

JAD CONSTRUCTION



— Custom Home Improvements —

Decks • Additions • Sliding Glass Doors
Replacement Windows • Roofing
Garages • Skylights
Quality Workmanship & Materials
Jim Durnberg
538-4584

WHITE'S LAWN & LANDSCAPING

"You Grow It...We Mow It"

RESIDENTIAL — COMMERCIAL

LAWN CARE

- Spring and Fall Cleanup
- Thatching
- Complete Lawn Mowing Maintenance
- Shrub Maintenance

LANDSCAPING

- Foundation Plantings
- Walkways
- Deck Construction




10% SENIOR CITIZEN DISCOUNT WITH THIS AD

225-3716
22 Lucinda Lane — Rochester, NY

ELECTRICIAN

24 HOUR EMERGENCY SERVICE

- Service Upgrades
- Specialized Lighting
- Fire & Smoke Detection Systems
- Fuses To Circuit Breaker Conversions
- Swimming Pool Wiring
- 220 Volt/High Voltage Installations
- Multi-Family Wiring
- Licensed Master Electrician



FARRON ELECTRIC
FULLY INSURED
288-8730
2008 E. Main St.
Rochester, NY 14609

HOMEFACTS

■ Housing cost of living changes during 1988

Fuel oil and other fuels DOWN 4.6%	Gas and electricity UP 3.2%
Renters' costs UP 3.9%	Homeowners' costs UP 4.7%
Maintenance and repairs UP 2.2%	Home furnishings UP 2.5%

SOURCE: Labor Department

DESIGN SHOWCASE
What's in, from classics to collectibles

By Monica Perez
Copley News Service

Staying home. Doesn't sound dull at all, does it? Cocooning, nesting, potatoing — whatever you want to call it, we're doing more of it.

So much more that, says a survey done by the publishers of *Architectural Digest* and *Home* magazines, around 72 percent of those of us with household incomes of \$50,000 and up agree that we want to improve the appearance and furnishings of our homes.

The retailers are all excited about this. They're also mighty pleased that the baby boomers are hitting their stride in terms of furniture buying. That's called a trend.

And trends feed off of trends. Interior and furnishings designers are getting the sort of attention we recently lavished on chefs and, before them, fashion designers. In fact, a few clothing designers are turning their talents to furniture; witness Ralph Lauren, Fendi, House of Dior, Norma Kamali, Paloma Picasso.

Fine. We're ready to spend. The people are out there ready to supply. What then, are we getting this year?

Sink back into your cushy deco chair (redone in zebra) and hold on tight, because this year you've got a lot to choose from.

Overview: Mix it up. Eclectic became a popular catch-all term a few years ago; we used it to describe the fact that none of us could decide on a single style, so we "designed" our homes in a piecemeal fashion. Well, keep doing it.

Only now do it classier. Buy good antiques, say a fine French dining room table from the 1800s. Then surround it with eight chairs you had custom-made by a local craftsman. Local craftsman. Regional is very important.

Another example: Get a good piece of original art, very contemporary, and put it in an ornate gold-leaf frame.

Old/new, traditional/up-to-date, treasure/junk — mix textures, colors, furniture styles. It's juxtaposition.

(Although it sounds wonderfully jumbled, it takes a trained eye to do it successfully, someone with a firm grasp of proportion, color and spatial relationships. You might want to hire a designer to help you pull your pieces together.)

Colors? Green, green, green. All shades. In an article in *Decorating Winter* magazine, Shari Hiller, color stylist for Martin Senour paints in Cleveland, theorized that it may have something to do with our love of plants, but our current inability to keep them alive — who's got the time?

If you can't stand green, go with cream, only this year you have to call it blonde. Paint rooms more than a single color — perhaps accenting a doorway or a window frame.

As furniture goes, the news includes anything gilt or gold leaf. Metal furniture, sheet metal, for goodness sake! — is the hottest thing going. Art deco is back again, reupholstered in big stripes and animal prints.

Here's a very new look. Little collections are coming out of display cases and off shelves and cluttering up all kinds of tabletops. Don't call it collecting, it's "accumulating."

Big florals, in upholstery, window coverings and wallpaper, are far more important this year than itsy-bitsy prints. With this business, add flourishes and flounces; you'll see lots of tassels and fringes in '89.

The garden moves indoors this year, with botanical prints showing up on everyone's walls. Things like plant stands, urns, statues, topiaries and even architectural columns are also moving in, notes Washington antiques dealer Marston Luce.

The latter, he believes, parallels another current trend: "Anything classical or mythological seems to be very much the rage now. A recent issue of *Metropolitan Home* ran an entire article on the appearance of stars, moons and Pan's hooves on home furnishings.

We're all pretty fed up with the Southwest at this point, but what that movement has left us with is a love of rough, natural materials. Look for floors made of slate, flagstone, tile pavers and wood. Walls will have more texture again.

Conversely, a lot of interiors will be getting more architectural: pedestals, crown moldings, columns, geometric shapes. Most of it has some suggestion of the past — did Memphis burn us all out on the future?

The past, in fact, is possibly the single greatest influence on this next year's looks. It's a tempering of these technical times. Your computer table will be a fine old oak sideboard, your leather recliner will have a hand-knit woolen throw tossed over it. Designs will definitely take into account the influence our work has on our home life.

We work, then we relax, dream a little. Well, so will our homes.



Guarantee

California Closet Company guarantees the highest quality materials, workmanship and professional services set forth by standard practices.

And a lifetime after that.

We didn't become the world's leading custom closet company just by making the world's best closet. We got here by guaranteeing it.

And 710,000 closets later, we're still using the highest grade materials, the finest European hardware, and the most innovative accessories.



1425 Jefferson Road
Saginaw Plaza
Rochester NY

Outside Monroe County for your convenience call 1-800-832-8500

For a free in-home estimate & design call (716)272-8630