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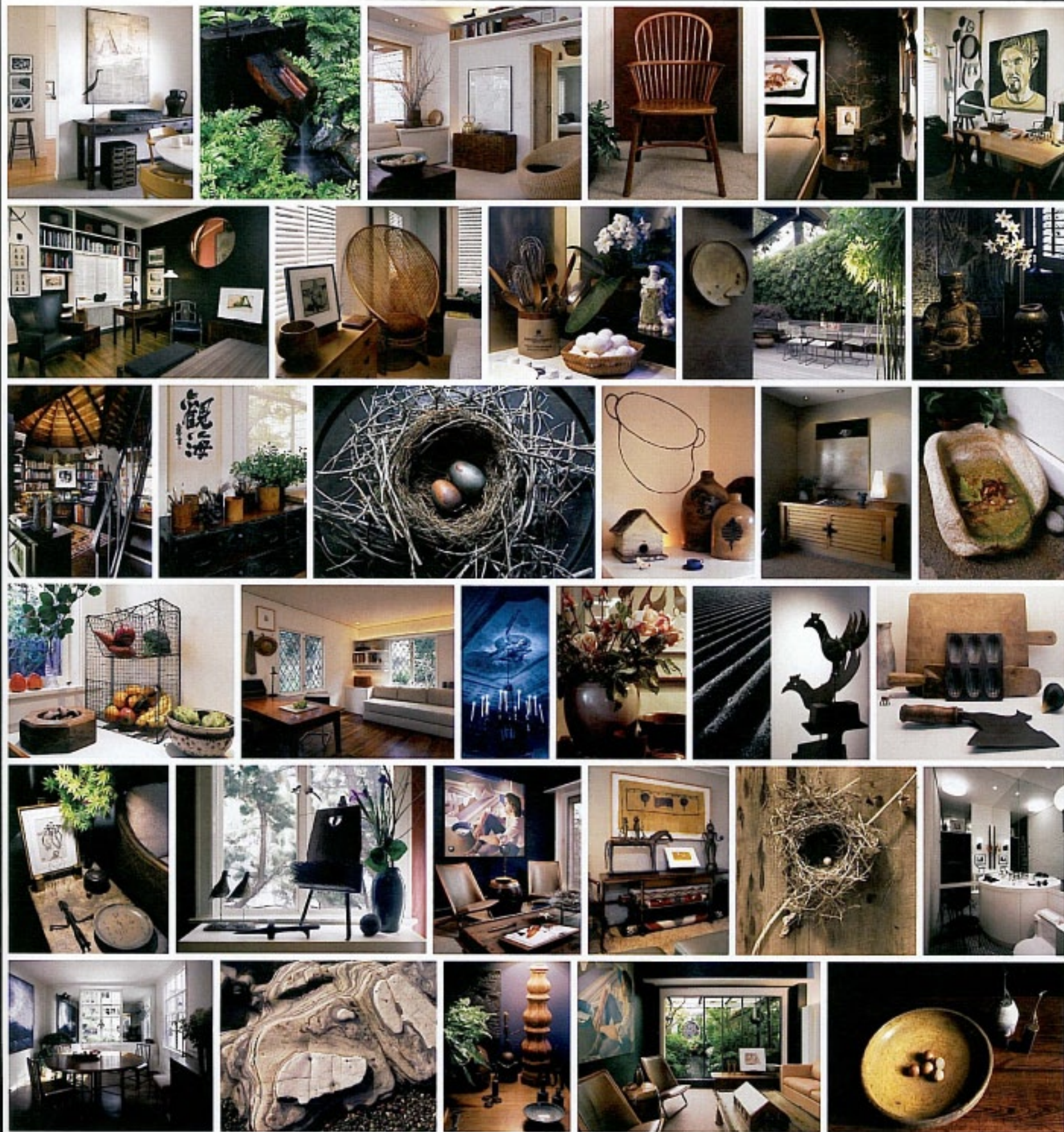
DEFINITIVE DESIGN + DECOR

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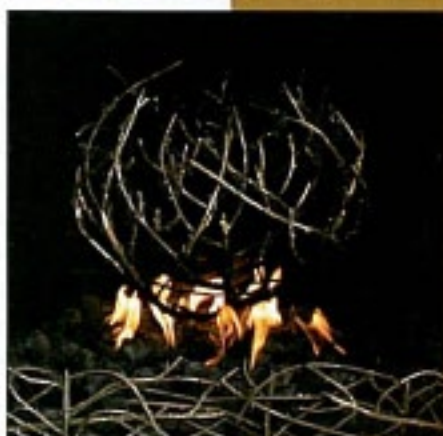
Appreciate the environment and cultivate the ability to positively influence life. What might look like a disaster is actually an opportunity for miraculous change and growth. Appreciating what you have, making the most out of a situation with humor and grace become the valued guidelines for design thinking.

