

November/December 2019

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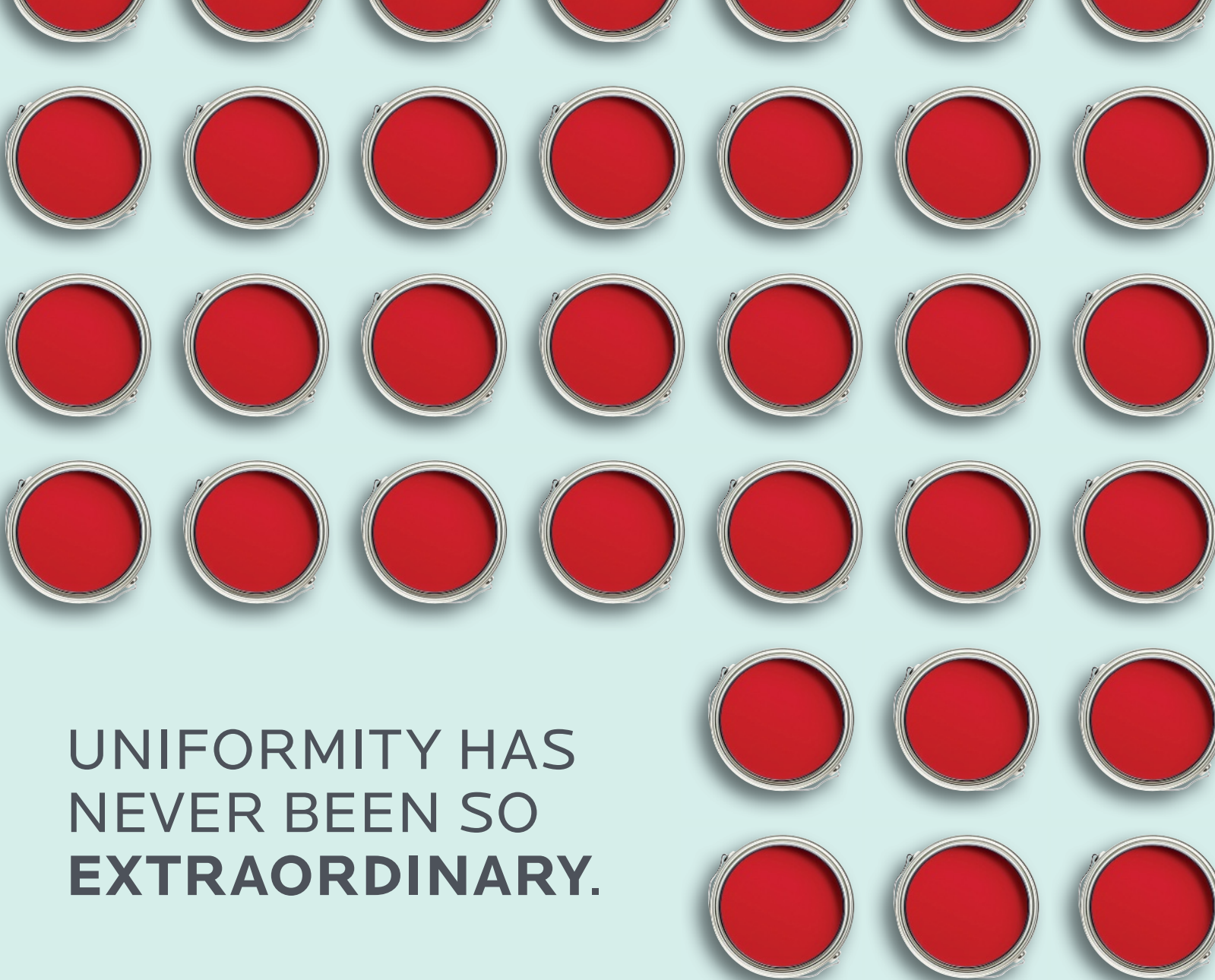
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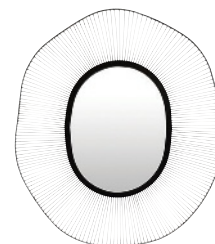
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VOLUME 3/NUMBER 6

The magazine of the
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CREATIVE COVERAGE

When your original designs are stolen and replicated for gain by someone else, the ramifications, both professional and personal, impact you directly. Learn how to safeguard your intellectual property in this increasingly copycat world.

BY ROBERT NIEMINEN



Image: True Residential

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THE LUXURY OF WELLBEING

An at-home spa is one of the most desirable amenities for individuals looking for a way to relax and rejuvenate their on-the-go lives. Today's bathroom products are a win-win for designers and clients alike.

BY MICHELE KEITH



Image: Photo courtesy of KOHLER

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THE CONNECTED KITCHEN

As the foodie phenomenon flourishes, the kitchen has reinforced its status as the heart of the home—albeit with a tweak. Today's designers must find the perfect mix of high-tech, easy-to-use elements and sophisticated, livable style.

BY JESSICA GOLDBOGEN HARLAN
AND KIM COOK

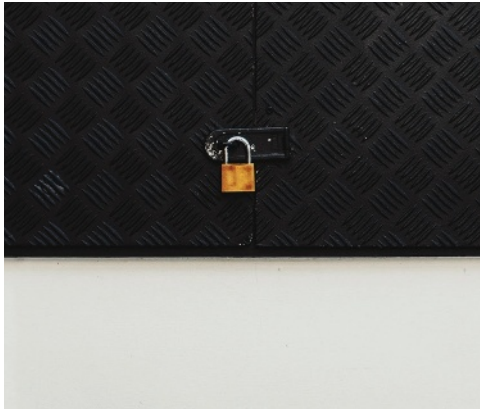


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Image: Danilo Agutoli

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INTEGRATED & SOPHISTICATED

Once a luxury for the wealthy or tech savvy, the smart home is maturing into a full-blown consumer lifestyle. Affordability, reliability, and portability are driving product innovation and allowing for innovative residential design.

BY BRIAN J. BARTH

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ICONIC PROFILE: RAY CALABRO

At Bohlin Cywinski Jackson, this thoughtful visionary and his colleagues believe collaboration is the key to designing great architecture. How does he best express his and the firm's successful design perspective? Namely, with a shrewd attention to person and place.

BY AMBROSE CLANCY



Image: Corntrol4

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ON THE COVER

High-tech capabilities hide behind clean, modern lines in a kitchen designed by Poggenpohl.



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ON THE TECH FRONT

There is no denying the overwhelming influence technology has had on our lives. In many ways, it has opened doors to positive opportunities we could not have previously imagined. But, for many, technology is a world full of paradoxes, like the freedom to work from anywhere, coupled with the feeling we should be checking our email at all hours because it's right there in the palms of our hands.

In this issue, we dig into the positive ways technology is taking over the home and how designers, technology integrators, and clients can work together to create smart homes that operate optimally but don't overwhelm or require a tech degree. We spend time in the kitchen, where appliance manufacturers are finding increasing ways for technology to make the space function more efficiently ("The Connected Kitchen," p. 30), and we take a well-deserved break to bask in the wellness of a spa-like bathroom, where technology is used to decrease the stress caused by our 24/7, tech-laden lives ("The Luxury of Wellbeing," p. 38). We also deliver insight from the world of technology integration and ideas for how designers and integrators can work together to create highly personalized client experiences ("Integrated & Sophisticated," p. 48). For your daily business, we examine the legal issue of intellectual property and moves creative professionals can make to protect their work in a digital-sharing universe ("Creative Coverage," p. 22).

We could say that technology isn't going anywhere, but—technically—it's going absolutely everywhere and taking the design profession and homeowners with it. By working together with the pros in the tech arena and the manufacturers that are harnessing advanced technology to move the home forward, design professionals can customize client homes like never before and impact everything from efficiency to wellness in the process. ●



Randy Fiser,
CEO, ASID, and
Tony Brenders,
CEO, IDC
(Image: Lindsay
Cephas)


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Originally designed in the Classical Revival style as a civic property, the renovated and rebranded facility in downtown Philadelphia is now The Notary Hotel, Autograph Collection. (Image: Michael Kleinberg)

Historically inspired décor in the redesigned guest rooms sets the perfect scene to unwind after a day of exploring Philadelphia. (Image: Michael Kleinberg)



NOTABLE TRANSFORMATION

BREATHING NEW LIFE INTO AN HISTORIC STRUCTURE, PREMIER PROJECT MANAGEMENT TOOK THE DESIGN REINS IN THE TRANSFORMATION OF AN ICONIC, YET UNDERUTILIZED BUILDING IN THE HEART OF DOWNTOWN PHILADELPHIA.

After a 70-year existence as a government facility, the landmark property has been reborn as The Notary Hotel, a part of the Autograph Collection.

As the building is listed on the National Register of Historic Places, the design team's goal was to refresh the hotel via clean, contemporary lines and materials, while also capturing the nostalgia the location demanded. Throughout the redesigned space, new elements, like marble floors, millwork, and fluted glass details, were selected to complement the building's 1926 construction and design integrity. These new materials seamlessly integrate with original design details, like a cast plaster ceiling in the lobby, as well as the structure's original stone walls.

