

Design Directions

ASID MINNESOTA
Design Directions

FALL 2014

LIGHTING AND COLOR



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INTERIOR
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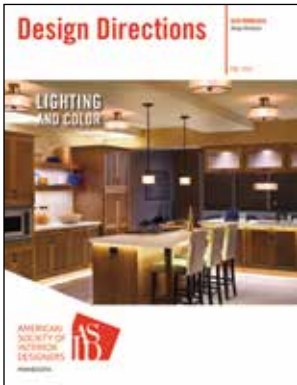
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*“It has been an honor
to serve as President
of the ASID Minnesota
Chapter this year.”*

A LETTER FROM OUR PRESIDENT

Dear ASID Chapter:

It has been an exceptional year for ASID Minnesota. Our members, committees, industry partners, and board have been very dedicated and involved at all levels. As President, I appreciate all of our superb and amazing volunteers. As a society, we could not evolve, grow in numbers, and have the presence in our communities without our members. Thank you.



The Public Relations committee will continue to brand our image and promote “the value of hiring a professional interior” to the public. ASID National’s website has been updated with easier access and navigational tools. The ASID Minnesota website is updated quarterly and is an essential avenue to keep you informed of upcoming events and to promote your company interior design services.

At each venue, ASID Minnesota is the interior society to partner with. Thank you to each and every one of you for your ideas, investment of time, and professionalism. As an interior design community, we thrive only when our society is healthy and open to change. Our ASID Minnesota chapter is the pace setter and has exceptional leadership. Our chapter is also fiscally sound, has a solid strategic plan and expects continued growth.

I look forward to our new incoming President Bruce Kading, ASID, along with President-Elect Christine Frisk, ASID, leading our society. They have just completed Chapter Leadership Training in California and will have much to share with our group. Bruce and Christine, along with our incoming new board members and committee leaders, will bring a fresh approach to the group. It has been an honor to serve as President of the ASID Minnesota Chapter this year.

Enjoy this edition of *Design Directions* focused on lighting and color, two very important elements of design.

Sincerely yours,

A handwritten signature in cursive script that reads "Angela Parker".

ANGELA PARKER, ASID
President
ASID MN Chapter

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“Our focus this next year will be on re-inventing ourselves to be more valuable to our members.”

A LETTER FROM OUR PRESIDENT-ELECT

Dear ASID Minnesota Chapter Members,

Wow! This summer flew by so fast. My year as President-Elect is coming to a close and my new responsibilities begin in October. It has been a year packed with meetings, training and preparing for my term as President this coming year.



Christine Frisk, our new President-Elect, and I spent four days back in June at ASID National’s Leadership Conference and at Dwell in LA. It was quite the event, closing with a gala at the Paramount Studios. They had us booked solid and we gained a lot of insight into ASID as to where we have been and where we need to go. The Minnesota contingent was well represented. Rachele Schoessler Lynn, of course, is our national president, but several Minnesota colleagues received honors as well. Among them were Jodi Gillespie, honored for a residential design, Linda Nussbaumer, recognized for her interior design text books, and Tama Duffy Day as Designer of Distinction. In addition, the group was rounded out with a visit from former Minnesotan Gary Wheeler, a fellow and past national president, now living and working in London.

Our focus this next year will be on re-inventing ourselves to be more valuable to our members. We need to grow our organization and will be putting an emphasis on mentoring emerging professionals, getting students more involved and making our programs more interesting and valuable. We are going to reach out and develop interactive partnerships with other associations like BATC, NARI, AIA, NKBA, etc. We intend to broaden our scope as well attract more of our commercial and contract designers to become members. It’s going to be a year of great gains with the economy coming back and creating more work for all of us.

Please don’t forget our next big event. Be sure to visit and get involved in the ASID Sample Sale. Thanks to all of you who are participating, whether it is providing merchandise or assisting with the implementation. Be sure to make plans to attend our Gala in November. It is always a fun time and a great opportunity to view our chapter’s work.

See you next time with a new title behind my name!

Sincerely,

A handwritten signature in black ink, reading "Bruce Kading". The signature is fluid and cursive, with a large loop at the end.

BRUCE KADING, ASID, CID
President-Elect
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- » **Dan Swinarsky**
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- » **Jesse Walker**
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- » **Lisa Ebel**
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- » **Cassandra Farinella**
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- » **Angela Hadrits**
Century College]
- » **Kristin Hatting**
Iowa State University
- » **Darcy Huber**
Rocky Mountain College of Art and Design
- » **Shayla Hunstad**
Alexandria Technical College
- » **Lance Kvam**
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- » **Ali Larson**
Alexandria Technical College
- » **Karla Marshall**
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- » **Rachel Packenham**
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- » **Amber Etzel**
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- » **Kelsey Gray**
- » **Ashley Johnson**
- » **Kristina Luchsinger**
- » **Mary Lynch**
- » **Patricia Madden**
- » **Kathleen Maurer**
- » **Brittany Meidinger**
- » **Katie Pieper**
- » **Melanie Trachsel**
- » **Dawn Valverde**

