

INSPIRED BY THE COASTAL

In the Hollywood Hills WITH DESIGNER MICHAEL PAYNE

Creative Coastal Properties

Santa Monica Blue. Tropical Teal.
WATER-INSPIRED COLORS REVEALED

features

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Drawn to the Water

With tides of inspiration and seaworthy products, these design experts are called to the coast.

BY PEGGY ANN BROWN

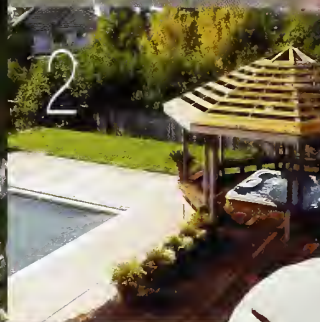
COVER STORY

A TIMELESS CLASSIC

Just like his favorite sports car, Michael Payne's designs are sleek in form and powerful in function.

BY CHRISTIANA SMITH

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COVER: A view from Michael Payne's dining room balcony at his residence in Los Angeles, California. Photo by Keith Scott Morton.

THIS PAGE: The entrance to a cactus garden below Michael Payne's master bedroom. Photo by Keith Scott Morton.

SUMMER 2004
VOL. 2 NO. 3

PUBLISHED QUARTERLY BY
Benjamin Moore & Co.
51 Chestnut Ridge Road
Montvale, N.J. 07645-1862

PUBLISHER
Jeffrey T. Spillane
Senior Marketing Manager
Benjamin Moore & Co.

EDITORIAL, DESIGN AND PRODUCTION
Westbound Publications
703-893-0404

EDITORIAL ADVISORY COMMITTEE
Susan Estomin, ASID
Re:Design, Fairfax Station, Va.

Dennis Miller
Dennis Miller Associates, New York, N.Y.

Danielle Perrotto
Benjamin Moore, Montvale, N.J.

Jeffrey T. Spillane
Benjamin Moore, Montvale, N.J.

Dawn Stoecklin
Benjamin Moore, Montvale, N.J.

Katherine Day Sutton
Fox & Fowle Architects, New York, N.Y.

Erika Woelfel
Colwell Industries, Minneapolis, Minn.

MANAGING EDITOR
Kristin F. Elson
Westbound Publications, McLean, Va.

ART DIRECTOR
Carolanne M. O'Neil
Westbound Publications, McLean, Va.

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ISSN 1546-184X All Rights Reserved

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publisher's note

coast to coast

Whether you're situated near the sea or locked on land, the summer months always tend to stir the senses. Perhaps a poolside party generates functional ideas for your latest outdoor design project. Or, maybe the color palette for that commercial property surfaces with the high tide.

These forms of inspiration grace the pages of this issue of *Ensemble*™ magazine, which explores the growing popularity of coastal and outdoor living. We discover that Michael Payne of HGTV's "Designing for the Sexes" marvels at the calm and storm of the sea (not to mention the form and function of his favorite sports car!). The colors of the ocean and the sea life itself dictate the designs for some of the coasts' top artists. See how a Pacific painter transforms fabulous seaside retreats and a muralist from Maryland literally puts the motion of the ocean on the walls. Plus, we uncover some fabulous finds for designers who are looking to create a resort experience in their clients' own private hideaways. Finally, as part of her 2005 color trend report, Benjamin Moore & Co.'s Director of Color and Design Doty Horn, reveals that water-inspired hues are making a big splash.

While these images conjure up feelings of rest and relaxation, Benjamin Moore is buzzing with activity. Not only are we in the midst of our busy exterior paint season, we are becoming more and more involved in the architectural and design community, hosting various designer forums around the country and serving you with new-and-improved products and services.

Be sure to tap those Benjamin Moore architectural representatives and color marketing representatives whenever you have any product or color-related questions. And check out our latest color tools. We're preparing to launch the Pocket Palette™ device, a handheld, electronic palette search instrument that allows you to record the color of any architectural substrate and instantly retrieve the closest match to any of Benjamin Moore's 3,500 colors. Plus, the newest version of our Personal Color Viewer, which will be available soon, will be both PC- and Macintosh-compatible. This update also will include a faux finish filter that allows you to experiment with six different techniques and countless color combinations.

As you can see, it's anything but the "lazy days of summer" for the color experts at Benjamin Moore. All hands are on deck to ensure that it's smooth sailing during this summertime season. Enjoy!

Jeffrey T. Spillane
Senior Marketing Manager – Professional
Benjamin Moore & Co.
201-573-9600, ext. 6216

For questions or comments, e-mail us at ensemble@benjaminmoore.com. For subscriptions, visit our Web site at www.benjaminmoore.com.

destination: poolside

keeping the resort experience close by for clients

Today's designers are creating an oasis of comfort and beauty for commercial and residential clients with a thirst for the ultimate in fine living and outdoor relaxation. From innovative sun protection to soothing sights for the discriminating eye, today's products are built to withstand the punishment of sun, saltwater and wind, as well as years of use.

The following riches are a sample of what the pros are using to fill the senses at these poolside retreats.

Furniture for the Nomadic Spirit

Donghia Furniture/Textiles Ltd. produces original designs in furniture, textiles, trim, lighting, wall coverings and accessories. With installations as far-flung and impressive as the Los Vascos Wine estate house in Chile, the King of Morocco's guest palace in Marrakech, various Tiffany's showrooms and the King Edward Hotel in Toronto – just to name a few – it's safe to say that Sherri Donghia has her finger on the pulse of design trends around the world.

"The mega trend is 21st Century Nomads," Donghia says. "It gives me an opportunity to think about how we've been influenced by the wonderful nomadic tribes." For furniture, that means easy care and trouble-free transportability, but not at the risk of losing sophistication or custom

couture, she explains. So, hand-made teak pieces are still a favorite for beauty and durability ... and custom wicker for a more casual look.

And, since Donghia started designing Sunbrella® yarn three years ago, the teamwork has introduced a durable solution-dyed acrylic that doesn't mildew or fade and comes in colors and designs like those never before seen. Unique cushions with patterns inspired by nature from around the world are being created to be as lovely as their indoor counterparts but durable enough to withstand the brutal sandstorms of the desert and the seasonal monsoon.

