



june 2011

bzzzz- busy busy bees

Dear subscriber,

To say *sweetpeasdesign* has been busy is an understatement... Having just finished out our year at the end of May (we are obviously not on a calendar year), I am happy to announce it was stellar!

This year, our numbers tell the story. We collaborated with 34 clients, 16 returning (obviously happy) clients, all of whom we have enjoyed immensely. We designed 290 floor plans and drafted 24 architectural plans for renovations and build-out projects. We completed 12 DR's, 10 LR's, 12 kitchens, 21 bathrooms, 14 FR's, 17 bedrooms, 8 foyers, 6 mudrooms, 10 offices, 6 lower levels, 4 commercial spaces, and 4 outdoor spaces -a total of 124 spaces. We designed, specified and ordered 226 window treatments, 138 seating pieces, 22 custom designed area rugs, and selected 1,022 paint colors...to say nothing about the number of plumbing and lighting fixtures! We accessorized 48 spaces both residential and commercial. We worked closely with 43 service providers and 4 contractors to give our clients the best and most reliable in the trades- for painting, hardwood floors, specialty painting, window treatments, shades/blinds, reupholstery, cabinetry, countertop fabrication, plumbing, lighting and delivery. Wow... I'm proud (and tired) just writing it! And we've accomplished all of this with the same *sweetpeasdesign* team we've had for four years, with one addition, Zach Herberger, our high school social media "expert". We continue to be a lean, mean fighting machine.

Our creativity and design is a given, a "must-have" for our business and... we are really good at it! A big thank you to each and every one of you for the confidence you continue to place in us.

the *sweetpeasdesign* team
we value being your destination for design

susan Susan Brunstrum *beth* Beth Kweton *jennifer* Jennifer Cioni Tarello

ann Ann Faith *zach* Zach Herberger

what's happening?

join us. be there

breathing new life into an old home

Check out Susan's new vintage home mid-renovation on Libertyville Patch, May 20, 2011. <http://libertyville.patch.com/articles/breathing-new-life-into-an-old-home#video-6206564> Look for more on Susan's home in the next newsletter.

new york new york

Susan is attending the Business of Design Conference in NY in early September for the second year and is one of 13 designers from across the US to have been selected to participate in the Luxury Experience Option. The LEO is a conference within a conference and will be a collegial experience with much give and take with designers from places like NY, CA, TX and AK. An intra-professional exchange of ideas on design, leadership, management, public relations, client relationships, marketing, operations, technology and business growth and opportunities are a few of the topics to be shared and discussed.

blog twice as nice — our blog has had a facelift for the second time

Our blog has a fresh look, once again. And yes, we've not posted for a month due to the "plastic surgery" and Susan's move to her new home at the end of May. We started blogging again June 2 — read our posts 2x a week.

the business behind the business

Susan and four other suburban designers from all around the Chicago area have formed a Mastermind group and are meeting monthly to share their expertise on how they manage their interior design firms. Expect changes... we can always improve!

facebook silence is not always golden

Whew! We are back...our facebook page is no longer silent. Check out our posts — 2x a week as we discuss design trends, updates and insights for your home.

the colors of a bruise

Our *sweetpeasdesign* team along with our PR team toured the Infant Welfare Society Showcase Home in Lake Forest last week. We saw a few trends from room to room...much like those we've seen in the shelter publications (otherwise known as home magazines):

1. the popular colors were gray, purple and blue
2. the waterfall table is back—we saw 5 acrylic ones
3. high gloss dark crown molding
4. unusual details on window treatments and pillows
5. drink tables in abundance
6. high gloss painted walls
7. banded sisal rugs everywhere
8. skirted tables
9. x legged stools

what's in what's out

in

1. top it off... with onyx

Onyx is the stone most admired for its unmistakable sense of depth in color and texture as well as its sumptuous luster, finish and dazzle. It is found in caves and used primarily as a decorative source in bathrooms or kitchens. Try it on walls or countertops to showcase the candy-coat finish. Back light it or spot it with under cabinet lighting and it becomes a focal point! Don't forget about veined cut onyx, for a striated look.

2. let there be light...

As an alternative to sconces or the typical overhead vanity fixture, hang pendants on both sides of a bathroom vanity or sink. Hanging pendants are a wonderful source of task lighting and can be used for shaving, grooming and make-up application. They can be whimsical, unique or elegant based on the style you select.