ASSOCIATE MEMBERS

- » **Amy Leferink**

Awards and Accolades

By Elizabeth Bland, Allied ASID

- › **DENISE GUERIN, FASID**, University of Minnesota, has been recognized as one of the inaugural International Federation of Interior Architects/Designers (IFI) Fellows. She was selected by the IFI committee for her outstanding leadership and contribution to the interiors discipline at an international level. Denise is considered an international design authority and is the author of numerous publications focusing on constantly evolving interior design standards. Her research has been adopted and shared around the world.
- › **JODI GILLESPIE, ASID**, Jodi Gillespie LLC Interior Design, was the recipient of the 2014 ASID National Elevate Award for Residential Design. Gillespie earned the award by thoughtfully updating a mid-century modern home while incorporating careful details, including terrazzo kitchen floor tiles that match the original entry floor and period light fixtures. The design also incorporated a Japanese soaking tub and separate shower with transom window.
- › **TODD HANSEN, ALLIED ASID**, Albertsson Hanson Architecture, had his 2006 whole-home project in Cannon Falls, Minnesota featured

in the *New York Times*, May 29, 2014. Hansen designed the sprawling 9,000 square foot river-front home for a couple who frequently entertains their family and friends. The home features three kitchens, many bedrooms, thirty-five styles of millwork and a secret passage.

- › **TRACY HAINS, ALLIED ASID, CALIE PIERCE, ALLIED ASID AND JILLIAN MARCHIAFAVA, ALLIED ASID**, Che Bella Interiors, won the BATC Foundation/Special Spaces Design Competition this spring. Their car-inspired design for 4-year-old Eli's bedroom was chosen and they implemented the design in May. Special Spaces is a non-profit founded to develop and construct specially designed bedrooms for children with a critical illness.
- › **JACKIE MILLEA, ASID**, Shelter Architecture, whose work on an affordable modern dream home, dubbed "Burgess," in Como Park was featured in *Lavender*, June 2014. Millea worked with the homeowners to create an efficient design that incorporated low-maintenance, yet modern, materials.

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The 2014 ASID MN Showcase Home Wrap-Up

By Bonnie Birnbaum, ASID, CID

ASID MN SHOWCASE Home Tour

The groupies have spoken, “2014 was the best ASID MN Showcase Home ever!” Once again, the partnership between the Minnesota Chapter of ASID and *Mpls.St.Paul Magazine* produced an amazing tour de force of design for our many fans. Neither a late start for the design process, -20+ degree temperatures, tons of snow or endless rain prevented the show from starting on time.

2014 stands out because our home owner, Jayne Haugen Olson, is the Editorial Director of *Mpls.St.Paul Magazine*. Jayne, with her fashion sense and personal style plus her love of mixing vintage furniture and lighting with current styles placed in a environment of saturated color, combined with the talent of the 26 designers who participated this year made for an exciting showcase. Cobalt blue, emerald green, citrus, black and white, grey, touches of orange, mixed with silver and gold created a lively palette for the visitors. People remarked on the many different wallpapers (yes, it is back), the silver ceilings and the beautiful wall finishes.

A robust marketing plan for the 2014 Showcase Home was launched in March 2014 by *Mpls.St.Paul Magazine*. The marketing plan combined with a strong PR effort drove awareness and interest early on in the project. Their PR efforts alone reached over 19MM impressions, equating to an ad equivalency value of \$770,000! One of *Mpls.St.Paul Magazine's* PR goals this year was to increase the exposure of the sponsors in local TV, radio and print. They achieved this goal with exposure for multiple sponsors within the earned media coverage. Specifically, the Presenting Sponsor, Cambria, received multiple on-air messages on FOX 9, KARE 11, Twin Cities Live, MyTalk 107.1 and more during the launch and overall tour. PR and

Marketing efforts delivered a combined 22MM impressions with an ad equivalency value of \$1.2MM!

Once again, our Industry Partners showed their support for ASID designer's by participating in making this year special. Many thanks go to Cambria who has been our presenting sponsor since 2002, and Warner's Stellan, Rubble Tile, Intersouce, Pipeline, Mom's Landscaping and Benjamin Moore who are multi-year supporters. Visual Comfort was our lighting sponsor this year and Woven Arts our rug sponsor.

Both of the charities for this year were new to the project. They were the Smile Network and Hope Chest for Breast Cancer. Once again the Showcase Home designers volunteered to host the house for a week. Overall, 3,511 visitors toured the home and raised \$15,000 for our ASID chapter.