THE SAN FRANCISCO DESIGN CENTER

VOLUME 2



Inside Story



FROM THE
EXECUTIVE OFFICE 2

BOOK SMART 6
by Agnes Bourne

DESIGN
SAN FRANCISCO 34
February 3-5
Keynotes &
Showroom Events

AT THE CENTER 40
Showroom News

WHO'S NEWS 54

SUSTAINABLE
DESIGN 60
by Michael Sammet

3D SOURCE &
ADVERTISER INDEX 67

HOTLINE 68
In Conversation with
Clarellen Adams

5 DESIGN WISDOM FROM
A MASTER OF THE CRAFT

John Wheatman

BY AGNES BOURNE

10 DOUGLAS DURKIN DESIGN

BY STEPHANIE ALLEN
& JENNIFER PATRICK

20 FABRIC HISTORY

BY LAUREL SPRIGG

24 ONE OF A KIND

The Beauty of Handmade

BY ERIN CULLERTON

44 THE BEST NEXT THING
New Product

53 DESIGNERS OF NOTE

BY KENDRA BOUTELL

58 INTERVIEW
WITH LAURA GUIDO-CLARK

BY DELPHINE HIRASUNA

62 GREENING YOUR OFFICE

BY ERIC COREY FREED

3D is the magazine of the San Francisco Design Center
Two Henry Adams Street, Suite 450, San Francisco, CA 94103 Phone: 415-490-5800 Fax: 415-490-5885
For the latest information on events and industry news, visit our website at sfdesigncenter.com

Bill R. Poland, Chairman and Principal
Tim Treadway, CEO and Principal
Barry Campbell, SVP, Operations
Martha S. Thompson, SVP, Showroom Relations
Jay P. Young, CPA, SVP, Finance
Nelly Saliba, VP, Administration

THE 3D TEAM:
Rhonda Hirata, Editorial and Creative Director
Stephanie Allen, Executive Editor
Marcia Leeb, Design & Layout
Arlene Holden, Advertising Sales

SHOWROOM RELATIONS STAFF:
Rhonda Hirata, Director of Marketing
Violet Carson, Listing Manager

COVER CREDITS:
Photographs are courtesy of David Wakely
www.DavidWakely.com
from *A Good House Is Never Done* and *Meditations
on Design* (see page 5 for more details)

3D is printed with soy-based ink on paper that contains at least 10% recycled materials.
Let us know what you think! Send your comments and feedback to editors@sfdesigncenter.com



About San Francisco Design Center:

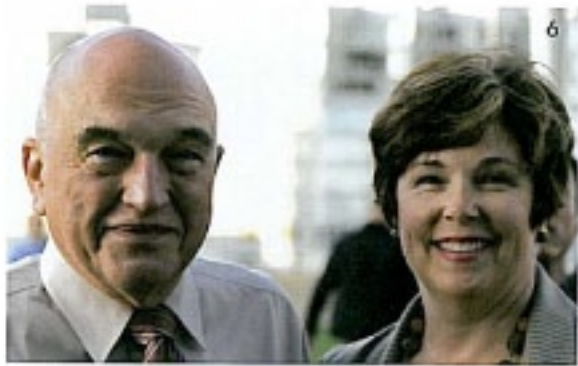
The San Francisco Design Center (SFDC) is the West Coast's premier destination for innovative interior design, offering experiences that deliver customized elegance. SFDC sits at the heart of the San Francisco Design district and is comprised of three buildings: the Showplace, Galleria and Garden Court. Together, they house over 100 showrooms representing 2,000 manufacturers of one-of-a-kind furnishings, fabric, lighting, kitchens, baths, wall coverings, accessories, fine art and antiques.

