

## The New Perspective on Faux



Donna from the Arlington Design Center and Sheri coordinate fabrics and finishes for the event.

**Faux Design Studio** brings the design community a new look at the possibilities of decorative painting. The introduction of specialized products has been the catalyst to the rapid development of never-before seen finishes.

“It’s exciting to share a new perspective on the emergence of innovative wall treatments,” says **Sheri Zeman** of Faux Design Studio. This renaissance in faux brings smooth finishes that have incredible depth, yet are virtually flat to the touch.

What’s the latest rage in the world of Faux? According to Sheri, today’s decorative finishes showcase a wide variety of treatments from the subtleties of smooth, matt finishes to the vibrancy of texture and shine. A damask-look once achieved only through wallpaper can now be created in every scale, color, and pattern through the use of custom-tinted faux products.

Other looks creating interest include linens exuding the feeling of grass cloth. “Shortening the bridge between traditional and contemporary, the look of linen can both quiet

and enliven a space with the richest of texture complementing not competing with a room's décor," says Sheri. On the higher end of the price scale, embedded patterns in venetian plasters are a hot effect making their way into powder rooms.



**Niche with 4-layer metallic waxed finish**

Key factors in getting these high-end results include making the right choice on the level of training and materials being used by the faux artisan. "Professional training and professional products go hand-in-hand in delivering consistent quality results," says Sheri. Today's products allow for flexibility in combining materials including layered textures and metallics added to opaque products. Newer formulas give the artist time to blend colors and create dimension in a seamless application without the negative mental image of blotchy, dry lines.



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This message was recently brought to the Arlington Design Center in Arlington Heights where designers were exposed to the high quality finishes attained through new products in the marketplace. Associating faux with a dated sponge or ragged look, many designers were impressed and enlightened by the newest options.

The presentation was a joint effort between Faux Design Studio and Arlington Design Center. "Everyone knows what faux is," says Arlington Design Center owner **Joe Caminiti**. "What they didn't know is that it is a piece of art on the wall instead of just an applied finish." Joe was intrigued that Sheri would not only present finishes, but actually incorporate a live demonstration. With endless color choices to coordinate with fabrics, designers on-hand were shown how looks can vary greatly with limitless possibilities. "The presentation was educational and inspirational and I feel the designers walked away with more confidence in selling this product," says Joe.

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**Patricia Abbatemarco** of P.S.A Interiors Limited of Barrington considered the presentation one of the best and found new mental possibilities in dimensional techniques. "It gets the creative juices going if you get excited about a technique and colors, and start looking for ways to incorporate them into your jobs," she says. Faux has definitely taken the leap from the walls to every other surface imaginable. "I think the ceiling details are going to be bigger simply because they have been overlooked," says Patricia.

Giving a homeowner on HGTV's New Spaces program just the right ambiance for a bedroom, the Faux Design team used Modello™ one-time use stencil to apply delicate metallic swirls accenting a crystal chandelier. A second Modello finish was used to create a one-of-a-kind headboard with a textured application and blown-on crushed crystal craft beads. "Involvement in the HGTV shows caused us to push the envelope by developing unique solutions for the homeowners," says Sheri. The studio has been featured on three episodes of the program including an on-site field trip.

Laminate countertops are the latest surface being revitalized through the use of concrete veneer for a fresh, yet affordable look. Concrete and oxidized looks are being seen everywhere including Chicago's Field Museum. Curators needed to recreate an authentic yet highly durable look for the new "Ancient America's" exhibit. One of the newest concrete products, RS Crete™ answered the need.

These new finishes are just some of the techniques students learn at Faux Design Studio's School of Decorative Arts. According to Casey Carlson of Finesse Interiors in Lake Villa, training gave him the confidence to transform his designers' projects into works of art. "It allows designers to let me do my job while they determine the color, sheen, or style of the finish they desire."

Their successful contract painting business allows Faux Design to bring hands-on experience into the classroom. With her involvement in the Color Marketing Group and the Faux Effects International® advisory committee, Sheri strives to stay one step ahead in the field.

Faux Design Studio is a training and distribution facility for the full line of Aqua Finishing Solutions® and Faux Effects International® product lines. Sample books of the "Innovations in Faux" event are available at the studio. Due to the overwhelming response to "Innovations", more accredited events are being scheduled. Look for additional information at [www.fauxdesignstudio.com](http://www.fauxdesignstudio.com)



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