The public votes for their favorite spaces and this year's crowd pleasers were:

1. **Pool House** by Bonnie Birnbaum, ASID and Keri Olson, Allied ASID
2. **Master Bath** by Rena Feldman, Allied ASID
3. **Kitchen** by Kimberly Herrick, ASID
4. **Master Bedroom** by Rena Feldman, Allied ASID
5. **Girls Bedroom** by Christine Happel, Allied ASID, Kathy Connolly, Allied ASID, Lori DAntoni, Allied ASID, Elsa Dean, Allied ASID and Katie Mallory, Allied ASID
6. **Lower Level Bathroom/Changing Room/Laundry Room** by John Lassila, Allied ASID

Their work will be published in *Mpls.St.Paul Magazine*.

The ASID MN Showcase steering committee is already out viewing homes for 2015! • D •

Save the Date!

ASID Kitchen Tour 2015



By Sheree Vincent, ASID



Get your calendars out! The 2015 ASID Designer Kitchen Tour, which is scheduled for April 18th and 19th, will be part of *Midwest Home* magazine's Design Week. This partnership with *Midwest Home* is a fantastic marketing opportunity for our members and will create a great opportunity to market our design services to a larger audience.

Do you have a kitchen project that has been completed in the past 3 years that has a unique story, features innovative design solutions, new trends or just an over the top design? Projects located throughout the Twin Cities in a variety of styles and budgets will be considered for the tour. The Kitchen Tour committee would love to see your entries. When you are working

What Past Participants Have Said About the Tour

"It is a fabulous chance to have potential clients view a real project, and have the chance to explain it to them. Secondly, it is a huge confidence booster and compliment for your client whose kitchen you've entered, and the marketing of your acceptance into the tour is great for other contacts, existing clients, your subcontractors, and anyone else on your mailing list."

- Rita Larson, Larson Design Build

on your next fabulous kitchen project, please consider taking short videos highlighting key construction phases, the before and in-progress photos, and interviews with the homeowners. Having this content will be a great opportunity for the magazine to talk about the challenges, the solutions and the process of working with a designer.

Along with being a great marketing opportunity for ASID members, it is also part of ASID's ongoing commitment to educate the general public on the value of hiring an ASID designer and the vital role they play in creating a successful project.

Stay tuned for an update on the application deadline and the details about Design Week and The Designer Kitchen Tour! • D •

"I participated in the tour to promote the awareness of interior design as a profession and to promote my own business. I wanted the public to be aware of the fact that designers are capable of designing spaces by directing building materials, wall placement, window sizes, millwork styles and lighting."

- Kathryn Johnson, Kathryn Johnson Interiors



Stand Out! Create Awareness for Your Small Business

By Elizabeth Bland, Allied ASID

Join the ASID MN PR Committee this October for an event to help your business grow!

Stand Out! Create Awareness for Your Small Business will be held on Thursday, October 23 from 11:30 a.m. to 1 p.m. Sponsored by Painterati and ProSource, this event will feature a panel of local interior designers along with branding and advertising specialists.

The keynote speaker will be Peter Remes, a life-long entrepreneur, who is founder and President of First & First — Creative Real Estate, established in 2010. First & First specializes in the adaptive reuse of older industrial commercial and industrial properties in the Twin Cities. First & First looks to transform once forgotten properties into dynamic centers of life and commerce that generate new opportunities and prosperity for both the businesses and surrounding communities.

Mr. Remes focuses on taking under utilized and neglected properties and reinventing them into innovative hubs for creative-class businesses and entrepreneurs. His interest and passion for the visual arts, and deep appreciation for historical architecture are leveraged to create a unique synergy of energized and inspired spaces where people work, live, create and connect.

What's the difference between marketing and advertising?

Where and how do I start marketing my business?

How do I determine a marketing budget?

What has worked for your company and why?

What has not worked for your company and why?

What training resources would you recommend?

How will I know when my efforts are working?

What should my priorities be?

Using marketing, branding and advertising, Mr. Remes has been extremely successful in setting himself apart from his competition. Panelists for this event include: Lisa Peck, ASID, LiLu Interiors; Rik Lalim, Industry Partner Rep for Rikochet LLC; Sandy LaMendola, ASID, Twist Interior Design; Jill Murphy, Industry Partner Rep for Martha O'Hara Interiors; and Ranosha Coffelt, Brand Architects.

Be sure to join the PR Committee for what is sure to be a great event! RSVP info will be provided in an upcoming E-blast. • D •

All About Student Affairs Day, October 9

By Letitia Little, Allied ASID, MN Membership Director

Student Affairs Day is an annual event that our Membership Committee organizes every October at IMS. It is a special day for all ASID student members from area colleges and universities in which they can learn more about the profession of interior design.

The day starts off with student officer training (required by National) by our chapter president and is followed by lunch and a panel discussion, a portfolio review, showroom tours and a visit to an ASID member's design studio.

The panel discussion is made up of practitioners and IP members with relevant topics, for example: How to Interview for a Job, How to Start Your Own Business, How to Use a Showroom and Networking for Success. It is followed up with a lively Q & A session.

Students who have attended this all-day event have enjoyed the informational content and the chance to get to know our chapter and IMS better.

The Membership Committee is excited to expand our student attendees this year by contacting the area colleges to suggest it as a field trip. Typical attendance is 25–50 students.