3. wing it!

The wing chair has evolved from a very classic, functional chair to a fun and contemporary statement piece. Originally designed to keep its occupant warm by a fireside, today's stylized wannabee is often selected for its fabulous look. Mix it up — try a transitional frame with two fabrics and oversized nailheads or a traditional frame in leather with silver leaf painted legs.



photo courtesy of Charles Loomis

4. flower power

Flowers have long been associated with romance and are a recurring motif in design. Floral motifs can be vibrant, refined, dainty or stylized and have the ability to bring the outdoors in. Look for flower shapes popping up in chandeliers, fabrics, china and stoneware patterns, rugs and even in wood carvings on furniture!



photo courtesy of Haccrack & Moore

2. too matchy matchy

Sets of furniture in the dining room, master bedroom, kid's bedrooms or even in the living room or office — who needs it?

Live a little, don't play it safe...let your own style and personality shine.

3. bigger is better

Who needs McMansions? Right-size, down-size, or buy a second home in the city or country that is a little get away. You will thank us when you sort through your many possessions to move.

out

1. enough is enough

Cluttered country style — is so booooooring! Mix it up — add contemporary artwork or a few sleek lined pieces with your vintage finds.

spotlight on a favorite...tubby time!

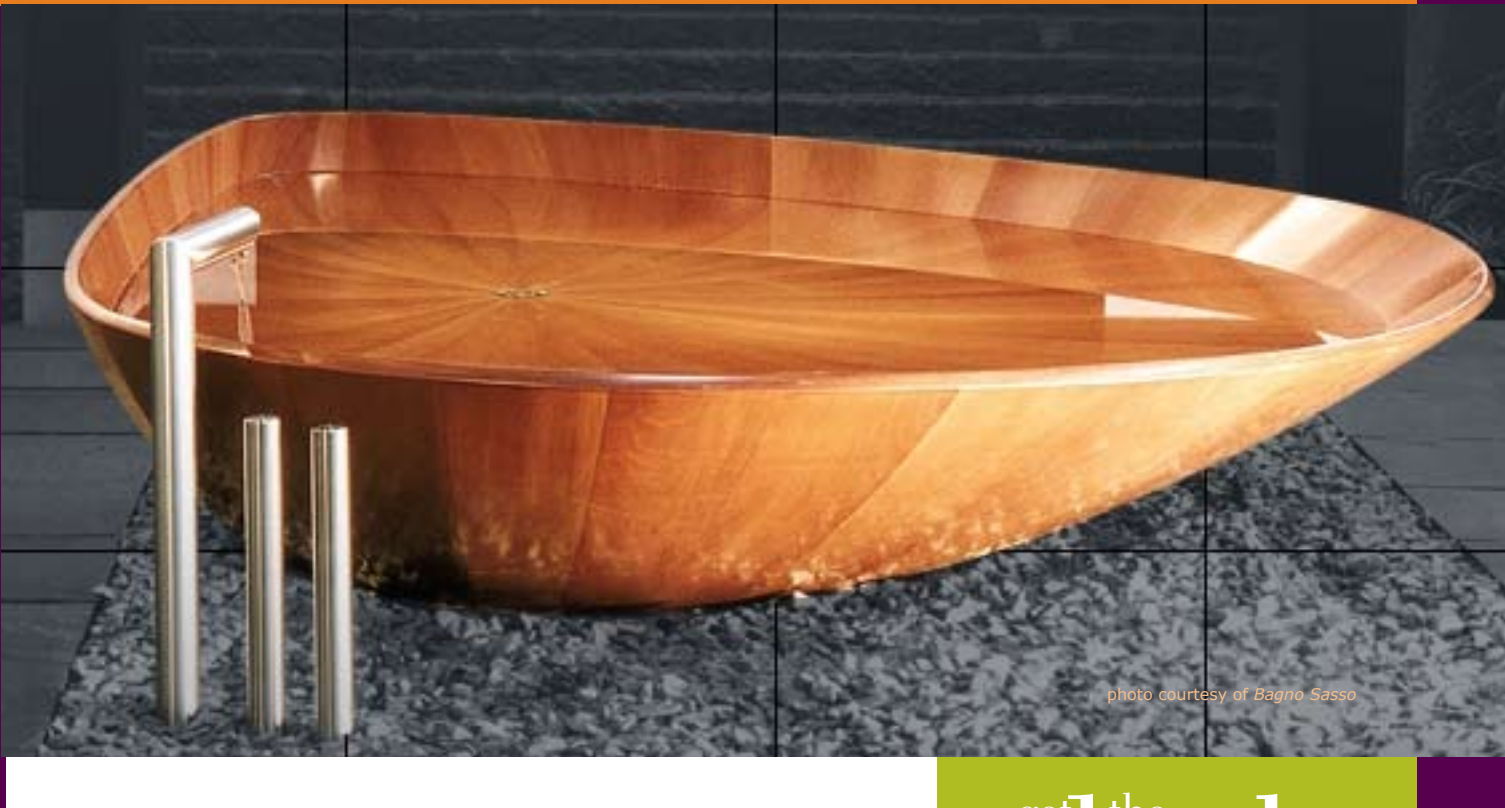


photo courtesy of Bagno Sasso

The freestanding tub is back

— in unbelievable shapes, materials, styles, and feature options. It can be a fabulous focal point and expression of your sense of style.

If you don't have to use it in tandem with your shower and you have the space to show it off add one to your master bathroom for the luxury as well as the relaxation, comfort, and the obvious — a great soak!

Material options are endless and include cast iron, acrylic resin, stainless steel, copper, zinc, stone or marble. Your choice will impact the look, the feel and the cost!

Free standing tubs can be just for soaking or they can be outfitted with "jets" to transform your bath into a whirlpool.

Place your tub in the center of your bathroom, angled in a corner or under a window.

Think about your plumbing before you decide on a location. Floor mounted tub faucets typically come with a higher price tag than deck mounted or wall mounted tub faucets.

Today's free-standing tubs make a statement... and a splash!

get the look

from blah to spa