For more information about Donghia® furniture and textiles, visit www.donghia.com.



Bring sophistication to shade solutions. With mix-and-match fabrics, umbrellas from SHADESCAPES USA also can be coordinated with cushions, pillows and other outdoor accessories.



With nature as her inspiration, Sherri Donghia accessorizes her Sumatra™ chaise with a pad and patchwork pillow in Nairobi outdoor/indoor fabrics.



Shade Solutions

Family brunch for four. Wedding reception for 150. Recently introduced to North America through SHADESCAPES USA, the Shademakers™ brand of umbrellas offers a wide variety of sophisticated shading solutions for distinctive hospitality, commercial and home environments.

With the trend toward more space, “the small bistro is out and the big table is in,” says Jo Edmondson, vice president of SHADESCAPES USA. Half umbrellas that mount to walls, giant sidepost umbrellas and multiple centerpost units that

link together create a one-of-a-kind shade setting with elbow-room to spare.

Designed by a sailor and exceptionally crafted with anodized aluminum masts, stainless steel fittings and marine-grade components, these beautiful shades hold up to the harshest climates and provide an elegant respite from a blazing sun and soaring temperatures.

For more information, visit www.shadescapesa.com, or contact SHADESCAPES USA at 970-527-7070.

Designers are carefully choosing elegant hardware and accessories to communicate resort-style luxury in high-end home and hospitality pool environments. Durability, beauty and functionality are a must. Combined materials invite interest and create sophisticated drama.

Michael Heltzer, founder and chief designer at Heltzer Inc., has created a series of combined teak and stainless steel accessories – with items that complement his distinctive line of outdoor furniture and are as beautiful as they are functional. Pieces include a sleek robe hook, towel bars, a towel ladder and a chic combination chair and towel bar.

Visit www.heltzer.com, or contact the Chicago showroom at 877-561-5612.



Sundance Spas gives designers versatility, as landscaping trends change and clients a daily dose of calm for a healthy lifestyle.

Above-ground acrylic spas are enjoying a resurgence of popularity among outdoor designers of distinguished homes. Because of their versatility, custom portable installs give designers the ability to upgrade to newer models and modify focal points as landscaping trends change – cradled in a stonescape this year, the center of a deck addition next. And, if ever a product could be designed with enough features to please everyone, it's today's spa. Sundance Spas offers models that include aromatherapy; multiple forms of massage; reflexology; built-in sound systems; remote controls; exercise equipment; and contour, pivot, lounge, soaking and cool

down seats. Why would anyone venture from home?

For design and spa ideas, visit Sundance Spas at www.sundancespas.com, or contact 909-606-7733 for a dealer near you.

– CORRINE ZAPPIA GORMONT

Sundance Spas has been serving finer homes since 1979. To communicate the elegance of the brand in dealer showrooms across the United States, Benjamin Moore & Co. paints have been selected for the walls. Powder Sand OC-113 and Sea View 836 help to create a sophisticated shopping experience.

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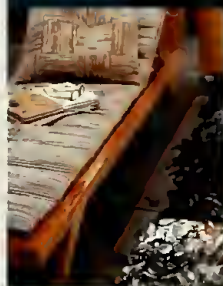
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Currents of Color

Many of us take to the shore because the sheer sound of water calms the rough edges of our daily lives. Add to these rhythmic sounds water-inspired color and design, and – as a designer – you’re appealing to multiple senses.

According to Doty Horn, director of color and design at Benjamin Moore & Co., cool and refreshing “water colors” – from crisp, clean whites to clearwater blues – are making a big splash. In fact, they are among the top hues in her 2005 Color Pulse™ trend report.

Look to the whites of a sand dollar or the frosted greens of sea foam. These colors are imparting dominant healing powers in the spa-inspired rooms that are emerging as more necessity than luxury with today’s hectic lifestyles. For dimension, “even the play of gloss and flat finishes marries the wet and dry looks for wall surfaces,” Horn says.



776
Santa Monica Blue

2066-30
Big Country Blue

700-5
Blue Ocean

734
Tropical Teal

OC-71
Sand Dollar

OC-76
Old Country

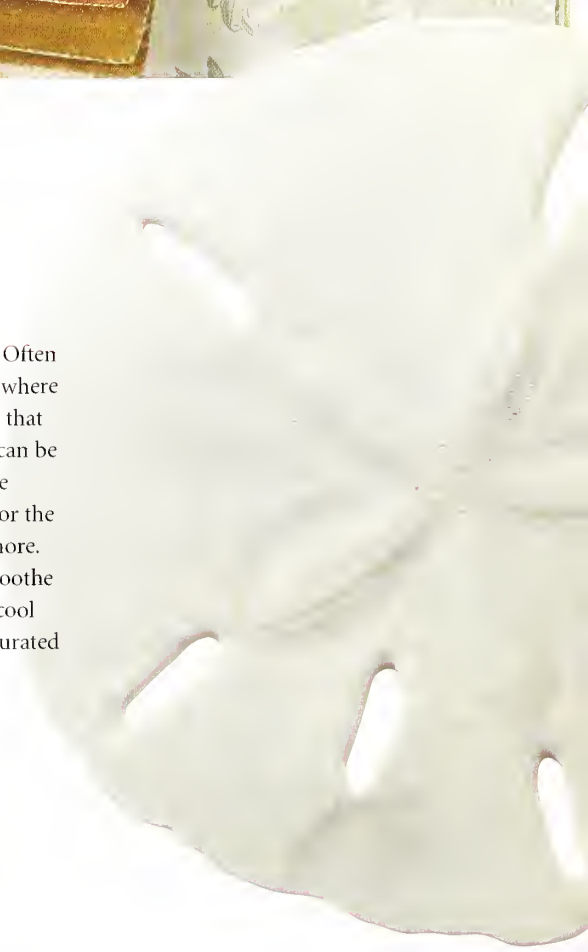
Water Wonders

The hidden gems of water-inspired colors run as deep as the sea. The jewel tones of the bottom rise to the rippling, shimmering, frosted blues and greens that skim the water's edge. Blue brings balance – whether you're bluing an existing color or adding a sophisticated sapphire to the palette.