The design team further accentuated the narrative of the historic building through an eclectic art assortment that not only recalls the era of the structure's completion, but incorporates the creative reuse of some of its original components as well. The Notary's entry area and lobby include a period collection of men's hats the team bronzed for artistic effect; a custom display case that features vintage 1920s



The lobby of The Notary is a welcoming blend of original architectural elements and modern design additions. (Image: Michael Kleinberg)


Visitors to downtown Philadelphia are discovering a compelling combination of history and modernity at this city landmark, which is listed on the National Register of Historic Places. (Image: Michael Kleinberg)



typewriters; and the original bronze revolving door vestibule that was left intact, but transformed into an enclosed capsule that houses a custom neon sculpture that celebrates Philadelphia's history as the City of Brotherly Love.

The blending of old and new continues through to the corridors and guest rooms, where new wallcoverings are patterned with historic photographs and contemporary architectural lighting meets with found vintage objects, campaign-style hardware, and plaid carpets that are a nod to the early 20th century New England aesthetic.

The Notary offers 416 guest rooms and 83 suites, with a design that keeps accessibility for all in mind in both public areas and an offering of fully accessible guest rooms. The hotel also includes nearly 11,000 square feet of event space and modern conference facilities, as well as a Spanish tapas restaurant, Sabroso+Sorbo. ●

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CREATIVE COVERAGE

BY ROBERT NIEMINEN



Intellectual property theft is a persistent problem in the design industry; here's how to protect your ideas

IMITATION MAY BE THE SINCEREST FORM OF FLATTERY, BUT IT ALSO MAY BE BLATANT THIEVERY. INTELLECTUAL PROPERTY (IP) THEFT IS A PERSISTENT PROBLEM FACING ARCHITECTS, DESIGNERS, PHOTOGRAPHERS, AND PRODUCT MANUFACTURERS ALIKE. WHILE THE CHALLENGE OF PROTECTING THE ORIGINALITY OF A CREATIVE WORK ISN'T NEW, DIGITAL TOOLS AND UNREGULATED FOREIGN MARKETS HAVE MADE IT EASIER THAN EVER TO TRAFFIC IN COUNTERFEITS AT THE EXPENSE OF THE PEOPLE WHO CREATE ORIGINALS.

How big is the problem, really, and what, if anything, can the design community do to protect itself? While there's no silver bullet to prevent every theft, knowledge is power—and it's the best place to start.

Defining the Problem of IP Theft

Intellectual property is defined by the World Intellectual Property Forum as “creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names, and images used in commerce.” These are generally broken down into three categories of protections: patents for inventions, copyrights for literary and artistic works, and trademarks for logos and brands. Without them, there’s virtually nothing to stop thieves from stealing designs, inventions, software, and trade secrets, according to the U.S. Department of State’s ShareAmerica online platform.

Even with these protections in place, IP theft is big business—to the tune of more than \$700 billion annually in the global trade of counterfeited and pirated goods, according to the International Chamber of Commerce (ICC). Further, counterfeit goods cost the United States \$29 billion to \$41 billion every year. China and Hong Kong represent the biggest offenders, producing 78 percent of the seized counterfeit goods coming into the United States in 2017, according to the U.S. Department of Homeland Security (DHS). To combat this problem elsewhere, for example, the Government of Canada is investing \$85.3 million throughout five years to help Canadian businesses, creators, entrepreneurs, and innovators understand, protect, and access intellectual property through its comprehensive Intellectual Property (IP) Strategy.

“It’s an issue worldwide, obviously, but there are certain places that it’s even more of a problem,” explains David M. Abrahams, associate at the law firm of Webster, Chamberlain & Bean, LLP in Washington, D.C. “Countries, such as China and India, and, in some cases, believe it or not, Brazil, these are really hotbeds—they’re kind of the Wild West when it comes to intellectual property protection. So, to the extent that some of these designs get out and in the hands of somebody over there, it can be a real big issue.”

Too often, theft goes undetected or victims don’t acknowledge the value of what’s been stolen. “Creatives, often understandably, focus more on the making than the business of making,” according to Emily Penny, a brand consultant and founder of BeColourful and Colourful Design Strategy Ltd., in an interview with the *Design Week* online publication. “But, it’s good to remember that visual assets are exactly that—assets.”

Consumers and specifiers alike need to recognize the monetary value of creativity and invention. “A lot of people don’t realize that these are works, these are intellectual properties that are owned by somebody,” Abrahams points out. “This is somebody’s profit base.”



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Business of Design Intellectual Property

Fighting the Good Fight

Battling intellectual property theft from foreign entities is one thing, but when it comes from within the design industry, it can come as a shock. Just ask Victoria Reitz, principal designer and owner of Victoria Reitz Interior Design and president-elect of the Los Angeles chapter of the American Society of Interior Designers (ASID).

After designing a room in the historic Doheny Greystone Mansion in Beverly Hills, California, for a 2013 showcase, Reitz created and sold two dark-wood chairs featured in the space. Months later, she discovered a local designer had introduced a line of furniture that included her chair design. “I just about fell over,” she recalls. “That was my introduction [to intellectual property theft]. It was like being slapped almost.”

Rather than getting embroiled in a legal battle, Reitz kept quiet and chalked it up to experience, and has since exercised more caution in safeguarding her ideas.

Protecting the value of creative work is a challenge photographers know all too well. For architectural photographer Peter Rymwid, the process starts with charging for his services accordingly and working with design firms and magazines to get his images published and paid in royalties, which helps keep him in business. “I think the biggest consideration for all these photographers is to start to think the same way as I do as far as talking to the editors and protecting their work right away,” he explains. “If somebody wants to use an image, I tell them, ‘You’ve got to pay for it.’”



John Edelman,
Be Original Americas and
Herman Miller Consumer Group
(Image: Bonnie Edelman Photography)

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Too often, adds Rymwid, images get published in magazines or on social media without consent, which cuts into a photographer’s profits—a problem he addresses by working together with design firms to get published and paid accordingly. “Photographers should work together with the designers and the architects to get them published so that it becomes much easier for people to spend money on good photography,” he says.

On the product design front, organizations like Be Original Americas are spearheading the effort to educate designers, specifiers, and the public about the problem of counterfeits and the value of supporting original product designs. John Edelman, president of Be Original Americas and chairman of the board for Herman Miller Consumer Group, notes that many consumers and even specifiers don’t realize they are purchasing knockoffs or understand the impact such a practice has on creating authentic designs. “Over time, it will slowly kill the ability to fund original design,” he reveals. “It’s so expensive to do something correctly and to have a great design.”

The cost of theft compounds the problem. That’s why Be Original Americas is working directly with U.S. Customs and Border Protection to prevent counterfeits before they enter the market. To date, the organization has helped Customs seize \$15.1 million worth of goods intercepted from 38 shipping containers. (For more on Be Original Americas, see “One of a Kind,” *i+D*, January/February 2018, p. 36.)

To Post or Not to Post?

When it comes to promoting and protecting creative ideas, social media is a double-edged sword. On the one hand, Edelman suggests platforms like Instagram and Pinterest have exposed people to high-level design at an unprecedented scale; on the other, it opens up greater possibilities to IP theft. “Social media is the best thing that’s happened to authentic design and a danger at the same time, and you have to balance it out,” he observes. “It’s the biggest propagator of evil and the biggest propagator of good in the world.”

Reitz notes that when a design or photograph is posted on a social media platform, it is theoretically covered under a loose form of copyright (a fact Abrahams confirms). But, unless her product is sitting on the floor of an established interiors showroom, any designer can copy an idea from social media and present it as their own to a client—and no one would be the wiser. “There is no way to stop it. Once you post something, you never know where it’s going to go. It’s a huge problem,” she says.

Abrahams points out that if a design or image is posted without permission, a copyright holder can ask a website to take it down, which many are willing to do. Under the Digital Millennium Copyright Act (DMCA), he says internet services providers are offered safe harbor and will comply rather than get into a legal battle. “If you get what’s known as a takedown demand order, there’s a certain thing called safe harbor, which, as long as you cooperate with the copyright owner and take down that infringing article, you as the service provider cannot be legally responsible,” explains Abrahams. “So, if you contact the service provider, they’re going to be pretty cooperative.”

Reitz urges designers to communicate clearly with photographers about posting images of projects to social media in advance. Professional photographers “wouldn’t dream of posting something without asking a designer for their permission,” she says.

Steps to Safeguard IP

To protect intellectual property—whether it’s a design, photograph, or product—both Abrahams and Edelman offer the same advice: Register your work under copyrights and trademarks, and do it immediately. “Do it day one; do not wait a minute,” Edelman says. “At least that gives you some power in the fight against knockoffs.” Abrahams agrees and adds that it makes enforcement that much easier.

