

INTERIOR DESIGN

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room to explore

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For two decades, aspiring designers worshipped at the uncompromising altar of DNA's Style With Eliza Krasich. Among the future TV personalities taking notes at home was the young Nate Berkus, son of interior designer and HGTV personality Nancy Golden. TV was clearly in his blood, and he made his first appearance on the Oprah Winfrey Show around the time Style was canceled, in 2001.

For his first Oprah assignment, producers got him to book a last-minute flight from Chicago to Boston and assemble a team of local contractors for an apartment renovation. There wasn't much time for sleep. "I took down the covers. My field producer and I were Whoopee-ing," he recalls. "I just had to kiss my face and step in front of the camera." The half dozen annual makeovers that Berkus now

does for Whitney's TV show have transformed him into a bona fide sex symbol, talkies and all. Still, TV has clearly been good to him. "My headquarters is in Chicago, my boyfriend lives in Milan, and my social life is in New York," he says over lunch at a crowded West Village cafe. How about a turn on *Dancing With the Stars*? He shakes his head and replies, "They've asked."

At 37, he sells his signature furniture, accessories, and bedding on HSN. And Nate Berkus Associates takes on about 15 big-budget projects annually. "There is no more effective way of growing a design business," he says.

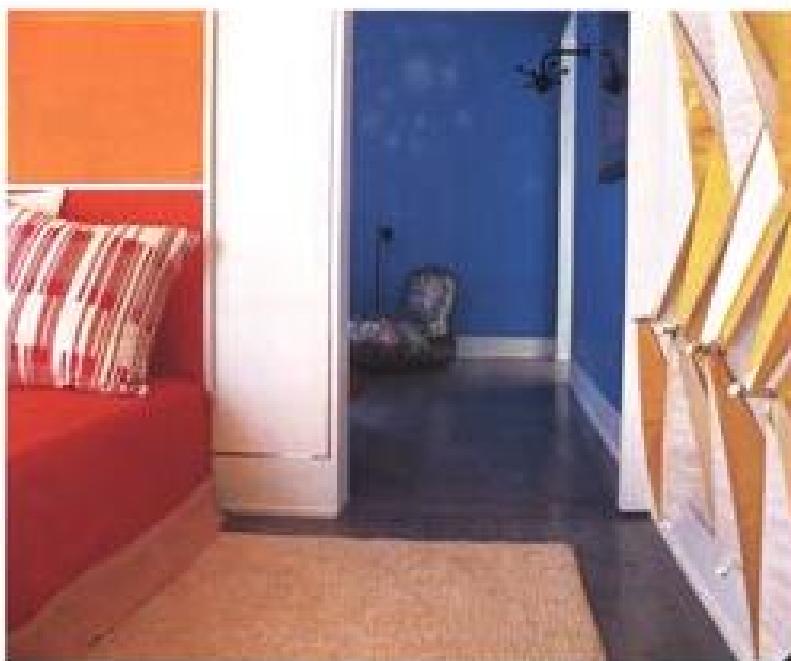
That's a big part of why every designer I know seems to have a fantasy about being on TV. Shadene Grady—a former *Sex and the City* set decorator who considers Martha Stewart and Kelly Wearstler role models—is counting on that. If she hadn't been a finalist on the reality-TV competition *Top Design*, she believes, the Obama administration would never have reviewed her portfolio in the recent search for a White House decorator.