Sandy Shades

In search of the horizon? Often it's difficult to determine where the sea meets the sky, but that continuum of color also can be sharply punctuated by the foamy crest of the waves or the crisp edge of the sandy shore. Use these hues to either soothe on their own or provide cool contrast against color-saturated surfaces.



drawn to the

water

By Peggy Ann Brown

With tides of inspiration and seaworthy products, these design experts are called to the coast.

Dress Whites At Ease

Blue Wave. Sea Foam. Ocean Breeze. Recalling carefree days at the beach and picturesque seaports, these colors from Benjamin Moore & Co. evoke the romance of the sea.

This water and sky palette is a favorite of designer Tricia Foley. In *Sailing Style: Nautical Inspirations for the Home*, she lists more than two dozen such seaworthy Benjamin Moore® shades.

Exploring the New England coast, Foley documents seaside communities in which “everyone’s shutters and doors and window trims are painted all shades of blue, from soft sea blue to medium marine blue to really strong navy blue – a classic look on crisp white houses.”

Foley chose white walls and a blue ceiling for the 1930s boathouse-turned-guest house of her 18th century Long Island, New York, residence. The main house features Federalist furnishings – a style showcased in Foley’s America Collection™ line created for the American Folk Art Museum – whereas the boathouse takes its cue from the more casual and efficient accoutrements of a family sailboat.

A boardwalk links the boathouse to the main house. Foley wheels a garden cart down to an old teak picnic table for dock-side meals. Visiting nieces and nephews race to the water to feed the turtles. The bell from her family’s old boat hangs beside the door, a fond reminder of childhood.

The boathouse typifies the uncluttered style found in Foley’s coastal sojourns. With the sound of water lapping beneath the floor, guests relax amidst its simple furnishings – white bed frames, wicker hampers, bamboo shades, canvas chairs and oil lanterns.

A similar white palette defines the interior of the weathered-shingle home decorated by owner Diane Good in Cape Cod, Massachusetts. Modeled after 19th century Nantucket houses, the year-round residence boasts white on nearly every wall and in its furnishings. Across the street from the water, Good’s 10-year-old house is often mistaken for a restored home with its widow’s walk and vintage details.

The natural colors of baskets, shells and pine antiques add texture to the white canvas. A black 19th century bed frame contrasts with her bedroom’s white walls and crisp linens. Salvaging the posts from a West Indies style bed, she recreated its headboard in king size and linked the pieces with an ebony finish.

2065-50
Blue Wave

2058-60
Ocean Breeze

2123-60
Sea Foam

Inspired by a water and sky palette, Tricia Foley adds classic nautical colors to her list of favorites.



Jersey Shore Style

Creating two coastal getaways, Marjorie Warga of New Jersey's Lawrence-Mayer-Wilson Interior Design went tropical. "Both are inviting retreats but in very different color palettes," says Warga.

For a six-bedroom house in Point Pleasant Beach, Warga selected a palette of soft blues and yellows to accentuate its ocean and sky views. "The family said, 'When we come to the shore, we want to feel we're at the beach,'" says Warga.

The living room's yellow faux-painted walls play up the summer sunshine, with comfortable blue-patterned couches facing a fireplace. Cushioned window seats beckon to an ocean view topped with casual swags tied with nautical rope.

Warga used earthy tones for a bachelor's Bay Head townhouse. "It's Hemingway gone Tommy Bahama," says Warga. The living room's leather sofa sits beneath tropical-themed prints. A ceiling fan whirs above a bar topped with creamy marble. The walls are a mottled and glazed tan.

Warga's colleague, Mary-Jo Mantz, infused a retired couple's year-round home with colors inspired by their Itzhak Tarkay serigraphs. Its bright palette contrasts sharply with their previous home's white minimalism.

A sunroom faux painted a golden tone epitomizes the new look. "We wanted a comfortable feel," says Mantz. The rattan sofa pillows echo Tarkay's greens, terra cotta and coral. A star-shaped ottoman in coral doubles as a cocktail table.

2150-70
Easter Lily

311
Squish-Squash

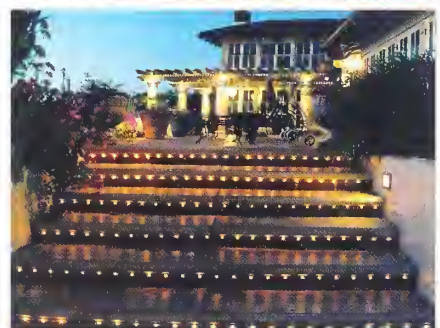
OC-106
Man on the Moon

806
Breath of Fresh Air

The interior designer for this ocean-front house in Point Pleasant Beach, New Jersey, selected a palette of soft blues and yellows to accentuate the views of the ocean and sky. Among the Benjamin Moore® colors used: Easter Lily OC-126, Squish-Squash 311, Man on the Moon OC-106 and Breath of Fresh Air 806.



"The family said, 'When we come to the shore, we want to feel we're at the beach.'"



Painting on the Pacific

In the painting business since 1965, Rodger Woods began concentrating on custom work 29 years ago when he realized he enjoys giving clients something special.

Based on the California coast, Woods – a chemist by training – turned to Benjamin Moore because its qualities suited his high-end needs. “The colors are much cleaner than other palettes,” says Woods, who also appreciates the company’s technical assistance. “When a designer gives me other brands, I say, ‘Let’s mix it in Benjamin Moore.’” And, while salt air is tough on exteriors, Woods claims complete confidence in his use of Benjamin Moore® paints.

Woods praises his staff as “artists in their own right,” who often brainstorm ideas together in-house or work with other designers. Projects range from the prototype Cheesecake Factory image-packed mural to the interior and exterior of Bijan of Beverly Hills to swimming pools

painted with fantastical underwater scenes and oversized orchids.