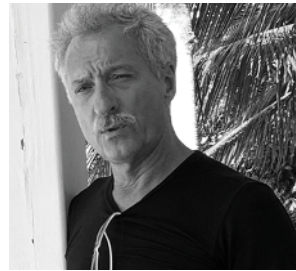
Edelman also urges designers to make sure there is clear branding on every item. Similarly, Rymwid recommends adding a copyright mark as a watermark on every image as a means of protection when distributing photography. By doing so, he says, “it becomes more obvious that this is going to be stealing if somebody’s trying to remove it.” Reitz often will not share images online or at trade shows unless her work has been previously published. “If we’ve been published in a magazine, I’m not as worried because, once it’s been published, your work is out there” and ownership has been established.

While not everyone can afford to retain an attorney to protect their intellectual property, Abrahams says “sometimes just the threat of legal action is enough. And, that’s pretty easy, and it’s pretty cheap.”

Edelman goes so far as to suggest creatives publicly shame people on social media who steal their ideas. “Do what you’ve got to do—don’t just take it lying down,” he urges. “People in the knockoff business don’t really want problems. They’re doing it because it’s been so easy to do.” ●

ROBERT NIEMINEN

is a freelance writer and regular contributor to retrofit and Retail Environments magazine, as well as the editor-at-large of interiors+sources.



Peter Rymwid,
www.peterrymwid.com
(Image: Yvonne Rymwid)



David M. Abrahams,
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Source: NKBA Bathroom Technology Awareness & Usage Report

New research from the National Kitchen & Bath Association (NKBA) shows 60 percent of homeowners desire technology in their master bathrooms, with the primary goal of enhancing the space with products and capabilities that create a comfortable, relaxing, and safe area. The NKBA *Bathroom Technology Awareness & Usage Report* was commissioned by NKBA, in collaboration with CEDIA, the Custom Electronics Design and Installation Association.

A primary goal of the study was to better understand consumer awareness and usage of technology in the bathroom, as compared to comprehension from the professional designers and home technology integrators of what consumers want. Interestingly, while 60 percent of consumers reported believing technology is essential in the master bath, 60 percent of designers and 68 percent of technology pros did not. The gap in opinions shows a major opportunity for master bath tech conversations with future design clients.

Key findings from the report point to homeowners who are looking for technology solutions that maximize comfort, deliver efficiency, avoid problems, promote relaxation, and provide a feeling of safety. Top-of-mind technology solutions among

homeowners include smart showers, lighting, faucets, fixtures, heated floors, sound systems, and TVs. Further, homeowners would love for added tech to simultaneously enhance a home's appearance and increase its market value. But, even among those who desire integration of tech systems within their home, they want the convenience and the luxury without the "techy" look.

Looking specifically to the designers polled as part of the survey, the research found designers who would like to be educated on tech for the bath by way of presentations on successful integrations, as well as guidelines for pricing. Additionally, half of the designers polled have never worked with a technology contractor or consultant. Reportedly, this sometimes is because designers are simply not familiar with these professionals and/or don't know who to contact; also, many designers report relying on electricians to provide tech guidance.

For more on tech advances for the bath, see "The Luxury of Wellbeing," p. 38. For more on whole-home tech integration, see "Integrated & Sophisticated," p. 48. ●

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Contributors

As technology increasingly infiltrates all areas of the home, kitchens and baths remain at the heart of everything.

Our authors in this issue of *i+D* divulge their personal tech preferences and professional experiences.

1. Robert Nieminen, *Creative Coverage*

While he was researching his article about intellectual property (IP), “Creative Coverage” (p. 22), Robert was surprised to discover that IP theft is so pervasive. Even more so, he states, is “how difficult it is to defend against it. While copyrights, patents, and trademarks offer protections here in the United States and Canada, they mean little in countries like China and India, where enforcement of IP laws is virtually impossible.” He agrees that social media is a double-edged sword in the IP world “in that it is both an unprecedented marketing platform *and* a veritable gold mine of ideas people can pilfer.” On a personal note, the high-tech devices Robert uses include a cell phone, a computer, and a basic Bluetooth speaker to play music. He does not, however, own any smart home devices—“nor do I plan to.” In fact, he adds that “the kitchen is definitely the heart of my home because it’s a place of community where good food and conversation happen. ...[and] the one place we tend to connect *without* technology.”

2. Jessica Goldbogen Harlan, *The Connected Kitchen*

Jessica has an extensive “foodie” background, attending both culinary school and authoring several cookbooks, so it’s no wonder that “The Connected Kitchen” (p. 30) is “probably [the] favorite piece I’ve written yet for *i+D*. I loved learning about some of the cool new technologies coming out of the kitchen appliance segment...and for [them] to become more accessible for homeowners.” Accordingly, reveals Jessica, the kitchen is the heart of her home. Why? “I write frequently about cooking and it’s one of my passions. I’m always trying out new recipes. I just wish [my kitchen was] bigger and I had more storage space, because I’m a total gadget geek!” With respect to high tech in other areas of her home, the one “gadget” Jessica wishes for is a single remote for the TV/sound system that is easy and intuitive to use: “We currently have two and it still seems to take me forever to get to the show I want to watch.”

3. Kim Cook, *The Connected Kitchen: True Rebel*

If Kim could create a new tech tool for her home, she knows exactly what that would be. “I have a Labrador Retriever who goes on a two-hour hike in the woods every day. Way too often, she comes back stinking of swamp water or rotten something-or-other,” she explains. “I would love an automatic car-wash contraption that she could just walk through and be instantly cleaned and deodorized.” Generally, however, Kim recognizes that the tech wave can be less freeing or simplifying than touted by industry enterprises. She found a refreshing viewpoint from one of her sources during her assignment on high-tech kitchen appliances (p. 36). “Andrew [Sheard] at True [Residential] was the outlier. He was the only industry professional to echo what I had been thinking, and back it up with empirical evidence in the form of design professionals’ feedback,” she says. “What most folks...really wanted was a well-made, super-reliable, great-looking machine that did the job...and wasn’t going to be hamstrung by gadgetry that might malfunction.”

4. Michele Keith, *The Luxury of Wellbeing*

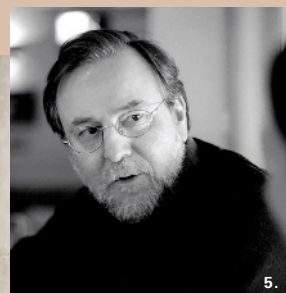
Michele’s dream tool would be “my own personal Tess the Techie, [who] would immediately come to my office—like a genie in a bottle—whenever I encountered a problem with my computer or any other electronic device. I’d also like a robotic masseuse!” she says. The latter is not a surprising desire, especially after Michele completed her article on at-home spas (p. 38). She notes she was amazed at the innumerable variety of bath products geared toward all aspects of wellbeing. “Not only are there scores of categories, but dozens of variations within each. And, the designs are outstanding! Sculpted shapes, rich finishes, an eye toward beauty in addition to health. It makes you want to buy them just to have them around to admire.”

5. Ambrose Clancy, *ICONic Profile: Ray Calabro*

In his regular “ICONic Profile” series, Ambrose displays a keen insight into his subjects’ personalities—both professional and personal—including the recap of his interview with Ray Calabro of Bohlin Cywinski Jackson (p. 46) in this issue. “I liked Ray immediately,” recalls Ambrose, of his time with Ray. “He was cheerful, smart, and obviously in love with what he does. He wears his learning lightly and is clear in his opinions.” Something Ambrose obviously does as well. In fact, displaying his own sense of humor when discussing the technology he himself uses, Ambrose reveals, “We have a stupid home, more or less.” Furthermore, he doesn’t aspire to purchase—or, for that matter, wish for—any futuristic tech tool in the near term. His special personal place? “[The] kitchen, absolutely. It’s where we cook, prepare for the day, and begin to wind down when the day is ending,” says Ambrose.

6. Brian J. Barth, *Integrated & Sophisticated*

The smart home is the focus of Brian’s article, “Integrated & Sophisticated” (p. 48). Although he admits he’s not a fan of tech “when it complicates my life,” Brian indicates he definitely would be game for a system in which “numerous smart home features can be tied together in a single, voice-controlled interface.” In real life, he finds the most benefit from his “smart” security system, noting, “It allows me to see what’s happening on my phone while I’m away and even turn lights on and off.” Wishful thinking might offer up a tech tool that “fills the bath at just the right temperature on a cold night.” And, it’s clear that Brian enjoys his home base—especially when responding to a query about defining the heart of his own residence: “Tough call. I would say the kitchen, because that’s where the people are.” ●



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By Jessica Goldbogen Harlan

The Connected Kitchen

How technology is
making inroads into
the heart of the home

Poggenpohl designers utilize solutions like appliance garages to conceal connected small appliances, so as not to interrupt the clean lines of modern kitchen designs.
(Image: Poggenpohl)



We rely on our smartphones, smart speakers, and other connected devices to wake us up in the morning, tell us the latest news, monitor our health, entertain us, document our lives, and more. So, it should come as no surprise that we have high expectations about the rest of our surroundings at home.

Manufacturers have been working for decades to make kitchens more functional through the use of technology, from touchscreen panels on a refrigerator door, to Wi-Fi-enabled appliances that can be monitored and controlled with an app.

