

**HOST A WINE & DESIGN AND WIN
A FREE DECORATING CONSULTATION
WITH MELANIE**

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"The thing always happens that you really believe in; and the belief in a thing makes it happen."

Frank Lloyd Wright



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Interior Revivals

Interior Redesign and Real Estate Staging
"Transforming interiors from ordinary to extraordinary!"

A quarterly newsletter by Melanie Serra for her clients and friends

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www.thehomestager.com

Winter 2004 Newsletter

Happy New Year to my clients and friends! I am so grateful to all you Atlantans for the support and patronage you have shown me in my first year of business here in the south. Last February, I sunk in my heels and worked passionately to establish a successful interior redesign and home staging business. I am proud to tell you that Interior Revivals established over 70 wonderful clients in its first year. Other successes include decorating a model home project for *The Manor House* in Buckhead, and the *Tour De Faux* show home! Thanks to you all for helping me achieve my 2003 goals. I have enjoyed enhancing your home's décor and getting to know each and every one of you!

As 2003 makes an exit ... hold on to your hats because the goal for 2004 is to take you by storm! I've come up with some new and innovative ideas to make your decorating even more exciting!

Although I enjoy working with each client on an individual basis, I've decided it's time for you to come out! Yes...that's right! It's time for you all to unite and come together to share your decorating dilemmas, questions and creativity. So this year's focus is to create group activities and workshops that are interactive and just plain fun!

For those of you who like a little wine with your design, you can host a *Wine & Design* party. Check out January's **Event** segment in this newsletter for more details.

And there's more ...



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This spring, Interior Revivals will host the first annual *Let's Go Thrifting* field trip. A day of adventure and shopping! Learn how to decorate with thrift shop finds. We will hit four different shops at various locations in and around Atlanta. Brunch will be served and there will be guest speakers and much more. More info on this later. In the meantime, I hope you enjoy this Winter 2004 Issue.

Have a happy and healthy New Year! See you soon.

Melanie



The Ten Worst Decorating Trends from the Last Century

Doilies — While doilies often have sentimental value they're incongruous with today's styles. But, why not frame a few of them? They make lovely wall art and will be protected as well. You'll be glad you removed these dust collectors from your tabletops and arm rests.

Macramé Plant Hangers — These hangers are no longer "groovy." If you love plants, why not purchase a beautiful planter. There are many styles available to enhance your plants and make a room more inviting.

TV Stands — Today televisions can hide in armoires and built-in cabinets or placed on a pretty table or handsome bureau. I am a big advocate of recycling and repurposing furniture; however, when it comes to TV stands my motto is ... throw 'em out!!!

Trailing Philodendron — Only bushy philodendron is pretty. Those trained along windows, cabinets and bookcases look scrawny. Dump em'.

Stereo Speakers Used As Tables — Putting something pretty on a speaker won't hide it. Due to our fast paced electronic world, speakers are now available in small sizes. Purchasing some small non-conspicuous speakers will free up valuable space and make your home look less cluttered.

Mirror Trays On Dressers — Ok, so here's the image ... a very dusty tray with sticky perfume bottles, lost buttons, safety pins, ticket stubs, and a few pennies scattered here and there. If you're lucky enough to have a cleaning woman or a personal organizer to sort out the trinkets and keep this from looking like a junk collector, then by all means use it. If not, lose it. Keep your vanity tops simple. Less is more.

"Cute" Picture Frames — An important question to ask yourself when displaying photos is, "What do I want my guests to see - the person in the picture or the frame?" Purchase frames that are similar in style and have the same finish or color. For a classic and sophisticated look keep *like with like* when displaying picture frames. Too many different picture frames are distracting and become *eye noise* to your rooms.

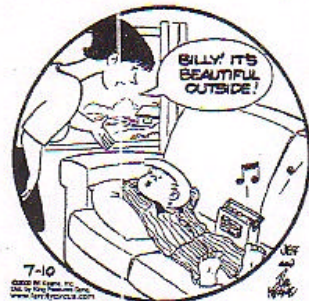
Dried Flowers Kept For Over Three Months — Are your dried flowers dusty? Believe me, it's a sign

from above to throw them out! Once they accumulate dust it's time to say bye-bye! Instead of dried flowers why not purchase faux? Today, retailers sell beautiful faux plants and flowers that look real. If you don't have a green thumb or a nice sunny spot, buy a faux plant or floral arrangement. Just remember to dust and clean on a regular basis. I was NEVER an advocate of faux plants and flowers until recently. Remember ... like dried flowers, a bad faux plant can ruin the look of a room in an instant. *Buyers beware!* Contact Melanie for faux plant resources.

9. **Crammed Curio Cabinets** — When there are too many figurines, art objects, and travel souvenirs in a cabinet, nothing in particular is noticed. Too much of anything looks like junk. It's hard to beat the drama of one prized treasure on a shelf by itself or perhaps only a few complementary figurines. Simplify ... Simplify ... Simplify.

10. **Matching Sofa Tables** — Be creative with your furniture placement. Just say "No" to *Matchy Matchy!* Move one of your sofa tables into another room. Sofa tables that are different are interesting. Keep the room flowing with different furniture heights and different finishes. For example, one sofa table may be wood and the other wrought iron. And, it's not always necessary to have a table on both sides of the sofa. One side table and a coffee table should suffice.

Too many different picture frames are distracting and become eye noise to your rooms.



"But, Mommy, it's not so ugly INSIDE!"

Get Your Fix

A Hole in One
Here's how to hang pictures without damaging walls that are wallpapered.

Decide where you want your nail to be and then with an exacto knife make a small "V" in the wallpaper at that spot. Peel back the wallpaper at the point of the "V" to expose the drywall. Put your nail there in the drywall. If you should decide to move the picture you can easily remove the nail and glue the wallpaper back down. Viola! *No holes!*

Blown Away!
Here's a quick and easy way to soften candle wax that has spilled on your wooden fireplace mantle.

A blast from your hair dryer! Wipe up the softened wax with a paper towel and clean the spot with vinegar and water.

Deck the Walls
Crayon marks on a wall? A damp rag dipped in baking soda works wonders.

Ask Melanie

Decorating Shortcuts
Decorating to get through the winter blues

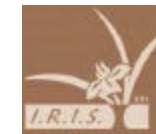
Try bringing color and light into your decorating to help lift your spirits during the cold, dark winter months. Fresh flowers not only bring in color but also fragrance to help awaken your senses. Sunlight is very important during this time of year and the lack of it is blamed for feelings of depression or what we know as "cabin fever." Make sure you let as much natural light in as possible during the day or purchase plant lights to replace some of your regular light bulbs. They are as close to natural light as you can get.



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Melanie is a member of I.R.I.S.
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Interior Redesign
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Transform interiors from ordinary to extraordinary by utilizing what you own

Interior Redesign is a service that updates the style and décor of your home or office by utilizing your furniture and accessories in a fresh new way, all for an affordable fee. You get a designer look for a fraction of the traditional designer price. In just one day or less, keeping your needs and taste in mind, **Interior Revivals** will revitalize your surroundings. Your home or office will be redesigned to reflect your personality and your sense of style in a whole new light.

As seen on ...



Real Estate Staging
www.thehomestager.com

Transforming homes that sell.

Real Estate Staging is a unique "design to sell" service that prepares your home for market so that it sells faster and for the best possible price. We begin at curbside to make the necessary adjustments to play up the home's strengths. Next, we transform the interior to make the home show at its absolute best. Even on the most limited budget, the **Home Stager** will transform your home so that it shows well and attracts multiple buyers.