The California coast provides the backdrop for many projects, including Donald Trump’s Ocean Trails Golf Course, one of the management options offered to this spring’s “The Apprentice” winner. Woods’ crew painted the club’s dining room, which has windows overlooking Catalina Channel. “The architecture suggested painting ornate arches on the ceiling,” says Woods. They added brightly colored flowers, birds and dolphins, which were then glazed for a subtle Old World effect.

Woods transformed a cliff-side home in Palos Verdes Estates by changing its Navajo White exterior to the warmer tones of Sail Cloth. Pompeii-themed murals were added to the walls surrounding the outdoor pool. The house’s stone columns inspired him to create the ancient scene, complete with Mount Vesuvius.

EXT RM
Sail Cloth

In addition to creating the Pompeii-themed murals to the walls surrounding the pool of this cliff-side California home, painter Rodger Woods transformed its Navajo White exterior to the warmer tones of Sail Cloth, one of Benjamin Moore’s ready-mixed exterior colors.

“When a designer gives me other brands, I say, ‘Let’s mix it in Benjamin Moore.’”

—Rodger Woods



2152-50
Golden Straw

2060-60
Turquoise Haze

2041-10
Hunter Green

2060-10
Symphony Blue

Nautical themes tend to resonate for many of muralist Gayle Mangan's coastal clients. Her first underwater scenes were for Richard Hatch, a whale aficionado best known as the original "Survivor." Rhode Island's Newport Grand also boasts several Mangan murals, including a lush garden and a sea-themed panorama. Mangan consistently relies on the following products from Benjamin Moore: Moorcraft Super Spec® Latex Interior Flat 275 (for large quantities), Regal® Interior Flat 215 (for small quantities), Regal® Interior Latex Flat (for painting directly on walls) and Benwood Finishes® Stays Clear® Acrylic Polyurethane Low Lustre 423-00 (for the final two coats).

“A lot of people have memories by the beach or some kind of waterway.”

— Gayle Mangan

Seaside Scenes

“Painting Beyond the Frame” is an apt slogan for artist Gayle Mangan, M.F.A., whose career as a muralist began when she literally expanded her artwork outside the canvases she had completed for a Rhode Island pizzeria. “I did oversized paintings of eggplants and tomatoes that looked naked on this huge white space,” says Mangan. “I asked if I could continue the paintings onto the wall, and the owner said, ‘Go for it.’”

Her reputation as an artist who created pieces that were “environmentally extended to fit a space” soon spread. Mangan usually paints on canvas so that the paintings can be removed if the client moves or the space changes.

“That’s why Benjamin Moore® paint is so terrific,” says Mangan. “It goes on smooth, and I can roll up my canvases without worrying about the paint cracking. I use Stays Clear® to seal in the image so I don’t have to worry about somebody using a chemical and cleaning my painting away.”

Now based in Annapolis, Maryland, the former Newport, Rhode Island, resident has painted more than 60 murals for commercial and residential clients, with subjects ranging from birch forests and lush gardens to a busy restaurant kitchen and the Basque countryside.

Mangan’s first underwater scenes were for Richard Hatch, a whale aficionado best known as the original “Survivor.” For his dining room, she painted a humpback whale breaching, while a whale swimming amidst multicolored coral adorns the walls of his kitchen.

Newport Grand, a gambling establishment, boasts several Mangan murals, beginning with her Jai Ali scenes. Her tromp l’oeil garden, with a gate modeled after those of Newport’s Bellevue Avenue mansions, welcomes guests. A sea-themed panorama surrounds a massive room filled with slot machines; the paintings move from an underwater scene crowded with colorful tropical fish and coral to a top-side view of J-24 sailboats racing in white-

capped water. “The bright yellow fish worked well with the machines’ neon,” says Mangan. In a Norman Rockwell touch, she added the Newport Grand owner’s lobster boat and two friends who had competed in the Olympic Sailing Trials.

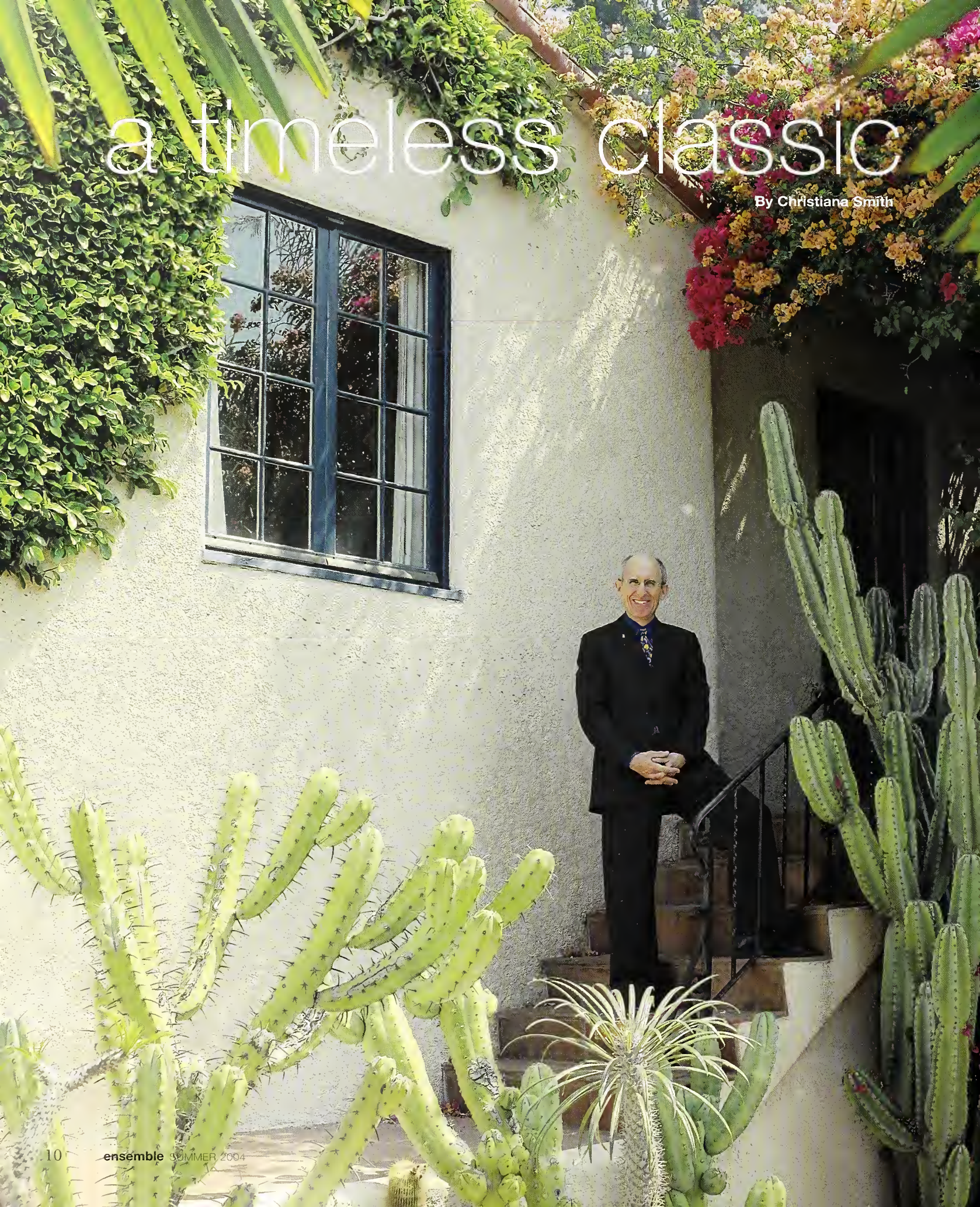
An especially lighthearted ocean scene for Hasbro Children’s Hospital in Providence, Rhode Island, includes sharks, lobsters and its dolphin mascot playing sports. It led to Mangan painting a mural at Boston Medical Center in honor of the youngest victim of September 11.