But, are today's consumers ready for tomorrow's innovations? Yes...but with an annotation. Designers say that with respect to technology, homeowners are concerned about how easy it is to use, whether it might break or become obsolete, and, perhaps most important, whether it'll be an eyesore in their otherwise sleek kitchen. "With kitchens, it is still more about the aesthetics than it is about the technology," says Alison Knapp, a Hamilton, Ontario, Canada-based interior designer. "[Homeowners are] more concerned with the look and the cleanability of it, and whether it'll seem dated within five years."

Designers also note that while consumers like having the digital age bells and whistles, they don't want to actually have to look at them. "Electrical outlets used to really disrupt a backsplash, but now we're having them built into the underside of the upper cabinetry," explains Knapp. "We're doing communications centers where USB outlets are being built into cabinetry, or technology drawers where people can plug in their devices and have them be easy to locate in the morning."

And, as for appliances themselves, many customers still prefer panel-ready dishwashers or refrigerators that can blend seamlessly into the rest of the kitchen, rather than appliances that look like the control panel of a futuristic machine.

That's not to say that innovation and technology don't play their part in the kitchen, however. Being able to control lighting in the kitchen and throughout the house with a smartphone is becoming increasingly commonplace. And, Knapp says her customers also are drawn to smaller appliances that can be controlled from a phone, such as a coffee maker or a tea kettle.

Jennifer Fordham Blanco, a Dallas-based interior designer for Poggenpohl US, also reports that her clients are very excited about some of the technology and connectivity in small, countertop appliances. Not surprisingly, that presents a whole new challenge in kitchen design: concealing them when they're not in use. "Most of my clients don't want to see them, but they don't want them to be hard to get to," she says. "I do a lot of appliance garages or areas where you can pull out big doors to cover them. My favorite is putting them in a secondary area like a butler's pantry."

But, there's one item, which in the not-so-distant past was itself considered the height of high tech, that is starting to fall by the wayside: the microwave.



Thermador's newly redesigned Masterpiece Collection pairs modern kitchen designs with industry-leading technology across cooling, cooking, and dish care. (Image: Thermador/BSH Home Appliances Corporation)

"For almost every project I work on, [clients are] requesting that a microwave not be in the kitchen," reveals Knapp. Instead, steam ovens are usurping a microwave's place as a way of quickly and healthily cooking and heating foods.



Poggenpohl clients have shown interest in technology that is both easy to use and easy to conceal. (Image: Poggenpohl)

The Connected Kitchen — By Jessica Goldbogen Harlan

and refrigeration categories to integrate the products into one central device, namely a smartphone. “Whether it be convenience features like recipe inspiration based on what is in your refrigerator through partners like Cheffing—an AI-driven platform that simplifies the cooking experience in connected homes—the ability to remotely preheat your oven, or the peace of mind in being notified if your refrigerator door was accidentally left open, we’re proud to offer a variety of connected experiences to meet individual needs,” says Prescher.

Aside from smartphone integration, other technologies have been implemented into some of Bosch’s latest appliance rollouts. A new collection of refrigerators automatically optimizes both temperature and humidity levels to keep food fresh for longer. Advances in dishwashers are better at drying dishes and automatically open the door at a certain temperature to circulate fresh air.

And, while designers say that sustainability and energy efficiency aren’t something that customers are asking about while outfitting a kitchen—though they see it as a bonus if a product is indeed eco-friendly—Bosch has been honing the design of its dishwasher, refrigeration, and ventilation products to become more energy efficient. As a result, it has halved the water consumption of its appliances since 1990.

You don’t need your smartphone to operate a sink from Delta Faucet Company, but you *can* use your voice. Delta’s VoicelQ Technology uses voice commands to operate a faucet. The technology doesn’t just turn the tap on and off, however; rather, it also can dispense measured amounts of water or fill custom containers like a dog bowl or a baby bottle. Another feature, Touch₂O Technology, enables individuals to use their elbow to operate a faucet—especially ideal for when hands are messy or germ-y.

Connectivity Counts

With the ability to turn up the thermostat from our phones, or tell our smart speakers to switch off the lights, connectivity is a convenience we already enjoy in our homes—and it’s breaking new ground in the kitchen.

“As kitchens continue to evolve, connectivity in the kitchen is becoming more prevalent,” notes Ruth Prentice of Thermador, part of BSH Home Appliances Corporation, whose very title—connected experience manager—indicates how important this feature is to the brand. An app called the Thermador Connected Experience by Home Connect seamlessly integrates the operation of the Thermador suite of appliances.

With the app, you can alter the color of the lights illuminating the inside of your dishwasher, preheat your oven as you’re heading home from work, or brew a cup of coffee before you get out of bed. “Consumers have an increased need for appliances that are more responsive, flexible, intuitive to use, and that produce professional quality results,” states Prentice.

The connected home is also in focus at Bosch, also part of BSH. As with Thermador, the company believes technology is at its best “when it is simple to use and meaningful,” according to Anja Prescher, director of brand marketing for Bosch home appliances. Like its sister company Thermador, Bosch also uses the BSH Home Connect app for its cooking, dishwasher,

One thing that’s missing in today’s kitchens: a desk. Today’s lifestyles rely on uber-portable smartphones and tablets in the kitchen.

Alison Knapp Interior Design created an edgy urban retreat, combining modern kitchen appliances with a timeless color/materials combination. (Image: Manson Images)



Turn faucets on and dispense measured amounts of water with the hands-free sink operations made possible through Delta Faucet's VoiceIQ capability. (Image: Delta Faucet Company)

Fordham Blanco asserts that in addition to smart lighting systems—“I rarely work on a home that doesn't have a lighting designer”—she has seen window treatments that work with daylight, raising and lowering as the light changes. “I work with these a lot in modern homes because there are a lot of window surfaces in them,” she notes. Automated cabinet doors that open and close with the touch of a button—especially handy for high upper cabinets—are nothing new; Fordham Blanco says Poggenpohl has had them for years. But, they're becoming increasingly useful in today's efficient kitchen.

One thing that's missing in today's kitchens: a desk. Whereas a workstation used to be commonplace when homeowners had a desktop computer that they needed situated in a central area, or even when laptops were commonly referred to for recipes or to compile a shopping list, today's lifestyles rely on uber-portable smartphones and tablets in the kitchen.



Cutting-Edge Kitchen

Thermador, Bosch, and Delta all are proving that even old dogs can learn new tricks. But in 2016, LG Appliances created a start-up-style brand to turn the high-end kitchen on its ear by reimagining and reinventing the capabilities of traditional appliances. Signature Kitchen Suite considers itself more of a technology company than an appliance company, according to Zach Elkin, general manager of Signature Kitchen Suite and LG Builder Sales. “We were able to start from the ground up,” with the focus of bringing functional technology into the industry. The company even created a target demographic—the trademarked “Technicurean”—as its anticipated customer. A highlight of Signature Kitchen's new offerings is its True to Food line, featuring a Pro Range with a sous vide bay, a combination of gas and induction cooking surfaces, a combi steam oven, and a full convection steam oven. “We created this Swiss Army Knife of all these functionalities for the home enthusiast who loves to cook,” says Elkin.

Signature Kitchen's French door refrigerators also have clever features: LED lighting is designed to shine across each shelf all the way to the back; crisper drawers are removable; and a middle drawer can convert to five temperature settings, from the ideal wine-chilling temperature to a freezer. And, its 71-bottle capacity Integrated Column Wine Refrigerator features what Elkin refers to as “‘Wine Cave’ technology”—namely, it maintains a valuable collection at a constant temperature and optimal humidity with no light and, most significantly, no vibration, thanks to a special linear compressor that has a variable speed.

And, yes, there's an app for that...and, indeed, for all of Signature Kitchen's appliances. A wine app features facial recognition for bottles and can maintain an inventory. It has AI-learning capabilities so, over time, it can make recommendations for you based on what you drink or, choose bottles from your collection that'll pair perfectly with what you're having for dinner. At the same time, the range has six timers—one for each burner—and you don't have to be nearby when they go off, as you'll get an alert on your phone.



Bosch's CrystalDry technology delivers better drying capabilities of flatware, silverware, dinnerware, glassware—and even plastics. (Image: Laurie Frankel Photography)

The Designer's Role

Whether ready to embrace the technology or not, a designer is on the front lines of educating and informing clients about the new technologies available to them for their kitchens.

"It's something we have to get ahead of," cautions Fordham Blanco. Her tactic is to become an expert at certain brands that she partners with. Through these relationships, she gets training about those products and learns about new features. In this way, she's able to speak knowledgeably about the brands, their products, and how their technologies can fit into her clients' lifestyles.

Many manufacturers have established programs of interior design partners who they can educate and train on their new equipment, as well as to whom they can turn for feedback and design guidance. Case in point: Thermador's Design Council. "It's through this relationship with our Design Council members that we at Thermador are better able to deliver to our customers what it is they truly want out of their kitchen and home designs," says Prentice.

