



Faux Solutions for Designers' Visions

Chicago Merchandise Mart DreamHome

ORATIVE ART BY MICHAEL KRAWIEC
THE PAINTERS DISTRICT COUNCIL #14
WRITTEN BY DENISE CARNEY
PHOTOS PROVIDED BY DENISE CARNEY

The top echelon of Chicago's design community were treated to low-key wall effects serving up stylish artwork to the eye at The Merchandise Mart's DreamHome.

DreamHome pairs the city's leading interior designers and the showroom resources of The Merchandise Mart and benefits The University of Chicago Cancer Research Foundation.

"Many designers and homeowners today have been turning to faux finishing to create the illusion of texture on the wall," says Michele Hodo, Merchandise Mart Senior Director of Marketing-Design Center Division. The prominence of faux in these meticulously styled rooms shows the demand for contemporary linens and tone-on-tone polished looks.

"These innovative techniques have become an art form, producing the look of marble, limestone, zebra wood, etc.," explains Michele. The options are endless as faux finishes can re-create any look you want."

A relationship forged through years of collaboration, Sheri Zeman of Faux Design Studio partnered with Painters District Council #14 Joint Apprenticeship (PDCA) Training Instructor, Michael Krawiec to develop the finishes. "With this second year of DreamHome, our involvement has grown from two to five rooms showcasing

faux this year," says Mike.

PDCA business agents John Spiros and Richard Tamborski under the direction of Terrence Fitzmaurice, Business Manager/Secretary Treasurer wanted to share with designers the extensive training and resulting craftsmanship of this talented group of apprentices. "After introducing our DreamHome team to the FCAC and viewing their designs, our designers were impressed with the quality and scope of their work," says Michele.

DreamHome's luxurious textures and furnishings are complimented by a pared-down stunning vertical backdrop. The foyer's pearlized palette is the ultimate in clean-lined sophistication. This stunning sleek style was achieved with StucoLux™, troweled on and covered in Olde World Venetian Wax™ inlaid with a glaze of FauxCreme® Clear in a light green/gray tone. Palette Deco™ Pearl on the crown trim and corbels visually raised the ceiling height.

For the home office, designer Janet McCann needed a level of iridescence in a grasscloth look. "I was looking for a wall covering because I never dreamed I could find the color or depth of color for that effect through paint."

The team got the concept right away using a striae





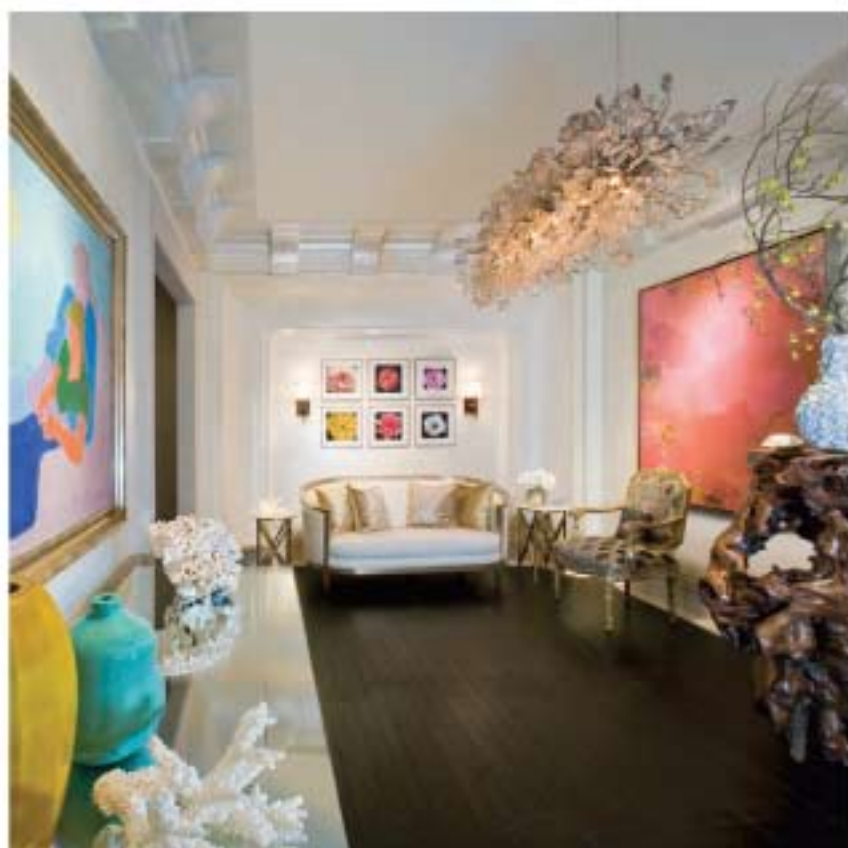
pattern with Venetian Gem® overlazed with FauxCrème® Clear mixed with Kettle and Eggplant MetalGlow® colors.

According to Janet, the finish was beyond her expectations with just the right depth, texture and even iridescence. "As designers we've all seen faux finishes, and it's kind of ho hum," she says. "This is in a category of its own."

Moving to the living room, the inset panels were given a textured plaster treatment followed by tinted Venetian Gem®. The treatment was overlazed with a mix of soft brown and ochre yellow. The same brown tone softened the trim. "The FCAC took on any challenge the designers threw at them, and the result was ten awe-inspiring rooms," adds Michele.

For the relaxed ambiance of the veranda, the team used PlasterTex® mixed with hues of Ochre Yellow, Van Dyke Brown, and Italian Sienna FauxCrème Color™. Venetian Gem® Tint Base mixed with half-strength tones was skip troweled on and overlazed with a touch of Van Dyke Brown FauxCrème Color™.

Designers see these finishes as a mainstay, particularly in the current economic climate. "Today's clients want the versatility of changing bedding, window treatments and table linens on a seasonal level but are not afforded the luxury of switching wall treatments," says Christopher. "If they are not likely to change in the next five years, these beautiful pared-down wall finishes offers a great deal of versatility."





For the spun-metal look sought by designer Christopher Michiels for the bathroom, Sheri and Mike created a finish using Venetian Gem® Finish Coat mixed with MetalGlow® Pirates Gold and Martini Olive striated horizontally.

The finish was overglazed with FauxCrème® Pre-Mix™ Metallic Gold. Touches of glaze with a hint of Earth Green FauxCrème Color™ were streaked in horizontally, toned with a rich brown stain and finished with a glossy urethane.

The tub canopy was woodgrained in a zebra wood style using glaze and colorants to compliment the ebony sink vanities. Mike and his team nailed the finish "spot on" from the word go and they were dedicated to perfection.

"With all the different materials that I used, it was extremely important to have something to unify the tiles, metal, and the opalescence of the glass sinks," adds Christopher. "The depth, texture and color I needed were only achieved through the materials and skill set of Sheri and Mike. Sheri and I have an incredible synergy."

"The success of a space stems from the fusion of walls and furnishings," explains Sheri. "The evolution of subtle, innovative techniques and products reinforces the new design language."



*DreamHome is open to the public until December 18
Monday-Friday 10 a.m.-5 p.m. and Saturday 10 a.m.-3 p.m.
First Floor North Lobby of Chicago's Merchandise Mart.
\$ 5.00 suggested donation benefits The University of Chicago
Cancer Research Foundation Women's Board.*

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