While Mangan’s repertoire extends well beyond boats and fish, nautical themes resonate with her many coastal clients. “A lot of people have memories by the beach or some kind of waterway,” she says. “Water scenes add tranquility to a room.”

Peggy Ann Brown, Ph.D., is an independent researcher/writer in Alexandria, Va. She last wrote for Ensemble™ magazine on Denver’s Hush Lounge.

a timeless classic

By Christiana Smith





Designer Michael Payne at his Los Angeles home.

Just like his favorite car,
MICHAEL PAYNE'S DESIGNS
are sleek in form and
powerful in function.

Ask designer and television host Michael Payne about his favorite vehicle, and you get a quick answer. “The BMW Z8,” he says without missing a beat. A long-time automobile enthusiast, Payne says he not only marvels at its power – “an extremely advanced piece of engineering” with a four-liter V-8, 400-horsepower engine – but admires its simple, timeless design.

“From every angle, it’s a work of art,” says Payne. “If it didn’t even move, you could look at it all day.” Payne says he has a true passion for cars – not just for the aesthetics, but for their engineering and technology. He marvels at how a car is built, how it all fits together.

The Z8, which handles like a race car and offers unparalleled comfort for the driver, provides an excellent analogy for Payne himself. With a bachelor’s degree in math and physics and 10 years of experience in the computer industry, Payne now incorporates his engineering background into his design decisions.

“What defines good design in my mind is its function,” says Payne. “There are simply too many things in our lives that just don’t work the way they should – like the old joke about owning a Jaguar. If you have one, you should have two, because one is always in the shop.”

Above all, the space has to work. Before he begins to conceive a design, Payne first questions new clients on how they

use the space, or intend to use it. “What it looks like is almost secondary,” he says.

What it looks like – if you’ve seen any of Payne’s work – is pretty spectacular. Simple, timeless design is a hallmark of Payne’s style. “The core of my design has remained consistent,” he says. “Designs I did 20 years ago are still beautiful, simple, uncluttered spaces. What has evolved over time is my appreciation. I’ve fine-tuned my appreciation of truly fine workmanship.”

Like the BMW, Payne is an integration of science and art, form and function. At university in England, Payne studied with his fellow engineers, but in “the most beautiful dorm room anyone had ever seen.”

After passing all nine subjects in the English Ordinary Levels, Payne chose science for the career potential, but he says his love for the arts was always there, “bubbling under the surface.” After university and 10 years in the computer industry – a job that had brought him to the United States – Payne decided to go back to school and get his degree in interior design at the University of California, Los Angeles (UCLA).

Payne did well in his new field and was hired by a small Los Angeles design firm before he even graduated. “What a remarkable introduction to design that was!” says Payne. “It was the best possible way to begin.” The work included very high-end design, including work for friends of the Kuwaiti royal family.

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By Christiana Smith



Designer Michael Payne at his Los Angeles home.

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"What defines good design in my mind is its function," says Payne. "There are simply too many things in our lives that just don't work the way they should — like the old joke about owning a Jaguar. If you have one, you should have two, because one is always in the shop."

Above all, the space has to work. Before he begins to conceive a design, Payne first questions new clients on how they

use the space, or intend to use it. "What it looks like is almost secondary," he says.

What it looks like — if you've seen any of Payne's work — is pretty spectacular. Simple, timeless design is a hallmark of Payne's style. "The core of my design has remained consistent," he says. "Designs I did 20 years ago are still beautiful, simple, uncluttered spaces. What has evolved over time is my appreciation. I've fine-tuned my appreciation of truly fine workmanship."

Like the BMW, Payne is an integration of science and art, form and function. At university in England, Payne studied with his fellow engineers, but in "the most beautiful dorm room anyone had ever seen."

After passing all nine subjects in the English Ordinary Levels, Payne chose science for the career potential, but he says his love for the arts was always there, "bubbling under the surface." After university and 10 years in the computer industry — a job that had brought him to the United States — Payne decided to go back to school and get his degree in interior design at the University of California, Los Angeles (UCLA).

Payne did well in his new field and was hired by a small Los Angeles design firm before he even graduated. "What a remarkable introduction to design that was!" says Payne. "It was the best possible way to begin." The work included very high-end design, including work for friends of the Kuwaiti royal family.

"Have you ever walked along the beach during a Nor'easter?" asks Michael Payne. "I will tell you, it is something to behold." The raw power of nature is one of Payne's central inspirations.