Elkin agrees: "Designers play a pivotal role in that purchase decision." LG's Experience & Design Center in Napa, California, is a showroom and demonstration kitchen designed to win over the design community, builders, and other industry insiders with the opportunity to try out products and technologies firsthand.

Embracing Change

The "simple-to-use" directive is an important factor in determining whether consumers will buy into the technology or not.

While Signature Kitchen Suite products are among the most cutting-edge in the industry, Elkin explains they have been purposefully designed to be approachable. "When you look at our range, you don't see electronics across the front of it. You see knobs. But, there is also an LED screen in the middle. We don't want our products to look or feel unapproachable."

Fordham Blanco says that homeowners will often balk if there is a learning curve or lengthy set-up process to get appliance technology operational. "Some of those features are a lot of work upfront," she notes. "The easier it is, that's the way they're going to go."

Obsolescence is another barrier to consumers' acceptance of new technology. "We replace our smartphones every two years...but those things aren't built into our home, and in the kitchen, they are," notes Fordham Blanco. It's likely that the companies and technologies that persevere will be those that plan for the future with easily installable software upgrades and simple-to-replace and -repair parts and components. To wit: Any recent Delta kitchen faucet that includes Touch₂O Technology can be upgraded to incorporate the company's newer VoiceIQ Technology, "therefore extending and enhancing the life of the faucet with new innovations," explains Adriana Miller, product marketing manager—trade kitchen at Delta Faucet Company.

Adds Elkin, "Everything we have is built on a connectivity platform, so you won't have obsolescence—it'll be a software upgrade."

What will it take for us to get to the point where artificial intelligence, app-controlled appliances, and other high-tech kitchen innovations are as commonplace as, say, a programmable coffee maker? "I think you will see more and more of the smart technology [in homes] as the pricing of it comes down," says Knapp. "The other thing is, as younger generations that have grown up with this sort of technology become homeowners, they'll be more apt to use it. If you've grown up on smartphones, it'll just be the norm."

But, whether designers and their clients are ready or not, there's no doubt about it: Technology isn't going anywhere. "In the coming years," predicts Delta Faucet's Miller, "we can expect a total smart home that is controlled entirely from your fingertips via a smartphone and voice control."

So, Alexa...set another place (or three) at the table. ●



Sleek and easily accessible appliances from Thermador keep wine, coffee, and clean dishes right at hand. (Image: Thermador/BSH Home Appliances Corporation)

JESSICA GOLDBOGEN HARLAN

has written about the home furnishings industry for more than 20 years, and her work has appeared in HFN, Town & Country, Stylus, TastingTable.com, ALLRECIPES.COM, AmericasMart magazine, and Yahoo! A culinary-school graduate, she also is the author of nine cookbooks, including Ramen to the Rescue, Mason Jar Lunches, and The Little Book of Takoyaki.

TRUE REBEL

By Kim Cook



While high-tech features on kitchen appliances are getting a lot of buzz, there's one company in St. Louis that is taking a more measured approach.

"We're not rushing to add 'smart technology,' but to be smart about what technology we add to our appliances," says True Residential's marketing manager Andrew Shead.

True Manufacturing developed its reputation in the 1950s with roll-top bottle coolers, freezers, and glass door-display refrigerators for companies like Coca-Cola and Pepsi. Today, scores of restaurants and shops use the company's commercial products, and the residential line is popular with design/build firms looking for a top-shelf appliance with great style lines. "Few 'smart home' technologies being added to refrigerators will be supported in 15 to 20 years," according to Shead. "The most important feedback we're receiving from customers is that they want design flexibility, performance, indoor/outdoor installation options, and durability.

"We're constantly applying tech to our refrigerators, but most of it is 'under the hood,'" continues Shead. "Forced-air refrigeration is a technology primarily used in commercial environments, but it's perfect for residential use." True's system uses evaporator coils rather than cold plates, which significantly speeds up a unit's chill time. As well, the company's patented Eomate foam insulation is denser and more environmentally friendly than others on the market, so temps stay consistent.

Some designers, however, are noting some client pushback against the tech tide.

Matthew Frederick helms his eponymous global design/build firm out of Morristown, New Jersey. He thinks simpler is better, and that advanced tech can sometimes be gimmicky and destined for quick obsolescence, but also believes behind-the-scenes tech that monitors diagnostics would be an interesting customer service value proposition.

Shead agrees. "We'd be interested in integrated tech that monitors system diagnostics and alerts us or our dealers directly. It's worth noting that since we manufacture all of our appliances in-house, our team is trained to quickly diagnose any reported issues—parts ship out immediately, and service techs will have an appliance fixed within 48 hours."

Bonnie Steves, principal of New York City-based BJS-Assoc. Interior Design, imagines there will be a synchronicity between tech and consumer demand, but she's not seeing a big push in that direction yet. "Dealing with clients that are in the technology sector, or are so captivated by technology that it dominates their lives, I've come to realize that smart homes aren't going away. But, I trust that the gimmicks will fade."

She says her clients are willing to spend more for quality products where the performance, materials, and finishes are readily apparent. And, any tech features should provide additional benefit, not be integral to the operation of the appliance.

In his Manhattan-based practice, John Douglas Eason believes his clients have become more mindful of making purchases that need to be replaced less frequently and won't burden the waste stream down the road. "Most of my clients are seasoned homeowners on their second, third, or fourth homes. They've had the experience of purchasing items for the latest bells and whistles, only to have them wear out sooner rather than later. Case in point: One client who owns a high-end refrigerator said that within a few years, the ice maker stopped working and the shelves and drawers started giving out. She would now be inclined to purchase a simpler, more expensive fridge that would last longer, and install a stand-alone icemaker."

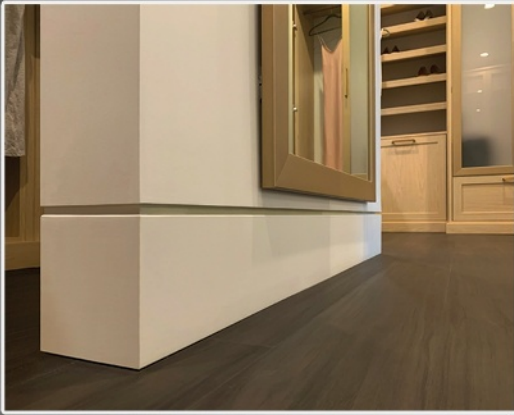
All three designers agree on two main points. One, that our days are already burdened with time spent on tech devices. And, two, that the best appliances are those that simply do their primary job superbly. ●

KIM COOK

is a Canadian-born freelance journalist who began her career as a marketing professional, living and working in Toronto, Tokyo, and Chicago. Now based in New York City, she covers design, décor, and lifestyle stories for The Associated Press, as well as several professional design publications.



Advanced technology stays "under the hood" at True, where commercial advances inform residential appliance features. (Image: True Residential)



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By Michele Keith

The Luxury of Wellbeing



Pared down to its essence, this bathroom is embellished with components from KOHLER's Composed collection in the new vibrant titanium finish. (Image: Photo courtesy of KOHLER)



Residential spas offer an indulgent oasis and healthful solution from everyday stress

Once solely about luxury, bringing back memories of five-star hotels with candles glowing, fragrance wafting, and music softly playing, the at-home spa is now something quite different in nature. Geared not toward luxury goods, but the luxury of taking care of ourselves, this space devotes itself to rejuvenation as an investment in our overall health and wellbeing.

The irony of this space is that it is to a large extent being driven by technology, one of the primary aspects of modern life from which we seek escape. But, this type of tech has specific goals of ease-of-use and the health and wellness of the end user.

To get the lowdown on this and other aspects of today's residential spa, we spoke with experts who manufacture today's desired spa-bath fixtures and with interior designers who have installed numerous calming, wellbeing-oriented, at-home spas for their clients in the United States and Canada.

Good Design Combats Stressful Technology

DXV's brand director Geraldine Morrison says, "We design products to simplify the stress and confusion of outfitting a bathroom space by curating complete collections rooted in elegance and functionality. The products are designed to be intuitive. For instance, the AT200 LS SpaLet electronic bidet toilet comes with an automated lid and motion-sensor flusher for hands-free use, paired with a remote-control display screen to adjust temperature and activate the air dryer with the touch of a button."

"I think our clients are finding the convenience of having a spa experience at home very desirable," says Sarah Gallop, of Sarah Gallop Design Inc. (SGDI), whose firm is located in British Columbia, Canada. "And, it doesn't have to be done in an extreme/expensive manner. There are ways to incorporate this type of luxury into a bath's design at a small incremental cost, but with a huge benefit to [individuals'] daily lives and wellbeing."