Area colleges and universities with Student Chapters are: Alexandria Tech, Century College, Dakota County Technical College, Art Institutes International MN, North Dakota State University, the University of Minnesota, and South Dakota State University. Other colleges with interior design programs are, Dunwoody, St. Catherine's and St. Thomas. All area students are welcome to attend. • D •

Layering Lighting in Kitchens and Bathrooms

AMERICAN SOCIETY OF
INTERIOR DESIGNERS
MINNESOTA



By Colleen Slack, Allied ASID



Photos by Kichler



Ambient



Accent



Task

Based on a presentation by Jeffrey R. Dross, Corporate Director, Education and Industry Trends for Kichler.

Good lighting is important for every space in a home, but great lighting that has been thoughtfully laid out and layered

will take the user's experience of a room to the next level and serve to highlight the design features of the room. Layering lighting allows home owners to set the mix of lighting they use at different times of the day to suit their specific needs. In

the morning when light is streaming in the kitchen windows, under cabinet lighting may be all they need to prep breakfast and pack lunches. At dinner time, they may need multiple lighting options, including overhead, under cabinet and vent hood or



range lights on as they move between prep and cooking zones. Later in the evening, the soft glow of the cove lighting above their cabinets draws them back in for a snack, and a quick flip of the dimmer switch on the overhead lights allows them to do so without disturbing the rest of the family watching a movie in the next room. As part of the design process, it is key for designers to keep in mind the many different functions and lighting situations needed for each room to ensure clients have an optimal experience in their home.

A quick refresher on the 3 layers of lighting needed in each room:

1. Ambient (general)
2. Accent (decorative)
3. Task (functional)

Ambient lighting should have even placement throughout the room.

Accent provides the finishing touches that compliment the aesthetics of the room and highlight interesting details. Task illuminates work zones. To layer lighting, you will want to set each type of lighting on different switches to create different moods in the room at different times of day and for different events, such as brunch vs. evening cocktails.

KITCHENS

There are several types of fixtures typically used in kitchens within each category of lighting. Following are some tips on installation, application options, and which fixtures provide the best function and value.

Ambient: Track, large surface mounted fixtures, recessed cans

- See the highlighted tips on recessed can placement

Accent: Rope, LED linear, xenon linear, LED tape

- Xenon linear tends to be buggy and is now 2-3 times more expensive than LED tape. Xenon 120v fixtures have a low price but also a low lamp life, therefore they are not a good long term option. LED linear is compact, but tends to have a complicated installation. Overall Jeffrey Dross recommends LED tape for most Accent applications.

- Tray and cove lighting enlarges the feel of the room and can provide night time navigation when switched separately from ambient fixtures.
- Lighting above cabinets gives the illusion of extra height
- Lighting inside cabinets makes a room feel an extra foot deeper

Task: LED linear, xenon linear, LED tape, LED disks

- LED disks can be used instead of puck lights by running the wiring up the inside back corner of the cabinet in a retro fit application.

The kitchen is where lighting is used most frequently, therefore the focus should be on energy efficiency when making selections. Utilizing dimmer switches wherever possible will further increase the efficiency of all fixtures and provide more mood setting options.

LED compatible dimmers are more expensive than incandescent and CFL compatible versions, but they allow for easy bulb upgrades as LED bulb designs improve and prices continue to drop.

Recessed Can Spacing in Kitchens

- Rule #1: Forget what you have been taught. There are no set spacing rules that will work for all kitchens. (i.e.: place cans every 4' and 12" away from the face of wall cabinets)
- Spacing needs to be based on lamp or fixture beam angle and ceiling height.
- Different beam angles will illuminate different areas of a room and therefore provide different coverage
- Cans need to be placed far enough away from wall cabinets to prevent the beam angle of light from hitting the face of the wall cabinets (which creates dark zones), and close enough to each other to allow the light beams to intersect 6 inches above the work surface. *See Illustration a.*
- Since joists are a reality we have to consider when designing the placement of cans, it is crucial to determine their locations early on in the process.
- The occupants' age and the reflectance of different surfaces in the room (walls, countertops and cabinet colors) will factor into how many foot candles of light you will need to provide for proper lighting levels.

The kitchen is where lighting is used most frequently, therefore the focus should be on energy efficiency when making selections.

3 Top Tips on Recessed Can Placement

1. The most important thing to remember with recessed cans: determine the angle of the beam of light and set the first fixture in the ceiling so it doesn't hit the face of the wall cabinet and spreads to the countertop, just below the bottom edge of wall cabinet.
2. Place the next fixture so the beams of light intersect 6" above work surface/countertop. The circles of light will overlap. See Illustration [b](#).
3. Concessions with placement around joists should be made in the middle of the room over clear floor space, where the lights do not overlap on a countertop.

For additional information regarding placement, consider reading Michael DeLuca's "Kitchen and Bath Lighting Made Easy" and visit lightcalc.com.

