS If you forward our newsletter to a friend or colleague, please email Susan their name, address, phone and email so that we know who our readers are... Thank you!

time to get "OUTspired"!



When you think of an area rug, a chandelier, a fireplace, accessories, cushy seating, a bar frig, are you thinking an outdoor room? If so, you've landed on the latest building trend – the addition of an outdoor "room"!

In response to the economic climate, Americans have **changed** their entertainment venue to the home and are forgoing their vacations for "staycations" . . . and heading OUT – OUT the back door!

Studies show that adding an outdoor space requires half the monetary investment and is great for resale. With some ingenuity, good planning and design, your outdoor season can be expanded to 6 – 8 months.

Design components generally specified for interiors are now popping up in outdoor spaces! **Change your mindset!** Think how you can incorporate your interior style, color palette and favorite creature comforts and duplicate them in your OUTdoor living space! Extend your boundaries by creating a chic outdoor lounge that flows seamlessly from your interior living space and blends into your exterior landscape. A quick solution is to add a ceiling and walls to your existing patio or deck to create a "room effect".

Refer to the list of design trends -- start thinking about what you might want to incorporate into your interior plan, what **changes** you would make to create a relaxing environment . . . and get started! Don't leave any stone, or brick, or tile unturned!

And last, celebrate the results – Don't forget the **"Coming OUT"** party!

suggestions & insights

go "under cover"

Create a "ceiling" for your outdoor space using waterproof canvas fabric, a wood pergola, a sliding canopy or motorized awning. The traditional umbrella works, too! Add multiple umbrellas – one for each "zone"! Don't forget to hang a sparkly chandelier or lantern from your ceiling.

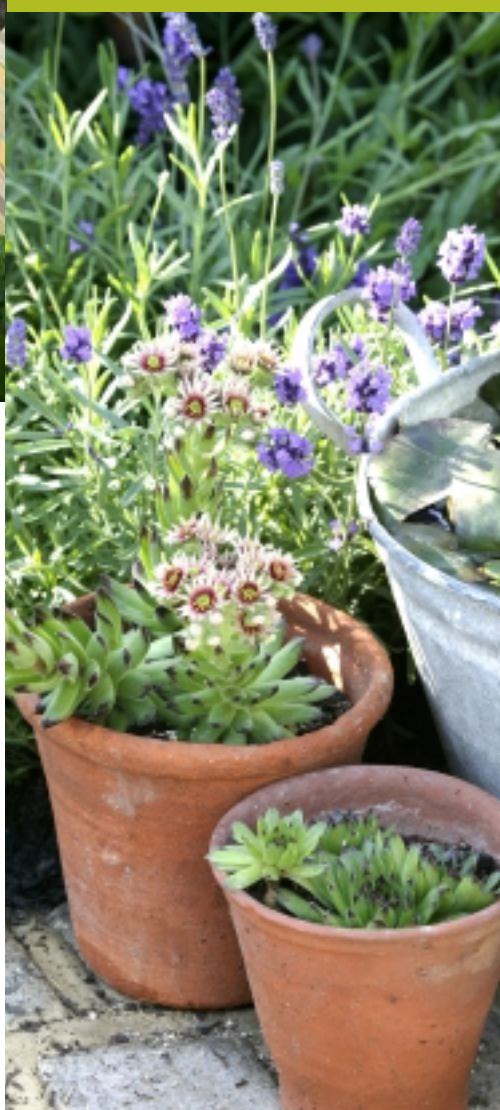
If it's a canopy you want, go to www.shadetreecanopies.com.

suggestions & insights

defining your space

Get help from Mother — Mother Nature, that is! Use landscaping – trees, shrubs, and flowers help to define your space whether they are in the ground or in pots. Cluster pots and plants of varying sizes and textures to create walls and privacy.

Activity zones can be divided by creating walls – drapery panels, trellises, brick walls, fencing, etc.



get the outlook

plans for change start with a plan

To create your outdoor room, incorporate the following steps!

step 1

Make a list of what you are missing from your interior space that could be accomplished by adding an exterior space, such as additional entertaining space, a quiet oasis, a tub-for-two?

step 2

When planning your outdoor space, think in terms of creating zones for the activities and tasks you mentioned above.

- dining/kitchen area
- spa area

step 3

The Design! Determine your style. Make sure it integrates with both your interior and your landscape design; then select the materials, furniture, lighting, etc. that meets this criteria!

Comments? Let us know, email: susan@sweetpeas-inspired.com