

WINCHELL INTERIORS *Design* TIMES

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FEATHERING THE NEST

In the 1990's it was called cocooning. In 2009, nesting, hiving or anchoring. No matter what the buzzword, the idea is the same. "It's all about creating a positive home environment for family and friends without breaking the bank". Statistics show that people seem to be staying home again and are focused on both comfort and thrift. This is where nesting comes in and where Winchell Interiors can help. As mentioned in some of my other newsletters, there are many ways to enjoy your home, be social, and not have to spend a fortune.

Just because the economy has tightened consumer's wallets doesn't mean they're not buying anything. Consumers want products that have a lot of value-added details but are still affordable. I find that people still want to "fix up their nests" during economic downturns. Maybe you can't afford to buy a new home or build a major addition right now, but you can add a piece of art or re-fresh your furniture. It's amazing what a lift that can give you. It can hold you over until you are financially ready to make the changes in your home that you want.

Creating a fresh, clean, emotionally responsive environment can really help. One of the things we do at Winchell Interiors is to use the person's home as an opportunity to express personality and individuality. If we can give you a comfy, warm and inviting space, just imagine how good it will be to come home to after a hard days work!! Instead of walking into clutter or disorganization, think about seeing beauty and order. It will make a difference in your mood and how you feel about life each day. Sometimes just moving things around can do it. Call us today to see how some of our "nesting" techniques can give you the happy house that you will love to spend time in!!



Jen's Picks

Doug Snow
Handyman

813-810-8354

Don Gleckler
Drapery Installer

813-598-4497

Gino's Wine Shop
813-000-0000

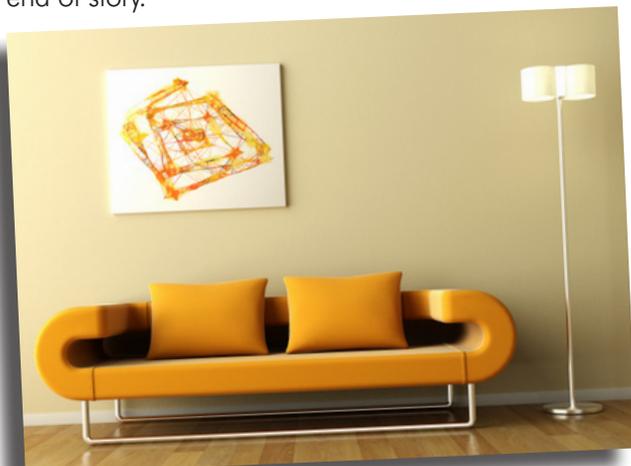
Enchanteria Day Spa
813-254-6832

PJ Newman Furniture
813-281-9661

Procopy
813-988-5900

HOW TO DEVELOP YOUR OWN EYE FOR ART

When it comes to art in people's homes, I find that so many people are intimidated or feel uneducated on the subject, so as a result, they don't have any. Or, they buy some mass produced piece from the local household store and just hang it on the wall ... end of story.



As an artist, collector and all around huge fan of art, I tell my clients to put all that fear aside and just do it!!! You don't have to be a specialist or take classes in art history to know what you like. Here are just a few tips to help you start collecting. **1** Trust your gut- buy art that really grabs you. Don't worry about what it means or what other people might have to say about it, if you are moved by the color or subject matter, then buy it!! "Art speaks, LISTEN. **2** Search for affordable pieces at art graduate school and high school exhibitions. You never know, there might be a diamond in the rough there or an up and coming artist in the next decade! And, you could own one of their first works!! How exciting is that?! **3** Look for inexpensive photos to purchase from newspapers or magazine archives. They can become an interesting story or part of your history. **4** Buy an artist early. It gives you a career to follow and can be fun.