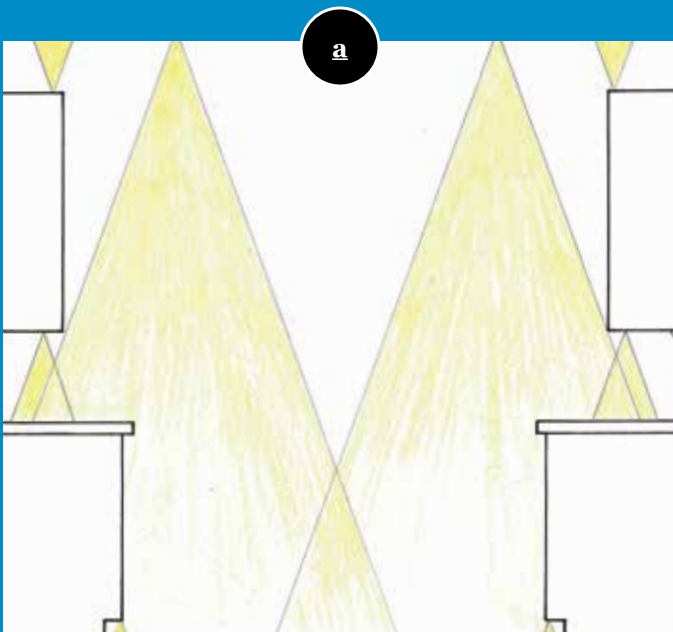
CRI and Color Temperature Recommendations for Fixtures

CRI (Color Rendering Index)

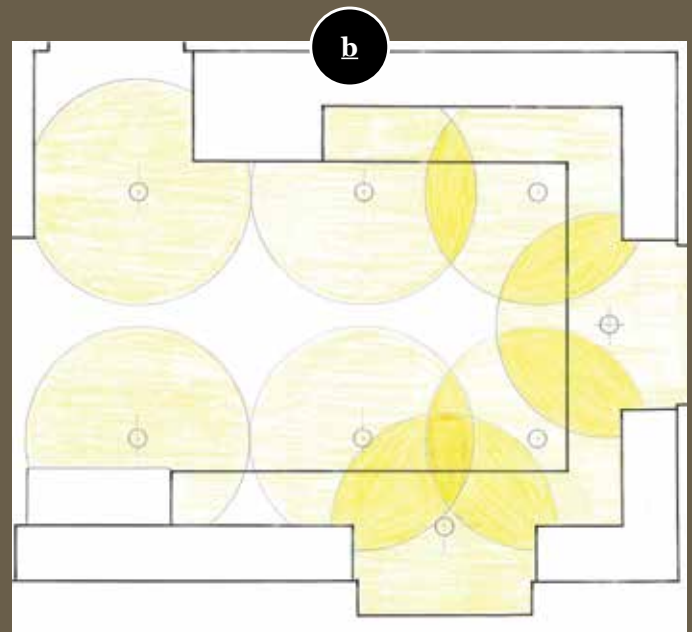
- Use lights with a CRI of 85 or higher for kitchens, bathrooms and closets
- Never use lights with a CRI less than the 70s

Color Temperature

- 2,700 color temperature: Use for rooms that primarily consist of warm tones, such as lots of woods and a warm color palette
- 3,000 color temperature: Use for rooms with cool finishes and a cool color palette



[a](#) Recessed Can Spacing — Elevation



[b](#) Recessed Can Spacing — Floor Plan

Illustrations by Jeffrey Dross, Kichler



Photos by Kichler



Ambient



Accent



Task

BATHROOMS

The bathroom is the room where we tend to spend the most time trying to look our best before facing the world. To make time here a soothing experience rather than a chore, task lighting and accent lighting can work together to create shadow-free lighting levels for tasks like make-up application, while highlighting the beauty of the finishes and the overall design. Here are some interesting recommendations on how to place each type of fixture, particularly accent lighting. The photos of the example bathroom project highlight how each layer of lighting incorporated into the design of this small bathroom work together to provide both functional and aesthetic moods.

Ambient and Task

- First choice for placement: Either side of the mirror or on the mirror if it covers a large section of wall. The center of the fixture should be approximately 66" from the floor, adjusted for the primary users eye-level. Space them so the horizontal beams of light overlap and provide even light levels without shadows across the mirror.
- Second choice for placement: overhead. If it is a recessed can, place it directly above the centerline of the drain. A single light overhead is the most challenging for seniors to process.
- When spacing restricts lighting placement to above the mirror, select a fixture that runs the width of the mirror, and place it 75-80" above the floor.
- Layering lights on the sides of the mirror as well as overhead provides the best coverage as it lights the face from three sides.
- A minimum of 150 watts should be used to illuminate the vanity. Select fixtures that offer the maximum amount of light because you can adjust light levels down with lower wattage bulbs and dimmers. Soft, diffused light sources can create a relaxed spa-like environment.