WHO'S NEWS



Design Above All

1. Donald Joseph's kitchen table
2. Jacob Bauch, Leslie Bamberg, Nathalie Roland, Dan Games
3. Scott Engelman with Kristina MooreYaki and Vernon Applegate
4. Eugene Anthony's living room
5. Leslie Bamberg's living room



6. Joe Gaul and Christie McRae

7. Inja Yang

8. Lani Taylor and Tasson Taylor

9. Eugene Anthony

10. Karen Calija, Willie Brown
and Donald Fugina

11. Mary Ann Schicketanz, Leslie Bamberg

12. Mary Ann Schicketanz's living room

CERTAIN CERTIFICATIONS

While having the staff earn their LEED AP is important, consider having the entire office certified as a green business. The Certified Green Business program (www.greenbiz.ca.gov) is administered by the Association of Bay Area Governments and is open to design firms across all nine Bay Area counties. Over 1,600 businesses have undergone the free certification since its launch in 1997. The directory now boasts 39 architects and six design firms. If you're reading this, get your firm certified.

TAPPING THE TEAM

If this immersion into green sounds intimidating, remember you don't need to do it alone. Utilize the people within your project team for help. By explaining the green goals to everyone upfront, you'll uncover a wealth of resources.

"By asking the right questions, you can get people to do stuff they've never thought of before," explains Jeffrey Weisman. "Without changing vendors, you can bring them up to green standards. Many vendors have access to green materials when asked." Simply by starting the conversation, you can create significant changes. Paul Wiseman echoes this idea, "We are starting a serious dialogue with our vendors as to where their raw materials come from."

For other designers, sourcing local materials and products reduces the impact of their projects. Kendall Wilkinson agrees, "Almost everything we specify is sourced locally." Paul Wiseman also encourages the use of antiques as a green approach. "We specialize in antiques, which are the ultimate in green: used furniture, to be exact."

In today's competitive market, being green means more than adding green materials to your projects. Greening starts on the inside with the management of your own office. Simple, but important, changes are all it requires to start the path toward a green office. "The amazing thing about green design is the speed in which it has come around into the design community," says Jeffrey Weisman. "The decorating world is finally opening its eyes to green. So it's getting easier to be green—options, prices, and demand have really changed our world."

*Eric Corey Freed is a principal of organicARCHITECT, part sustainable architecture firm, part research think tank based in San Francisco. He is the author of *Green Building & Remodeling for Dummies* (John Wiley & Sons Publishers). organicARCHITECT was the first architectural firm to be designated as a Bay Area Certified Green Business.*

GREEN and BOLD

On her frequent visits to China, Margaret Collard, founder and principal of International Art Properties, Inc., observed the gradual progress of a greening program that transformed cities such as Beijing and Shanghai from dreary landscapes to park-like environments. While standing on a rooftop in downtown San Francisco noting lots of grey, Margaret decided to put her energies into greening her own city and thus began Green and Bold.

The launch of Green and Bold took place at Design San Francisco last year when a panel of experts came together to discuss their work. The group included Astrid Haryati, Greening Director at the City and County of San Francisco, John Loomis, Principal of the SWA Group, and landscape architect for the California Academy of Sciences, April Phillips, President of April Phillips Design Works, Mary Ann Schickentanz, Carver + Schickentanz, and Eric Corey Freed of organicARCHITECT.

From the enthusiasm generated with this event, two major projects were launched that will green and beautify the landscape and interiors of St. Dominic in San Francisco and St. Vincent's School for Boys in San Rafael. St. Dominic's, an 1874 landmark church, will benefit from a re-designed landscape, parking lot and creation of a community center to serve women and children. St. Vincent's School for Boys will be enhanced by a new landscape design as well as the remodel of five residences with the help of Philanthropy By Design.

Green and Bold will return to Design San Francisco on Friday, February 5, 2009 to report on their progress and engage new volunteers to support their efforts.

Thanks to the following for their generous involvement in Green and Bold:

Carolyn and Dave Anderson, Monarch Gardens
Margaret Collard, International Art Properties
Davis Dalbok, Living Green
Catherine Grison, Your French Accent
Terry Ohm, Ohm Lighting
Natalia Severdia, White Arch Studio
Tim O'Shea, Greenworks
Linda Schanfein, Philanthropy by Design
Mary Ann Schickentanz, Carver + Schickentanz



Drawing for St. Dominic's Site Plan. Rendering by Carver + Schickentanz