Both the calm and the storm inspire Payne, who is awed by the beauty of nature in all its moods and forms. He says that observation is his key tool. "There's a saying that some people look, and some people see," says Payne. "I hope I'm in the second category. I hope I never get to the point where I feel I've seen it all."

With homes on both coasts, Payne says the water is an important part of his life. "I even got married on a boat," he says.



The small 15-person firm, including Payne, designed the family's yacht, one of their European palaces, an apartment they had in the United States and more. "For four years, I learned about design using the best-of-the-best," says Payne. "We had nearly everything custom made. It was so wonderful, too, to learn what can and can't be done in design."

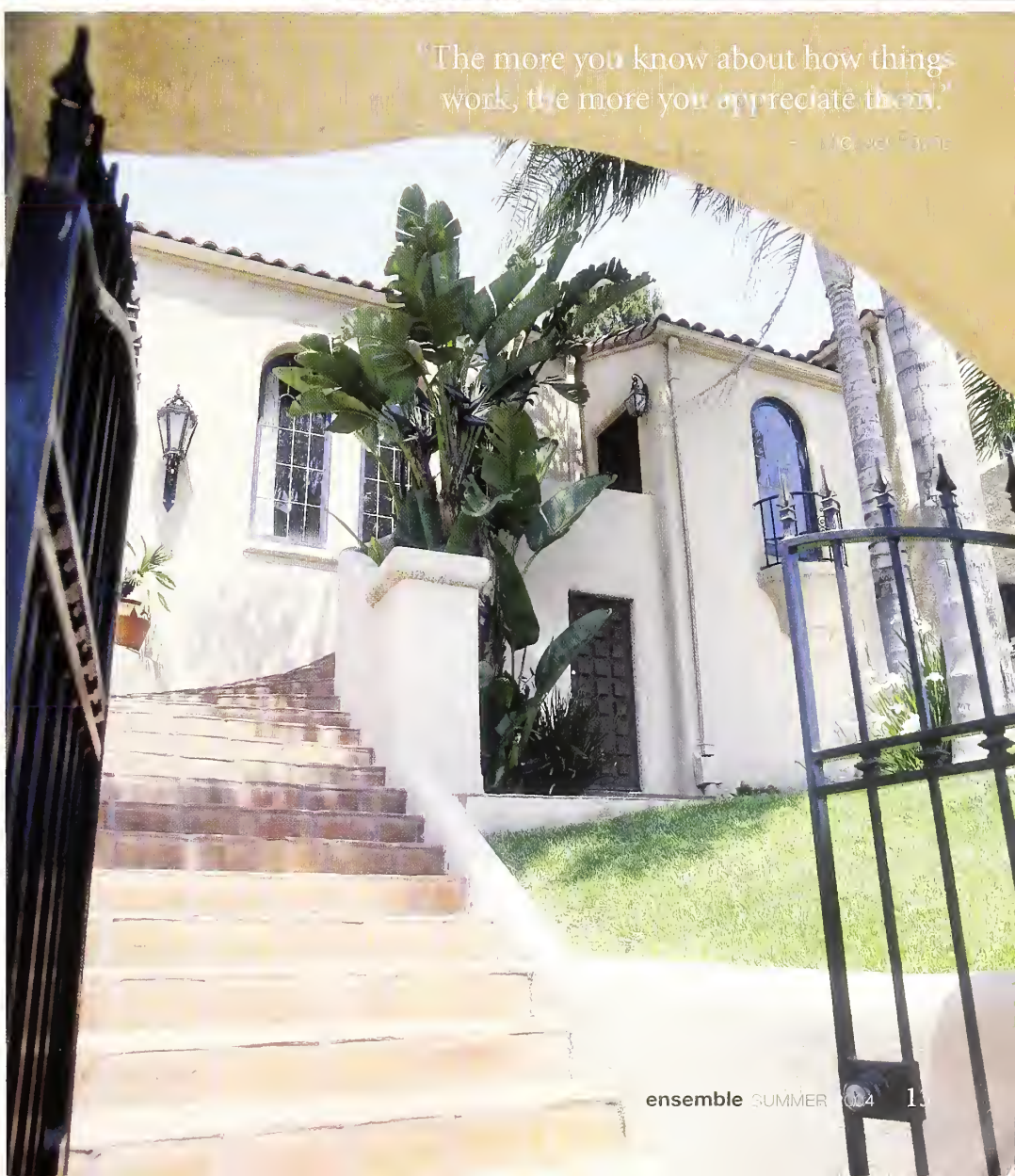
Since starting his own design firm in 1980, the practical side of design has been a focal point for Payne. "Contractors and engineers I work with respect that I know about their fields. I don't ask them to create a house that turns with the sun throughout the day using magnetic levitation – though that would be fun! It just wouldn't be practical."

Payne, whose commercial work includes a prestigious French restaurant and a number of executive offices, says that his years in engineering taught him how to think and how to approach design as a problem-solver, working with endless variables. He uses the kitchen as a specific example, saying it works like a machine – and has to. "The purpose of a kitchen is function," he says. "You have freezers, microwaves, stovetops ... all of that has to fit together and make sense from a mechanical standpoint."

This synthesis of form and function keeps Payne always wondering. "The more you know about how things work, the more you appreciate them," he says, adding that his most awe-inspired wonder comes from nature.

Payne's highly-developed sense of wonder in the natural world keeps his designs fresh and inviting. Whether pausing to look at a dandelion – with all its seeds arranged perfectly, ready for flight from a single breath – or gardening at home, he keeps his senses open to new experiences and new ideas.

His attention to nature also has honed Payne's design sensibilities over the years. "As I grow in appreciation for the look and feel of real stone, for example, I become more particular," he says. "If I'm going to choose a ceramic tile that looks like stone, it had better *really* look like stone."



"The more you know about how things work, the more you appreciate them."

— Michael Payne



Dual Roles

As host of HGTV's "Designing for the Sexes," Payne serves as part-designer, part-marriage counselor – helping couples find compromise and balance in their home interior design decisions.