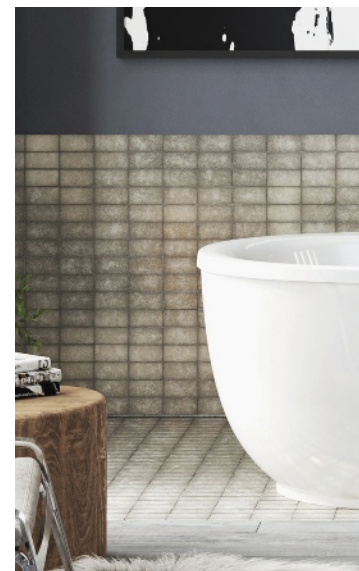
A big believer in encouraging wellbeing through his work, Charles Pavarini III, of New York City-based Pavarini Design, describes a "wellness retreat" he created for a recent Kips Bay Decorators Show House to explain his methodology. His approach was to "balance residential interior design concepts with Ayurveda—the traditional Hindu system of medicine—elements to unify the design vision through the physical and metaphysical. Each piece," he explains, "was carefully chosen to be noncompetitive. Key accents included Ketra G2 linear cove lighting, chromatherapy, and ambient light sensors. This promotes a luxurious and serene environment that gives individuals the opportunity to truly relax and mentally escape the over-stimulus created by everyday electronics." Ketra now is part of Lutron Electronics Co. Inc.

Director of showrooms at Ferguson Bath, Kitchen & Lighting Gallery, Kate Bailey sees such products as a win-win, saying that customers who flock to their showrooms "appreciate both the elimination of handles and knobs for a contemporary look and the greater control and customization in such items as a digital system."

Floored in Carrara marble, designer Charles Pavarini's spa-bath is lit from above by a circular Roll & Hill chandelier and LED strip lighting under and on either side of mirrored cabinets. (Image: J. Randall Tarasuk)



Answering every need, this streamlined shower stall is outfitted with Hansgrohe fixtures, including the chrome two-in-one shower column with Raindance showerhead and Raindance S handheld. (Image: Photo courtesy of Hansgrohe at Ferguson Bath, Kitchen & Lighting Gallery)





“Having a spa experience at home... doesn’t have to be done in an extreme/expensive manner. There are ways to incorporate this type of luxury into a bath’s design at a small incremental cost, but with a huge benefit to [individuals’] daily lives and wellbeing.”

—SARAH GALLOP, SARAH GALLOP DESIGN INC. (SGDI)

High on Health

“The bathroom space and the product in it,” notes Betsy Froelich, marketing manager for KOHLER Co., “can certainly help to drive enhanced health, relaxation, and rejuvenation. One of the best areas is the shower, where digital systems offer programmed spa experiences, as well as customized ones with adjustable temperatures and water zones, steam, audio, and the use of multiple outlets, like body sprays, rainheads, and hand showers.

“In the bath,” she adds, “hydrotherapy offers great benefits in relaxation and rejuvenation. New in this category is our heated BubbleMassage, enveloping the bather in warm air bubbles as they relax and de-stress.”

Bailey further reveals, “Today’s homeowner not only wants to recreate the spa-like experience; they want products that aid in the health and wellness of their families and lifestyles, a trend we call Health + Home.”

Two toilets about which she says “the technology used in their design is trending in a major way and setting the standard for tech” are KOHLER’s Veil, a comfort-height intelligent toilet—17- to 19-inches-high, as compared to the standard 15 inches, and advantageous to the elderly and those with mobility problems—that includes hands-free opening and closing; and American Standard’s Advanced Clean One-Piece Toilet, also compliant with the Americans with Disabilities Act (ADA), and touted as being “a welcome relief from common pregnancy and post-partum conditions.”

Perhaps it’s because the roughly 25 to 30 percent of Gallop’s clients who ask for tech elements are in their late 30s to early 50s, but health is not their greatest concern. Instead, these devices are regarded as “an added bonus and installed for convenience sake,” she explains. “What they ask for most frequently are speakers in the bath. They want to play music that suits their mood.”



KOHLER’s Sunstruck free-standing tub is outfitted with heated BubbleMassage hydrotherapy. (Image: Photo courtesy of KOHLER)



The AT200 LS SpaLet electronic bidet toilet has not only a wayfinding light, but an adjustable two-nozzle water-spray system and an air-purifying system. Plus it is WaterSense-certified.
(Image: Photo courtesy of DXV)

Voice Control Is Key

If you think voice interaction is important, you're right. According to Froelich, "Voice control in the home has been steadily growing, and we know through research that 65 percent of consumers are already taking smart devices into the bathroom, and 13 percent are actively using voice control there."

The newly updated KOHLER Konnect smart products are a great example, taking convenience to the highest level. Capable of supporting multiple voice services, consumers can interact with KOHLER Konnect by using voice commands, hands-free motion control, and personalized presets. Among the actions that can be employed are operation of an intelligent toilet, adjustment of mirror-embedded lighting, filling a tub, and staying abreast of water usage.

Part of the drive for voice, Froelich believes, is that it is a more human and authentic way to engage with technology and can make the experience seem less tech-like—exactly what consumers are asking for: "technology that doesn't overtly scream technology; technology that adds convenience, not clutter."

In addition to taking great care to ensure KOHLER products are easy to use, and any enhanced controls or technology positively add to the overall experience, "many of our smart products offer three modes of control, voice, app, or manual interaction with the product, allowing consumers to use what is most comfortable for them," says Froelich.



The easy-to-read KOHLERDTV+ showering system touchpad offers fingertip control over temperature, water outlets, steam, lighting, and sound. It also has presets and hydrotherapy programs.
(Image: Photo courtesy of KOHLER)

Lighten Up

Several of our experts mentioned the progress being made with lighting. Among a variety of products continually evolving and winning over a wide audience are motion-activated LED lighting, light that mimics that of nature during the day to help improve sleep, illuminotherapy, chromatherapy, and wayfinding lights positioned in such heretofore unthought-of places as toilets to make life easier for the disabled, aged, and children.

ADA, Eco, UD

Have all these wellbeing-oriented devices pushed ADA and universal design needs, as well as such ecological issues as saving water, off the must-have list? Happily, our interviewees say "no."

Bailey believes that "homeowners and contractors are savvy than ever when it comes to products that save water and energy, and many have conservation top of mind. But, performance is also important to them.

"For example," she continues, "there is still the perception that to save water you must give up water pressure. However, design innovations have become so sophisticated that most customers are pleasantly surprised to learn that you can have a luxurious showering experience while saving natural resources." Among two of the many eco-friendly options that ensure pressure and performance from the many brands Ferguson carries are Hansgrohe Group's Raindance overhead shower, which mixes water with air to give the feel of a heavier spray, and ThermoSol's steam showers that produce steam in seconds, not minutes.

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Product Design Is Paramount

Interior designers concentrate not only on the appearance of a home spa—materials, colors, furniture, walls, and flooring—to help achieve tranquility, but the look of the high-tech products they install as well. The professionals we spoke with say it hasn't been an issue to find products that not only perform, but enhance their designs. Nor have they found it necessary to camouflage them in any way.

The only possible problem is put forth by Pavarini: "It's not a challenge if the items to be used are identified prior to construction, but an incredible problem if they have to be retrofitted into an existing space."

Morrison says her customers "desire functionality and performance, paired with elegant designs. Creating a space to truly relax and unwind in at home is more important than ever and designing pieces to meet every aesthetic is DXV's goal. Features, like chromatherapy and soothing waterfalls, induce a calming, spa-like component to the everyday functionality of the bathroom experience, yet don't interfere with the aesthetics of the space. Our tranquility-inducing Aqua Moment Airbath, inspired by Japanese hot springs, is such a bath."

When it comes to materials, DXV focuses on "the simple yet sophisticated," according to Morrison. "Our Modulus collection, for example, features finish options of natural oak, canvas white, polished chrome, platinum- and brushed-nickel, and matte black. We're constantly working to integrate the latest advances into all DXV products, while incorporating new design styles."

The interior designers are on the same page. For Gallop, it's light, neutral colors, earth and water tones, combined with such natural materials as marble, quartzite, and basalt or manmade ones with the same look, porcelain tiles, quartz counters. For Pavarini, "whites always work as their goal is to be non-stimulating. Pale tones contrasting with wood are also a favorite, and non-porous materials—think glazed tile, quartz, and Corian—are chosen not only for their good looks, but to prevent bacteria growth.

"We always encourage our clients to design their homes for themselves and their own comfort level," adds Pavarini, "as it will make them feel and function at their highest self. Then, if that's not enough, it's always good to remind them that the more deluxe a master bath, the more appealing the home is to potential buyers."

With all the noted benefits, one thing is certain: As technology increasingly infiltrates the bath, the potential for a healthier population grows with it. General wellbeing becomes a very feasible concept when homeowners need go no further than their own bath to de-stress and rejuvenate. As this space transforms for the better, so too will those who incorporate such innovation into their homes and daily lives. ●

MICHELE KEITH

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Simplicity reigns in this residential spa-bath with yellow cedar benches in the steam room surrounded by custom, frame-free glass. The shower at right features Riobel's chrome tile body jets set flush in the tiled wall. Princess white onyx fashions the counter-tops, while the floor is made of honed Calacatta marble. (Image: Paul Grdina)





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ICONic Profile



Ray Calabro

Ray Calabro, a principal in the Seattle office of Bohlin Cywinski Jackson, is known for the variety of his exceptional work. He is celebrated for his innovative, groundbreaking work designing visitors centers and museums, including the spectacular building that welcomes visitors to the Grand Teton National Park in Wyoming, the Craig Thomas Grand Teton Discovery & Visitor Center. But, he also has left the mark of his unique visions on corporate headquarters, academic facilities, and residences across the United States and Canada.