Accent

Accent lighting can illuminate the special details that enhance the room, such as architectural details, the underside of a floating vanity, or a favorite piece of art. Other options include lighting in the toe kick and cove lighting.

- Place disk lights to shine down on towels
- Place LED tape with high output to highlight on dark floor tiles and dark ceiling
- Wrap LED low output around the back of a mirror set off the wall slightly

Decorative

A decorative pendant or sconces on side walls add drama and can introduce new textures and finishes in bathrooms full of hard surfaces.

- Place a chandelier over the tub, if code allows it. Guidelines typically require six feet from a water source to electrical fixtures, therefore higher ceilings may allow for a fixture over the tub.

In summary, it is the designer's job to educate their clients on the importance of properly placed lighting. A good way to do this is to present photo examples that showcase the value of effective lighting. Show how different layers of lights turned off and on can change the ambiance of the room. Take a good look at your current projects and ask yourself, what type of lighting am I missing? How can I enhance the design with lighting? Your clients will truly enjoy their newly designed space and appreciate the extra effort. • D •

Tips and Trends in Lighting

By Amy Haglin, Industry Partner Representative for Hickory Chair



Photo provided by Visual Comfort & Co. Gallery by Rabbit Creek

Although it is a wonderful medium to work with, lighting can be a very technical purchase that requires the knowledge of a lighting specialist. Choosing the right products provided by the best supplier ensures the most favorable outcome for your project.

When you plan a new interior design project, there are many aspects to consider. Not only do you need to consider your budget and timeframe, but you need to look at the elements that will make your projects truly stand out. Part of any interior design project is ensuring that you have adequate lighting available, and that it works in a way that will enhance the environment and complement your décor.

A qualified lighting designer should be used to design the most appropriate layout of fixtures, including floor and table lamps, in the home you are creating. The right lighting will ultimately highlight the other components of the design to create the ideal environment for your client. The most expensive materials and interiors are never shown to their fullest beauty without a good lighting scheme.

We spoke to a few of our local ASID Industry Partners in the lighting industry and the following are some tips and trends for designers to consider in their future projects.

Mark Nunemacher, Showroom Manager at the Visual Comfort & Co. Gallery by Rabbit Creek located at International Market Square, says “Lighting is such an important aspect of every single room. Sometimes adding a lamp to a room is the perfect piece of jewelry! Right now, the latest trend is layered lighting featuring table lamps placed in front of wall sconces. It’s a brilliant look and one that many designers are requesting.” Mark is an interior designer as well as an architect and will help with selections for the whole home or just a single

room. You can bring him the floor plans and he can create a beautiful lighting layout.

Brant McManigle with Southern Lights in Burnsville makes certain his lighting design creates an “experience” meant to evoke a certain emotion within a commercial space which presents an exciting opportunity to utilize the latest technology in lighting. He works with lighting manufacturers on new products and technology to educate designers on effective lighting design to create the desired experience. Lighting displays and product samples within the showroom provide visual interaction with each product and allow educational opportunities for designers to understand the product they will be using within their design.

Brenda Duepner of Creative Lighting in St. Paul advises designers to use the same color in your compact florescent and LED bulbs to ensure an even tone throughout the room. If you want to really make a statement in a dining room, consider a glass or crystal chandelier suspended directly over the table. Install adjustable halogen lights then adjust the fixtures to shine onto the chandelier to create a beautiful focal point that almost comes to life.

Don’t forget about illuminating the outdoors! A new trend is to bring the indoors out by designing your exterior spaces as if they are indoors. Outdoor sitting areas can be dressed with weather resistant chandeliers or lanterns as the focal point, and wall sconces to wash the exterior walls with warm light. With this additional exterior lighting you will be adding additional security to your home or business.

Dan Juedes with Filament Lighting in St. Louis Park says that exterior lighting is necessary in every exterior space; it provides a warm and safe approach to your home or project as well as ambient light for outdoor activity. It directs people from the natural environment into the comforts of your home or business. During the selection of exterior decorative fixtures it is important to consider the architectural style of the home.

Ric Lappin, Branch Manager of Lappin Lighting in downtown Minneapolis recommends that designers used LED lights in exterior lighting projects, be it attached to the home or landscape.

For those designers who are comfortable working online and have a receiving area, **Bellacor** at www.bellacor.com is a convenient option for sourcing fixtures for interior and exterior spaces.