Are you in need of "bubble-iciousness" or peaceful tranquility? Today's master bathroom is multi-functional — not only is it a refuge from the stress of everyday life it also serves the obvious practical functions. To create your very own "luxury spa experience" right within your own home read on...

Begin by clearing your space of all the "non-essentials". (You'll wonder why you didn't do this earlier!)

Choose relaxing colors or those that are taken from nature such as greens, blues, ivories, taupes, greens, blues, and browns. Use a limited number of colors in different intensities when selecting paint colors, towels, tile and accessories. Add variety via texture rather than multiple colors that cause confusion and anxiety.

Rethink how you might organize your spa soaps and toiletries in a uniform, pleasing way. Use a collection of containers and fill them with your spa products and soaps — eliminating multitudes of packaging, colors and printed information. Select only those items that you will actually use.

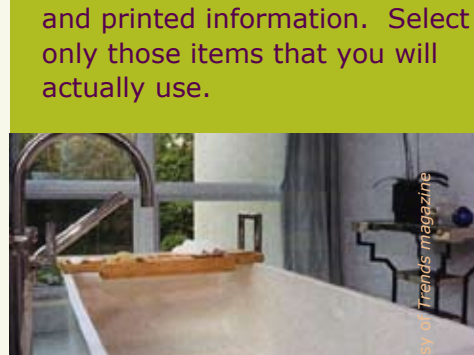


photo courtesy of Trends Magazine

Rather than the typical towel bar, consider folding or rolling your towels into cylinders and place them inside baskets next to or around the tub surround.

If the budget allows, turn up the heat. Getting out of the tub is more delightful when you step onto a heated floor.

Wrap yourself in a big, luxurious heated Turkish towel. Treat yourself to a towel warmer— there are two types— wall mounted or a warming drawer that is inset into your cabinetry.

Add a chair, bench or chaise as a place holder for your glass of wine or favorite book. Or use it as a spot to just unwind. We guarantee it won't be the first place your family looks for you! Try an antique piece, a sleek chrome and leather combination, or a ceramic garden stool.



fabu fabrics

Stylized florals and geometrics

are taking center stage whether your interior is traditional, transitional or contemporary.

"To stylize" means to represent a design style or element that is real, natural, or traditional in a non-conventional way. Stylized florals and geometrics are bright, whimsical, bold and often very large scale.

Find them on window treatments, bedding, pillows and chairs. They add a punch of color, whimsy and pattern to any room. But don't overuse... the trend is to use only one or at the most two per space with lots of solids and textures.



Stylization adds a sense of funfulness and simplicity unlike a traditional, realistic floral motif or geometric. The designs are back in our lives because they are spirited and make us feel good — an antidote to stress!

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