His work extends to Bohlin Cywinski Jackson's publishing wing, with such extraordinary books as The Nature of Circumstance; Listening; Houses 2009-2015; and the soon-to-be-released Gathering.

Calabro also is a sought-after speaker at regional, national, and international conferences, and serves as a design juror at leading architecture schools.

He grew up in the Pittsburgh area and received a degree in architecture from Virginia Polytechnic and State University (Virginia Tech).

i+D spoke to Calabro from his office in Seattle.

i+D: Everyone I've ever known who's been from Pittsburgh has a great attachment to the city.

Calabro: Boy, that's a loaded question.

i+D: The best kind, right?

Calabro: (Laughing) I grew up in the area and my whole family's still there. But, I was interested in seeing more of the world. I went out of state to school. I then worked at Bohlin Cywinski Jackson in Pittsburgh for a couple of years and then went to another practice, but I stayed in touch with Peter Bohlin. When the firm's office here in Seattle was growing, we got a contract for a museum and visitors center in northern California. Peter called and asked if I'd be interested in moving. Seattle seemed to be the frontier. I've been here 25 years now. It's hard to believe.

i+D: That's unusual, 25 years in the same firm. Is this a lack of imagination, or a case of finding your place?

Calabro: (Laughing) I had this great experience early in my career working on extraordinary projects. Each time I'd take a breath and reassess, explore other possibilities, something else interesting came along. For example, when the museum project in California finished, I started working on a house in Hawaii and, when that finished, I started working on the visitors center in the Grand Tetons, and then...

i+D: The firm has kept you fresh.

Calabro: We do such a wide range of work. We've never specialized.

i+D: Peter Bohlin is a mentor you prize. What are the methods of a successful mentor? Is it all "watch what I do"?

Calabro: Watching Peter has had a big influence on me. He's had a long career working with high-powered, inventive clients. What's meaningful is when we're doing a design review, the conversation around the table is an open dialogue. Someone who is junior in experience always has an opportunity to contribute, to float an idea. I was taught this is how to work, collaboratively and non-hierarchical.

i+D: Did you find your profession, or did it find you?

Calabro: A bit of both. I lived in a small town 30 miles south of Pittsburgh. Neither of my parents were artistically inclined. Yet, at an early age I could draw really well, and they noticed this and supported me, enrolling me in art classes in downtown Pittsburgh. This was the early 1970s, in the middle of the energy crisis, and they were driving me 30 miles each way to classes. That was the seed, where I had an exposure to another world. And, when I was in Catholic high school thinking about what I might study, I had a wonderful teacher, Sister Dorothy Ransil, who encouraged me to think about architecture. She's still teaching by the way, which is great.

i+D: Are there similarities to planning a book and a building?

Calabro: They're so similar. In some of the best buildings, you're trying to tell a story. In both cases, we're interested in the nature of people, the particular quality of places, and in materials and craft. These ingredients are present in making books and buildings.

i+D: What do you always have with you?

Calabro: A little canvas scroll of pencils, made by a Japanese company, DELFONICS. I can roll it up and there's a string around it. No matter what, I can pull it out and sketch something.

i+D: You've said you prefer hand drawing to computer sketching, since there's "emotion" involved.

Calabro: It's a direct line from your brain to your hand to the paper. I'm in awe of what can be done with computers. But, if I'm working with another architect in the office and we're sketching and talking, illustrating in real time, it's a powerful experience.

i+D: What's the most difficult part of managing people?

Calabro: Understanding what each person needs from me. Sometimes, it's checking in with them every day, or every other day. Sometimes, it's backing off. It's different for each person. That's the challenge, finding the right method for the individual. How do you put them in a position to succeed?

i+D: What makes you laugh?

Calabro: Pratfalls. I'm a sucker for a really good pratfall. In a movie, a video. Gets me every single time.

i+D: How often do you travel?

Calabro: Let's see, I just returned from Calgary, [Alberta, Canada,] visiting a project under construction. Last week, I was in the Midwest. I'd say two or three times a month.

i+D: If there is such a thing as a guilty pleasure, what's yours when traveling?

Calabro: I love to listen to music when traveling. Working on the plane, or walking between places, or driving places, I have to have music.

i+D: What's the music you can't live without?

Calabro: I'm into new wave/alternative from the '80s. But, lately my focus is on a band from Ohio called The National. Compelling lyrics and a sense of not taking themselves too seriously.

i+D: Peter Bohlin has spoken about architects being like "diviners." I thought of the image of a man with a forked stick in a field looking for water.

Calabro: At the site of a project, Peter soaks it all in and has an immediate response. Divining is finding water underground that you can't see, and architecture is visualizing something about the site, where it's a view or a particular way light will come into a building, or imagining people moving. That's divining.

i+D: What do you see when you look up from your desk?

Calabro: I look north and west out over Elliott Bay toward Bainbridge Island and the Olympic Mountains beyond.

i+D: It must never get old.

Calabro: It's always changing. Today, it's misty, like a pearl gray. Sometimes, the sunsets are so vivid, everyone gets out their phones and goes to the window and takes photos.

i+D: What advice would you give someone entering the profession that you wish you'd received?

Calabro: For those in school, don't be afraid to take risks in your design work. You don't have to worry about so many other things. Use your freedom to explore.

i+D: When you wake in the morning, how long is it before you think about work?

Calabro: We're on the West Coast and we have four offices on the East Coast, so I check texts and email right away. And then, I walk my dog for 40 minutes. My rule is no phone while walking the dog. ●

AMBROSE CLANCY
is the editor of the Shelter Island Reporter and a novelist, nonfiction author, and journalist. His work has appeared in GQ, The Washington Post, and Los Angeles Times.

By
Brian J. Barth

As residential design becomes fully wired, the technology itself is increasingly invisible

One might be surprised to learn that the world's preeminent smart home professional association—Custom Electronics Design and Installation Association, now known as CEDIA—was established 30 years ago, long before smartphones and smart-everything. Back in the age of Nintendo and Sony's Discman, home tech was focused primarily on entertainment systems, like home theaters and speaker systems embedded in walls and ceilings so individuals could listen to music in every room of the house. A crowd of 500 gathered for the first CEDIA Expo. It was a time when hiring a home technology professional was limited to the wealthy.

But, one of the biggest changes of all, says Giles Sutton, senior vice president, industry engagement at CEDIA, is the price point of the technology. "Thirty years ago, it was extremely expensive to put in these types of systems because we didn't have the internet. We didn't have iPads and iPhone apps. The cost has dropped significantly because all the components talk to each other." Even 15 years ago, according to Sutton, trying to integrate the controls for multiple systems was a technical and, thus, expensive challenge. "Increasingly, middle-class families can afford these systems, and research shows that homeowners are expecting that there will be technology in their homes," he explains. "They're asking for it, and my experience has been that designers are often not equipped to answer the [technology] questions they're being asked."

Interior designers, however, *are* accustomed to working with a range of consultants, subcontractors, and suppliers—everyone from lighting experts and furniture manufacturers to sustainability experts and *feng shui* gurus. Sutton suggests adding another trade to the office

Integrated & Sophisticated



With Control4's OS 3 home automation, one touch dims the lights, locks the doors, and more. (Image: Control4)

Today, CEDIA boasts a membership of 30,000 professionals worldwide, as well as more than 3,700 member companies, and the list of home technology options includes audio-visual components, security systems, lighting controls, appliances, heating and cooling, pool and spa, irrigation systems, and more. No longer operated with old-fashioned wall-mounted switches, keypads, knobs, and dials that clutter up the space, these features are controlled by sleek touchscreens and phone apps. Increasingly, voice control, integrated with personal assistants like Amazon's Alexa, is an option. Wireless technology has helped eliminate the spider web of wires that characterized home tech systems until fairly recently. And, rather than a patchwork quilt of software and devices, home automation systems are integrated in a sophisticated, single-interface operating system.

database: a local technology integrator. These professionals are not installers of one type or brand of home technology; rather, they are the liaison between a design team and any technology manufacturers and installers that may be needed for a given job. The role of the technology integrator is to translate the client's needs and desires into a practical plan that aligns with a designer's vision and serve as a project manager who oversees installation contractors (see www.cedia.net to find a technology integrator in your area).

The good news, says Sutton, is that designers don't have to become conversant in computer programming and electrical engineering; they can leave that to the experts. But, the more designers become familiar with the different types of home technology and the ways they can be configured, the more a technology integrator will be able to help them create a plan for a system

that integrates seamlessly with the overall project and leaves a homeowner feeling as though the system operates almost effortlessly. “Designers don’t need to know a huge amount about the technology components; they just need to know the right questions to ask,” explains Sutton. “And, I think that’s where having a relationship with a technology integrator is a really positive thing.”