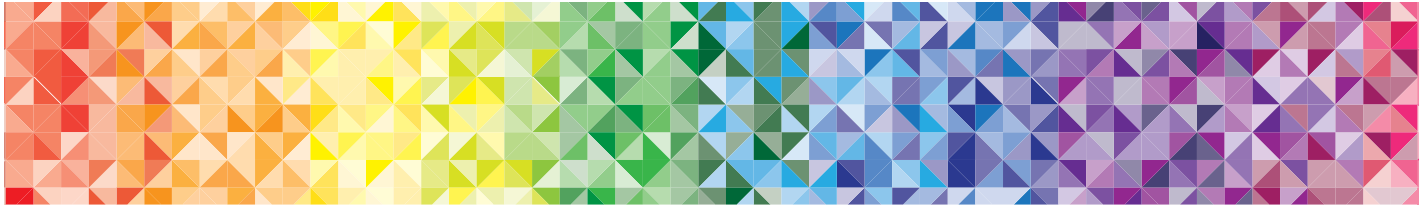
Please be sure to consider the expertise available at these ASID Industry Partners and the resources of their showrooms to help you with your existing and upcoming projects. • D •

Color: Perceptions and Biases

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
MINNESOTA



By Mark Ehlen, Industry Partner Rep for Ehlen Creative Communications



It's all around us, but we are not always consciously aware of it. It affects our mood, our attitude, our preferences and most certainly our buying decisions. It can initiate feelings, cause mental and even physical reactions. It can have an effect on our thoughts and influence our creativity.

It's color! And it's everywhere, sometimes by design and sometimes naturally, but never without influence.

It should be said that Color Psychology Theory is too large a subject to cover comprehensively in just a couple of pages, so our purpose is to get you to think about how to take advantage of some of its benefits. However, it is not without controversy.

While there are plenty of studies that show how people relate and respond to different colors, one thing often left out is context. For instance, it is true that women generally favor the various shades of pink, therefore you might expect that most would respond positively to pink as an accent color in a bedroom. The same subjects would likely have an entirely different opinion about a pink Harley-Davidson motorcycle. Men love bright red sports cars, but candy apple red counter tops may be a tough sell.

There are also differences in the ways individuals respond to certain colors. You may have the perfect shade of green selected for a homeowner yet they reject it, because consciously or unconsciously, it triggers an emotional response based on painful memories from a doctor's waiting room when they were young.

There is also the issue that different people actually see or perceive the same colors differently. This goes beyond having

their own personal preferences for certain colors to the point that they literally don't see the exact same color that you do. We are not talking about color blindness, which we will touch on later in this article. Our vision systems have a marvelous ability to auto white balance and adjust to the various types of light that we encounter. This is why we know not to judge colors individually, but compare them together under the lighting conditions where they will be installed. We just don't white balance the same.

The white balance theory can also affect how your clients choose their preferences while building collections of inspiration images on Houzz or Pinterest. If their computer monitor, tablet or phone screen is darker and warmer than yours, then their preferences will be skewed in that direction and you will end up thinking they like things light and cool. This will more likely affect how others perceive your web presence, rather than your design work.

Aging can also affect one's color perception, which is why your older or

younger clients each have different color palette preferences. Our ability to differentiate between certain colors can change with age. Aging in Place specialists know full well that their clients will need more light and greater levels of color contrast to safely navigate their homes as they age.

This leads us to the topic of generational differences in color preference. Some will prefer or avoid colors based on whether they had positive or negative experience with the colors they grew up with. They could be nostalgic for the palette of their favorite place, or on the other hand, want nothing to do with anything that reminds them of an unpleasant time.

Our ability to differentiate between certain colors can change with age. Aging in Place specialists know full well that their clients will need more light and greater levels of color contrast to safely navigate their homes as they age.



| | |
|--------|--|
| RED | LOVE, IMMEDIACY, ENERGY, SALE, PASSION, ANGER, HUNGER |
| ORANGE | HEALTH, ATTRACTION, STAND OUT, THIRST, WEALTH, YOUTHFUL, HAPPINESS |
| YELLOW | CHEER, ATTENTION, CHILDISH, FRESH, WARMTH, ENERGY, OPTIMISM |
| GREEN | SOOTHING, ECO-FRIENDLY, NATURAL, ENVY, JEALOUSY, BALANCE, RESTFUL |
| BLUE | TRUST, SMART, CALM, FAITH, NATURAL, STABLE, POWER |
| PURPLE | ROYAL, MYSTERIOUS, ARROGANT, LUXURY, CHILDISH, CREATIVE, SADNESS |
| PINK | TENDERNESS, SENSITIVE, CARING, EMOTIONAL, SYMPATHETIC, LOVE, SEXUALITY |
| BLACK | BOLD, RICH, POWER, MYSTERY, ELEGANCE, EVIL, STRENGTH |

There is a small minority of people who have some sort of color deficiency. This could range from seeing only black and white, which is very rare, to being deficient only in certain parts of the color spectrum. The later will manifest itself as an inability to differentiate between certain shades of colors and actually seeing them differently than the rest of us, or not at all. Often they will not even be aware of it, as the rest of their color vision is normal.

In summary, there are some basic valid generalities about how certain colors can evoke specific emotional responses in most people. There are many possible exceptions and not any hard and fast rules that apply to everyone. These general responses are consistent enough that it would be a mistake to ignore them altogether. Knowing the demographic of your client can help

you choose the colors for your branding materials, including your logo, printed material and web site, to the colors in your showroom or office, and even down to the colors you choose to wear. These things won't close the deal for you, but at least you can have color working in your favor.