LET'S TALK

Sheet

Nothing can make you feel more special at the end of the day than to climb between some fresh high count 100% Egyptian cotton sheets. If you have ever really pampered yourself, you will know that there is nothing like nestling in luxury. OK, let's talk SHEET: I get a lot of clients that ask me about this very subject. Buying quality sheets and linens can be confusing. Terms like percale, silken, sateen, jacquard, chamois, what do they all mean? What makes a sheet softer? What makes a good sheet v.s. a bad sheet?

Here are few general facts about thread count and fiber content to give some clarity on the subject. First, understand that what creates the softest hand or luxurious finish is more than just thread count. You can buy poly-blend sheets with high thread count and guess what? After a few washings, they pill and get bally. Yuck!

Thread count is the measure of the number of yarns woven into one square inch of fabric. Important, yes, but let's not forget the fiber content and the quality of the fiber itself. Consider the words Egyptian cotton. This refers to cotton grown on the banks of the Nile River in Egypt. A place renowned for nourishing the very best cotton. These fibers or hairs are spun into smooth silken yarns by master craftsman in Italy. This high quality yarn can become a long staple cotton that is stronger and finer thus possible to weave more threads per inch into the fabric, resulting in higher thread count and a softer feel. You can weave a lot of short staple cotton yarns and jam them into a square inch to create a high thread count, but the result will be heavy and coarse. Not something I want to crawl between!

Chances are, if you see "made in

Italy", then they are good sheets. But, be sure to feel them before you buy. Many Italian linen companies use a variety of yarn sizes to produce the different desired attributes and qualities of sheeting. For example a 406 thread count percale has a chamois-soft feel while the 800 thread count makes for a very crisp and cool feel. Or you might find a very fine 1020 thread count sateen, which is almost like silk. So, as you can see, it all depends on how you want them to feel. One also must consider that thread count can require a different type of care. Many times the higher thread count can mean that they wrinkle more in the dryer. You might want to hang them dry or send them to the dry cleaners or spend an hour or two ironing them ... doesn't that sound fun?

Some other terms to know are *mercerized* - a process that helps plump the fibers giving the fabric greater strength and luster- and *sanforized* - which is a process designed to help reduce shrinkage.

Natural fibers like cotton and silk are highly preferable for softness and comfort. Avoid heavy dyes, prints and synthetic fibers like polyester or nylon. They may last forever but will feel coarse and rough. Many of the heavy dyes used on children's sheets can also emit an odor that never washes out. This can cause skin allergies and irritation.

So there's your crash course on linens - **sweet dreams!**



SO WHAT'S YOUR STORY?

Whether you are creating a fashion collection or decorating a house, you have to find a story or idea. After that, it's easy, you just follow the story. Maybe it is inspired by history, culture, color, a motif or a place. It can be anything. The story is yours, write it anyway you want to!

Fashion designers are often driven by a certain theme. They use it to provide the framework for a presentation, setting its tone and conjuring a mood - for example a 1940's Hollywood or a 1960's Palm Beach. Either way, it takes you to a place or a feeling.

Our homes are not much different. Of course we don't buy a sofa based on a trend and then get rid of it when the trend is over. But, it's not a bad idea to follow the lead of fashion taste makers and simply decide which story you wish to tell.

Most of us appreciate the aspects of multiple styles and get sidetracked and frustrated by wanting a little bit of everything. The "eclectic look" can quickly bypass elegance and end up just plain messy if you don't pay attention. SO, get focused. Start with the basics: Favorite colors, furniture requirements i.e. a chair for reading a comfortable place to nap etc ... fabrics that feel good. Start a folder of things that you like. Almost everyone I know that has an interest in interior design keeps a folder of photos or inspiring pictures torn out of magazines to reflect their taste and point of view. If French country is your thing, go get a magazine or book on France that shows you some places and rooms done in that fashion. Modernism look good to you? then google Mies van der Rohe and see his crisp rational interiors. Whatever style turns you on, gather information and edit it frequently. Once you define what you truly want to live with, you will create rooms that ring true, rooms that you love, rooms that tell the story of your life!!

Jen