“Sometimes the customer says, ‘I have \$100,000 to spend on this project,’ and the designer responds, ‘Okay, how much do you want to put towards technology?’” notes Hintze. “Often, the customer then states, ‘Technology—I don’t care about technology!’ I think it’s important to shift the conversation away from the parts and pieces and talk more about the lifestyle. What do we enable by including technology as a part of our design? That helps the designer focus on creating experiences, rather than becoming a peddler of technology.”



The Neeo Remote is a sleek, modern touchscreen remote control engineered specifically for a Control4 OS 3 smart home. (Image: Control4)

As examples: An older couple may be intrigued to know that a smart lighting system can sense if they wake up during the night to use the bathroom and can turn on the needed illumination at a dim setting. A young couple in an urban apartment may be interested in how technology can allow a single room to perform multiple functions, switching perhaps from dining party mode to home theater with a few clicks. Parents with young children may be happy to find that they can come home after a long day of work to discover the lights on, the drapes closed, and the dinner defrosting, so they can focus on homework or family time. Professionals with a busy travel schedule may rest assured knowing their home automation system makes it look like the house is occupied while they are away.

icated

Lifestyle + Design

The process of figuring what technology to include in a home, and how to integrate it, begins like any other design process: What are the wants and needs of the client? Are they a music lover or a movie buff? Is it a family home or a holiday escape? Does the client work from home? Will there be seniors or others with special needs present?

Such answers will serve as the foundation for a technology program, clarifies Brad Hintze, senior director, product marketing at Control4, a company that makes a variety of smart home products, as well as an operating system to host them. In conversations with clients, Hintze’s advice is to focus less on the specifics of tech systems and more on the quality of living they want their home to support.



Homeowners can precisely and conveniently operate the PowerView Motorization on their Hunter Douglas window treatments using a remote control. (Image: Hunter Douglas, Inc.)



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Living by Design Smart Homes

Today's smart lighting controls can automatically turn lights on and off—for easy access by homeowners or to give unoccupied residences a lived-in look.

(Image: Lutron Electronics Co., Inc.)



According to Scott Stephenson, director of product management—motorization at Hunter Douglas, Inc., the long-established window treatment company, automation is ultimately a way to bring a design to its full potential. “When designers select a window covering, they’re very careful to select the right fabrics and consider how natural light from the window will impact the space,” he explains. “But, one of the things we know from our customers with manual shades is that they’re not always taking the time, at the right time of day, to raise and lower those shades. If the shade is up most of the time, you’re never seeing that fabric. If it’s down all the time, you’re not utilizing the natural light to accentuate the other design features of the space. So, having the automation can really enhance the design element of the shades themselves, but also the other design elements of the room.”

Melissa Andresko, chief corporate brand ambassador at Lutron Electronics Co., Inc., a smart lighting company, notes that, until just a few years ago, “consumers used words like ‘gadgets’ and ‘gimmicky’ to talk about smart home products. Today, consumers are recognizing these products as problem solvers and things that simplify their daily routines.” When it comes to specific design choices, she adds, the goal is for the technology to recede into the background. After all, the technology is meant primarily to operate the home, not clutter it up with electronic equipment. As a general rule, any window covering, light fixture, or other material that a designer wants to use can still be used in the context of a smart home system. “Integrators are trained to make the products disappear, so as not to compromise the look and feel of the space,” says Andresko.



Troubleshooting

One thing no homeowner wants is to have their smart home go haywire. Fortunately, in this day and age, product malfunction is rare. But, clients may have a range of concerns, such as hacking—also rare, reports Sutton. “Professional installers will ensure that none of the default usernames and passwords remain on the system and that everything is configured so that it is as secure as possible,” he explains. Besides, “there’s more to be gained if you are a hacker in trying to infiltrate a corporate system, where they have the ability to actually get credit card information and things like that.”

Another area of concern for some homeowners is that tech companies are hoovering up massive amounts of data and personal information through their products. Sutton explains that this concern is primarily applicable when connected personal assistants are used to run smart home systems, as these do collect information from users. With most other home operating platforms, however, the data stays on the device.

And, then, there’s the perennial question that trails all forms of new technology: How fast until it will be obsolete? It’s a concern for designers, too, who might wonder whether a beautiful interior they’ve created will have to be ripped up in a few years to replace the technological components behind the walls. Fear not, says Sutton. The controls for most automated home systems are designed to be easily swapped out and replaced as needed. “Typically, you install a common back box in the wall, and then you can just pop out the front control panel as the technology needs to be updated and replace it with another one,” he assures. “Often, it won’t even disrupt the finish of the wall.” ●

BRIAN J. BARTH

is a freelance writer with a background in environmental planning and design. He has written for a range of publications, from Landscape Architecture Magazine to NewYorker.com.



The handheld Pebble Remote easily operates up to six different window treatments, giving users on-demand control. (Image: Hunter Douglas, Inc.)



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Melissa Andresko, Lutron Electronics Co., Inc.	Zach Elkin, Signature Kitchen Suite and LG Builder
Kate Bailey, Ferguson Bath, Kitchen & Lighting Gallery	Jennifer Fordham Blanco, ASID, RID, NCIDQ, Poggenpohl US
Peter Bohlin, FAIA, Bohlin Cywinski Jackson	Matthew Frederick ASID, AIA, M. Frederick Design
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It could easily be argued that nearly all our major moments throughout history—be they personal, professional, political, or otherwise—can lead to a conversation about design. Design historians can tell the history of a society or regime through the craftsmanship and colors that permeated their interiors and exteriors; and leaders throughout history have harnessed the impact of design to emphasize their power and influence—think Versailles, Buckingham Palace, the Capitol Building. As we kick off a year of political anticipation, the January/February issue of *i+D* will turn its lens to design's deep connection to politics throughout time—from the imagining of a presidential library, to the political backstories of historic design movements, to the everyday politics of running your own design firm. ●



A museum, a new branch of the Chicago Public Library, and a dynamic public plaza are part of the plans for the Obama Presidential Center in Chicago. (Image: The Obama Foundation)

UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title: *i+D* 2. Publication Number: 1545-0001 3. Filing Date: 10/20/2019

4. Issue Frequency: Bi-Monthly 5. Number of Issues Published Annually: 6 6. Annual Subscription Price: \$35.95

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):
i+D
1152 15th St NW, Ste 910, Washington, DC 20005

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):
i+D
1152 15th St NW, Ste 910, Washington, DC 20005

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Business Manager:
Publisher (Name and complete mailing address):
Elliott Stein
615 5TH ST SE Cedar Rapids, IA 52401
Editor (Name and complete mailing address):
Jennifer Dahl
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Circulation Mailing Address:

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a company or corporation, give its name and address.)
Full Name: i+D
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 Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)
PS Form 3526-R, July 2014 Page 1 of 4 (See instructions page 4) PSH 100-89-000-0005 PRIVACY NOTICE: See our privacy policy on www.usps.com

13. Publication Title: i+D 14. Issue Date for Circulation Data Below: Sept/Oct 2019

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		22,827	22,200
b. Paid and/or Requested Circulation (Do not include paid or requested copies of carrier route mail, sales through dealers and carriers, street vendors, counter sales, and other non-subscriber distribution outside the USPS)		10,000	10,100
c. Total Paid and/or Requested Circulation (Sum of 15b (i) & (ii)) (Do not include paid or requested copies of carrier route mail, sales through dealers and carriers, street vendors, counter sales, and other non-subscriber distribution outside the USPS)		10,000	10,100
d. Non-Requester Circulation (Do not include paid or requested copies of carrier route mail, sales through dealers and carriers, street vendors, counter sales, and other non-subscriber distribution outside the USPS)		1,288	1,547
e. Total Non-Requester Circulation (Sum of 15d (i) & (ii)) (Do not include paid or requested copies of carrier route mail, sales through dealers and carriers, street vendors, counter sales, and other non-subscriber distribution outside the USPS)		1,288	1,547
f. Total Distribution (Sum of 15c and 15e)		21,288	21,647
g. Copies not Distributed (See Instructions to Publishers 4.1, page #3)		1,300	907
h. Total (Sum of 15f and g)		22,827	22,554
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		44%	45%

* If you are claiming electronic copies, go to the 16 on page 1. If you are not claiming electronic copies, skip to the 17 on page 1.

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UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (Requester Publications Only)

16. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Repaid and Paid Electronic Copies (Sum Total)		0	0
b. Total Requested and Paid Print Copies (Sum Total) = Requested/Paid Electronic Copies (Sum Total)		10,000	10,100
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d. Percent Paid and/or Requested Circulation (Sum Total) = Requested/Paid Electronic Copies (Sum Total) divided by 15c times 100		44%	45%

17. I certify that 80% of all my distributed copies (electronic and print) are legitimate requests or paid copies.

18. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the November/December 2019 issue of this publication.

19. Signature and Title of Editor, Business Manager, or Owner:
Jennifer Dahl, Editor
Date: 10/20/2019

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