So what can we count on? Studies show that blue is the favorite color for both sexes, though more so for men. Purple is also a favorite for women, but it is among men's least favorite along with orange and brown. Women's least favorite colors are orange, yellow, grey and brown. Men tend to prefer bright bold colors and women softer hues.

Interestingly, the names of colors can affect their preference. One study found that colors with fancy, creative, and descriptive names were preferred over their simply named counterparts. For instance, Mocha was found to be significantly more likeable than brown, even though the test subjects were shown the same color.

It is also known that color will affect how people perceive the temperature in a room. As you might guess, warm colors can cause people to think the room is warmer than it really is and cool colors the converse.

Aim to keep these color perceptions, biases and demographic differences in preferences in mind as you start each new project. If it is time for a marketing update, considering your ideal demographic's color preferences when designing your color palette could pay off in helping landing new clients. In the end, color is a subjective choice and experience, so listen closely when your clients tell you how they feel about the colors you show them. Listening and responding to their needs will result in happier clients. • D •



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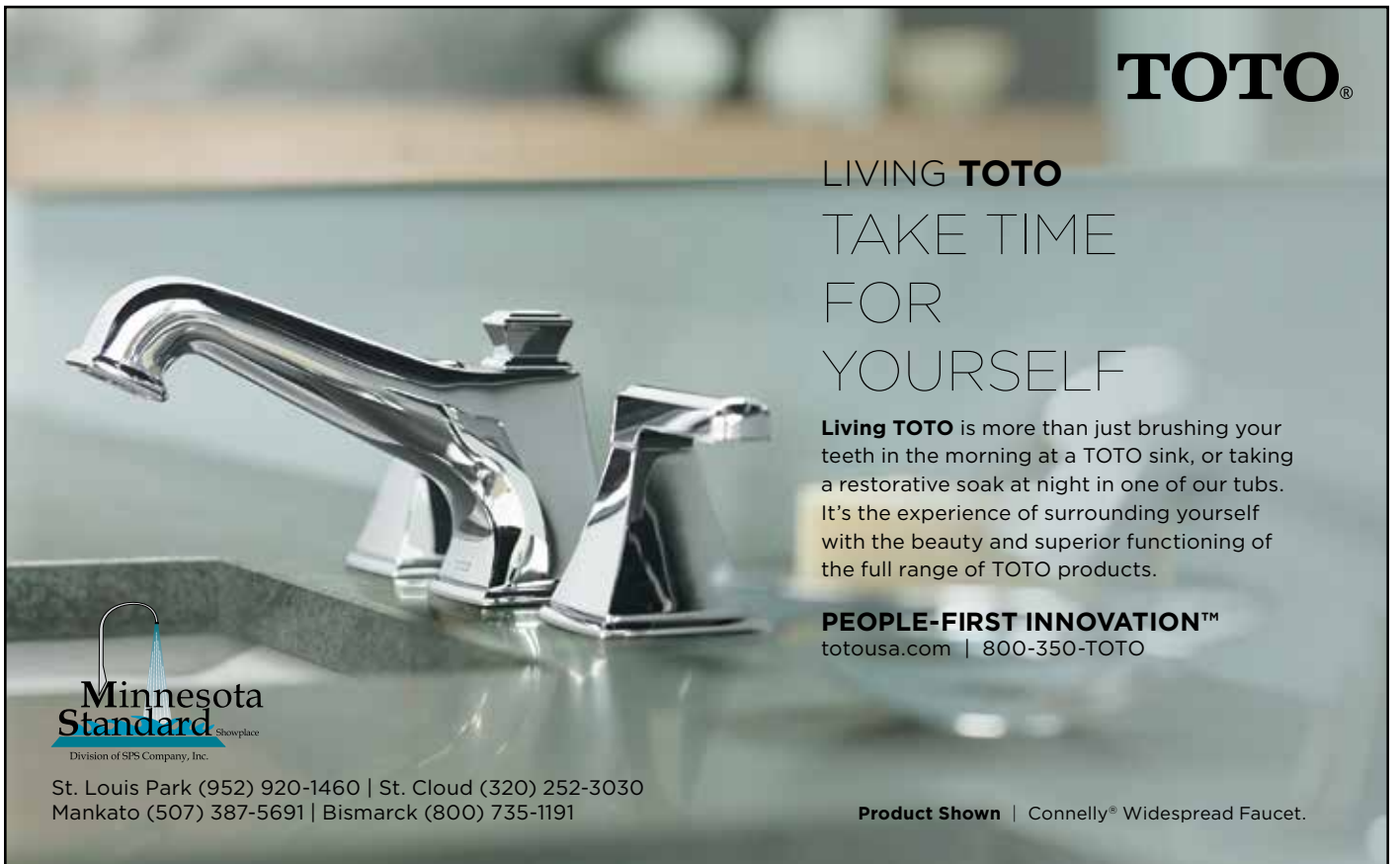
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