



## **My success lies in providing sensual and exciting env.**

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All through history civilized man has been fascinated by high quality materials and the varied aesthetics of form. Today's designers of fashion, architecture, furnishings and criterions are all balancing these features to produce pleasing and popular ensembles.

I recently traveled extensively throughout Europe and Russia. What impacted me the most was the mammoth team efforts utilized to create artful and beautiful edifices and environments that obviously impressed the governments and the citizens.

In Berlin I witnessed and discovered exquisite examples of antiquities from Babylonia and Greece. I was astounded by the teamwork, vision, proficiency and talent that was harnessed to produce these impressive and spectacular buildings. Just to touch the carvings in the marble columns was thrilling as I realized the enormous architectural and aesthetic decisions that were combined to build such imposing and complicated creations such as elegance, style and tastefulness, combining components impacted my reverence and respect for the urge to surround oneself with physical beauty and harmony.

Each early period had their own vocabulary of style. The Babylonian Gate of Istar was made of dark blue glazed sculptured tiles and has a stupendous emotional tang when viewed. Earlier architects used sand-toned bricks with distinctive components that melded with the surrounding desert. The combined effect was most sophisticated and very impressive in its massive scale, subtle detailing and organic relationship to its location.

In Gothic towns each building has a distinct personality yet their adjacency revealed the outer relationship of the various residents' lives and trades. Eighteenth century towns are festive and lyrical in the playful combinations of facades, shapes and forms. They are like a rich desert and have a lively musical energy, a memorable joyful effect. The next century reflects an imposing and staid attitude with its formal and classic components.

Buckingham Palace is stunning and dynamic as a tasteful symbol of elegance and wealth. The combination of brilliant details, sensual rich materials, grand space, stupendous artwork and furnishings combine the experience with awesome beauty, accomplishment, status and distinction. With all the myriad of emotional reactions I was particularly impressed by some figurative carved marble statues. The carving was realistic and delicate and the quality of the marble was so brilliantly manipulated, it mesmerized me.

I now realize how fortunate I am to be connected in my work to a revered tradition. In my work I assist clients in enhancing their lifestyle through the planning of their physical environment.

We endeavor to give them an exclusive and significant design solution that embellishes their requests, in an unexpected and marvelous way. We are very well informed of latent trends and new materials and produce state of the art design solutions that are sensible and very exciting.

Today we benefit from the wide array of resources available for producing exceptional and distinctive environments. Good ideas must be backed up with excellent craftsmanship and reliable durable materials. Customized items will provide a unique character to an installation. Creativity must balance with effective business practice, reliability and the ability to endure changes that will normally occur as projects evolve.

All the components of design have their own personality, sensuality and visual weight. Our job is to assemble all these elements in a coherent and elegant manner so we are not aware of the artistry behind the visual statement.

Years ago, I referred to my interior designs as sensual and people thought I was being risquÃ©. In fashion the combination of beautiful and sensual elements is very "attractive. It's the same for interiors that utilize gorgeous color combinations, marvelous textures and surfaces, handsome materials and destructive lighting.

Initially I was a restaurant and bar designer. My success was in providing sensual and exciting environments that attracted patrons and made them feel special.

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