Payne points out that most husbands don't have a voice in the design decisions of the home. Many men think that is an inappropriate arena for their opinions. Payne disagrees. "If two people share a living space, they need to have equal voices in how that space will look."

When couples are particularly divided, Payne says he sometimes calls a "time-out" and asks the couple to tell him about how they first met. "You should see it," says Payne. "They get a little glassy-eyed, and they smile at each other and then tell me how they met. Then I ask them to remember that feeling of wanting to please the other person." After a reminder like that, most couples become more accommodating to each other, and it becomes easier to find common ground.

As a marathon runner and avid outdoorsmen, Payne indicates a certain disdain for halfhearted efforts. "If you're

going to do something, do it all the way or not at all," he says, joking that Los Angeles – with currently three of the top 10 worst intersections in the country – ought to go for all 10.

It is that kind of passion that commits Payne to a long relationship with Benjamin Moore & Co. Like his designs and the BMW Z8, Benjamin Moore® paints exhibit a classic combination of beauty and performance, he says.

"All purchasing decisions rely on three variables: quality, service and price," he adds. "First, the quality of Benjamin Moore® paints is absolutely second to none. I know from experience. I've never had a single complaint."

Payne says that his clients are all very pleased with the colors available, the durability and the ease of use. "So on the count of quality, Benjamin Moore gets a gold star in my book," he says, adding that he often references the Benjamin Moore® fan decks to answer innumerable e-mail requests for paint recommendations.

In service, Benjamin Moore earns another gold star from Payne. "The people are just amazing to work with ... incredibly

In addition to an extensive model sailboat collection, Michael Payne's Los Angeles home showcases a unique statue overlooking the pool. "That statue was in the house when I bought it," says Payne. "I asked the owner about it, and she said it was Britannia." The Englishman looked at her, surprised, and asked, "My Britannia?" So the statue stayed.

responsive to our needs," he says. He adds that their commitment to keeping their customers satisfied keeps him coming back.

"Price is only important if the first two are worth considering," says Payne. "I have found Benjamin Moore's prices to always be reasonable and fair," he adds.

Finally, the Z8 test. "You could look at Benjamin Moore® paint all day long," says Payne. "It's that beautiful. But if it started to flake off in a week, what good would that do you?" That's why Benjamin Moore's consistent durability, beauty and ease of use make it a timeless classic, much like the Z8 – or Payne himself.

Christiana Smith is a freelance writer who lives in the Washington, D.C. metro area. You can reach her at clsmithwriter@yahoo.com.



pocket palette™

turns a spark into a brilliant plan



The Pocket Palette™ device will be available starting in late Summer 2004. Visit www.benjaminmoore.com to purchase Benjamin Moore's latest color tool.

In a creative business, inspiration can come from the most unusual sources. An entire color scheme for your latest project might be sparked by findings in a department store, a museum, even the market. And, it never fails, those impromptu impulses often leave you stranded with no direct way of turning your imagination into practical implementation. Until now.

Benjamin Moore & Co. is preparing to launch the Pocket Palette™ device – a handheld, electronic palette search instrument loaded with Benjamin Moore's entire color system. Simply hold the compact device against any architectural substrate – from a wall to a table top to even a pillow – and, within seconds, it will record the closest Benjamin Moore® color name and number.

"Benjamin Moore is very excited to bring this product to the marketplace," says Benjamin Moore Associate Product Manager Danielle Perrotto. "We're expecting this to be a valuable, cutting-edge color selection tool that designers will use on a daily basis," she adds. "Not only will it make

their color specification process easier, it will help complete the accurate, comprehensive design plans they present to their clients."

The perks of the Pocket Palette™ device are almost as endless as the Benjamin Moore® colors programmed into it (nearly 3,500 in all!). Working on a project for a hotel or restaurant? Match the color of the existing floor to help you select tones for the walls, furniture and accessories. Or, if the color of that blouse you spotted in a department store will be perfect for the walls in your latest residential design, simply log it using the Pocket Palette™ device. Not only will you have an instant color selection, but the recorded information will

guide you as you select colors and fabrics for the other design elements in the room.

"The Pocket Palette™ device is really expanding the ways that designers can find inspiration and gather information, perhaps making it the most powerful weapon in the designer's arsenal of color selection tools," says Perrotto. It's compact enough to carry in a purse, pocket or briefcase, and it can take measurements on horizontal, vertical and even three-dimensional substrates.

Of course, she adds, flat surfaces yield the most accurate readings, and ideally substrates should be smooth, dry, solid in color and opaque. That said, if the Pocket Palette™ device does not find an exact match, the name of the closest Benjamin Moore® color will be displayed, along with notification that it is an "approximate" match.

Whether the Pocket Palette™ device results in an exact color selection for your project or simply slims the search, it's proving to be a huge time saver. At the very least, says Perrotto, it

gives you "a really good head start on where to look for a color in the Benjamin Moore® fan decks." By pointing you to the right color family, "you can now simply look up-and-down that strip to narrow the choice," she adds.

"This technology," says Perrotto, "certainly makes the search for the perfect color more convenient and less time-intensive." In fact, with the spark of an idea in their minds and the Pocket Palette™ device in their hands, experts in the design community can now instantly ignite a brilliant color plan.

– KRISTIN F. ELSON

Benjamin Moore® Pocket Palette™

Handheld electronic palette search instrument loaded with Benjamin Moore's entire color system.

- References Benjamin Moore's palette of nearly 3,500 colors.
- Stores up to 20 different readings by color name and number.
- Incorporates simple scrolling/toggle navigation – similar to a cell phone.
- Fits in a purse, pocket or briefcase – with a compact size of 6 1/4 x 2 inches.
- Requires four (4) AAA batteries. A message indicates when battery is low.
- Includes a fabric carrying case and a lanyard.
- Includes technical support via access to a toll-free help line.

For more information on the Pocket Palette™, call Benjamin Moore at 877-826-3061.

summertime

It's a busy time for the architectural and design community ... just take a look at the calendar!