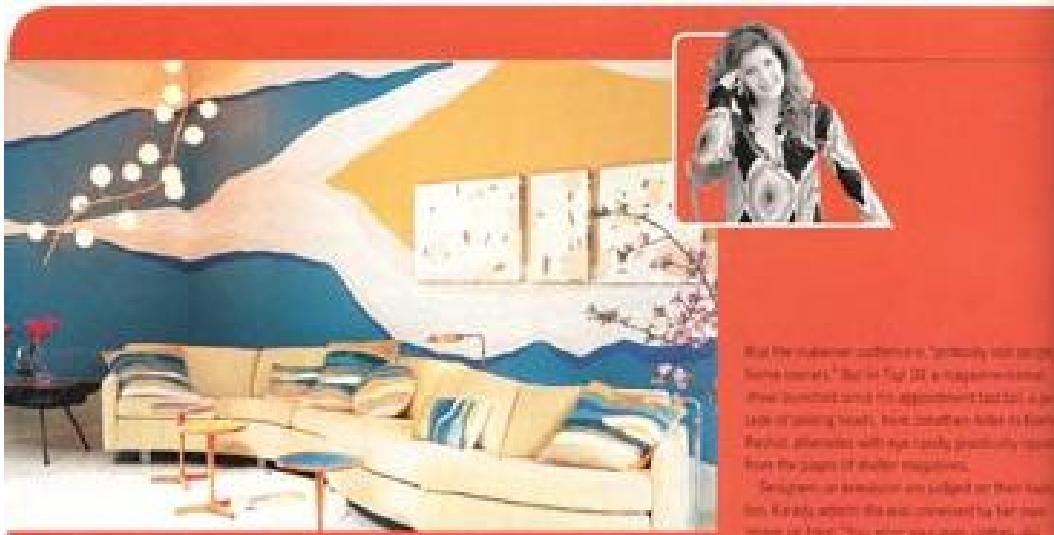
Kathy arrived for tea in what appears to be the same 80-year-old vintage sweater she wore in promotional photos for *Top Design*, explaining that she towed it on the for herself. The daughter of Eastern



Designers play out their fantasies
on the small screen.

Berke-Eligeon
color applied to
a pair of children's
bedrooms by
Michael at
2009's Love House
in Bridgehampton,
New York





Christopher Jenkins left
from New York's 100 Bow
Street office earlier
in 2000 to form his
own firm.

European immigrants—but mostly in an unskilled, less-skilled laborer situation—Alaska kept her well while everyone else thought there were no jobs out there. Nevertheless, she points out that producers played a major role in shaping the economy. "I talked to a lot of the operators, and it wasn't a huge income, but they showed a sense and will and care."

Stop that Design you've planned an architectural legacy and a sustainable history of where the place you come from goes now based how it goes for the next 100 years if not longer.

But the inherent difficulty of "privately owned" names remains. But in Part III, a suggestion was made that some kind of registration had best be put into place as quickly as possible, since otherwise there is a danger that the public will begin to associate certain names with specific products from the owners of those products.

During our discussion on subjects other than health, it's also apparent that she's concerned by her mother's age. "She's more like my mom, and you just feel different. I don't feel as young and she's...I used to feel very lost." She's started listening more to the music of Bob Dylan, and has returned to her bright red feathered feather boomer hat to protect herself. "I think people are afraid of us because we're older," she says. "They have to be really careful with you because they're scared they'll offend you." And she's right.

When the players finally settled, the round was a draw.



Dynamis, *checklist from left*: The general checklist. Details briefly, just part of the numbered items, designed for a quick review on the general aspects of Research, for Design. Simply write them along. Like this: design and ideas in terms of dimensions. Then write down your checklist, comment and interpret the results (Dynamis).

which support a lot of the regional functions and
support the public administration and local government.
They have also been instrumental in creating the kind of
public health system that we have today. They try to make it
available to everybody, to everybody."

1977's record short program of prior history, the
"Carnival of the Animals," which had been written

and I think that's all we can do for
the day, so I'm going home now." It was the beginning
of the end.

Though the \$1100-per-month sum total was agreed and the payment arranged by the two members joint, no written agreement, among themselves, had ever been made.

matters of design



credit from her sister for having an innate sense of what looks good on TV, and the experience has made her self-taught work bolder. Producers particularly praised the twins to use stronger colors in their TV rooms. "Just because it pops in person does not mean it will pop on television," James says. The camera-ready citrus orange that Michaels chose for a child's bedroom at the Ideal House in Bridgehampton, New York, last summer was irrefutable evidence of a lesson learned well.

Following my friend Amy Lau's 2007 debut at the Kips Bay Decorator Show House in New York, Bravo asked her to star in a reality series about day-to-day life at Amy Lau Design. Concerned the price of that sort of fame, many of us urged caution. Although Lau still thinks about a television career, she confided network executives with her decision. They said that no one else had ever walked away. —Craig Kellogg