Benjamin Moore architect & designer events

**Pier 1 Galaxy
Commodore Yacht**
SAN FRANCISCO, CA
August 19, 2004

**Merchandise
Mart**
CHICAGO, IL
September 14, 2004

**Design Center of
the Americas
(DCOTA)**
Keynote speaker:
Michael Payne
FT. LAUDERDALE, FL
September 28, 2004

**Atlanta Historical
Center**
Keynote speaker:
Michael Payne
ATLANTA, GA
September 30, 2004

**National Building
Museum**
WASHINGTON, DC
October 20, 2004

To attend a Benjamin Moore event, contact John Lanzillotti at john.lanzillotti@benjaminmoore.com.

JULY

**Chicago Gift &
Home Market**
CHICAGO, IL
July 21-28, 2004
www.mmart.com

**Seattle Gift & Home
Accessories Market**
SEATTLE
GIFT CENTER
SEATTLE, WA
August 21-25, 2004
www.seattlegiftcenter.com

**Designers Forum
with Benjamin
Noriega-Ortiz**
LA MART
LOS ANGELES, CA
September 9, 2004
www.lamart.com

**Fall Focus
on Design**
THE WASHINGTON
DESIGN CENTER
WASHINGTON, DC
September 14-15, 2004
www.mmart.com

**17th Annual
Symposium on
Healthcare Design**
LAS VEGAS, NV
September 21-24, 2004
www.hcaredesign.com

NeoCon® East

BALTIMORE CONVENTION CENTER
BALTIMORE, MD

October 7-8, 2004
www.mmart.com

New York Home Textiles Show

JACOB JAVITZ CONVENTION CENTER
NEW YORK, NY

October 9, 2004
www.newyorkhometextiles.com

High Point Market

HIGH POINT, NC

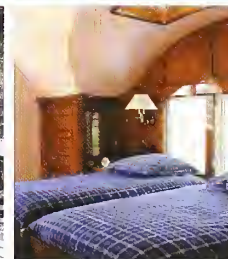
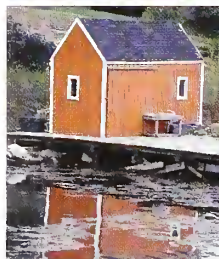
October 14-20, 2004
www.ihfc.com

tips-of-the-trade

When your schedule allows you to chart the course for your next project, check out these fabulous seaside retreats for inspiration.

1. Transform a client's favorite nautical collection into accessories for tabletops and walls. A propeller, for example, can serve as a piece of sculpture on a coffee table. Continue the maritime theme by adding binoculars and a fishing reel to a side table.

2. With a bright coat of paint, a small boathouse can become a prominent landmark. Built right on a dock, this simple storage shed not only holds boating equipment and a small dinghy, it's very visible to those navigating the waters.



3. Anchor a seagoing style right into the flooring. A compass rose inlaid in the heart pine floor of the entryway greets visitors to this guest house.

4. Look to the finest yachts for interior design inspiration. In this guestroom, the woodwork for the built-in beds and cupboards – varnished to a high shine – mixes with the painted white beaded-board. Overhead, the arched ceiling motif is repeated with a paneled skylight.

give me more

Throughout the pages of this publication, we've hopefully ignited your imagination and left you with only one unanswered question: "How can I find out more?" Benjamin Moore & Co. is dedicated to targeting your professional needs, and we'd like *Ensemble*™ magazine to become a valued resource whenever you require product information and inspiration. With that, look to this page for industry specifics – from related Web links and upcoming design competitions to books, product details and more.

Interior Style, Benjamin Moore's latest book on inspiring design and color ideas as well as expert painting advice, will be available in September 2004. Visit www.benjaminmoore.com to order via the online store, or purchase through www.amazon.com. Books also will be available through any Benjamin Moore® retailer and bookstores nationwide. Published by Benjamin Moore & Co. © 2004.



In *Sailing Style*, celebrated author and designer Tricia Foley pays homage to the romantic and historical influence of seafaring traditions on home design. Every chapter showcases both the practical design solutions of sailors and sailboats as well as living rooms, bedrooms, kitchens and design details that express a nautical style. To order, visit www.randomhouse.com or www.clarksonpotter.com. Published by Clarkson Potter/Publishers © 2003.



Making a difference in the lives of its neighboring New Yorkers, Benjamin Moore was a Platinum sponsor of the 5th Annual Alpha Awards of the Alpha Workshops. For nearly a decade, the Alpha Workshops organization has been dedicated to providing training and employment to creative people living with HIV and AIDS. Its programs and services are providing the tools they need to have successful careers in the decorative arts. The awards ceremony was held in May in New York City.

Need to find a Benjamin Moore Architectural Representative?

Benjamin Moore has knowledgeable Architectural Representatives to help you with your specifications. To locate an Architectural Representative in your area, visit our Web site at www.benjaminmoore.com, or call 888-BEN-MOOR.



With Benjamin Moore's Moorwood™ solid deck and siding stains, customizing exterior spaces becomes as creative as interior design. You know these stains for their excellent protection of decks, siding, fences and porches. Now, coordinate the colors of those surfaces with everything from wood furniture and planter boxes to birdhouses and mailboxes. With the ability to tint these stains to any color in Benjamin Moore's comprehensive color palette, protecting exteriors has never been so simple ... or stylish!

images

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Color P.4 Photos courtesy of Tommy Bahama (www.tommybahama.com); P.5 Table setting photo courtesy of Tommy Bahama (www.tommybahama.com).

Coastal Design P.6 Photographs by Michael Skott from *Sailing Style* by Tricia Foley; P.7 Photographs by Rosemary Carroll for Lawrence-Mayer-Wilson Interior Design (www.lawrencemayerwilson.com); P.8 Photographs by Rodger Woods for Rodger Woods Visual Design, 310-376-0705 (www.visualdesignintl.com); P.9 Photographs by Josh Edenbaum and Gayle Mangan for Gayle Mangan (www.gayle-mangan.com).

Michael Payne P.10-14 Photographs by Keith Scott Morton.

Events P.16 Photographs by Michael Skott from *Sailing Style* by Tricia Foley.





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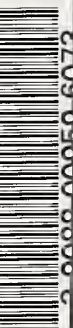


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