THE ALL NEW
House Beautiful

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SENSE AND SIMPLICITY

Philips and a Trio of Talented Designers Simplify the Lives of Three Lucky Makeover Winners!

Technology has the power to make our lives easier—and so does great design. At the forefront of design, Philips is committed to eliminating the complexity and frustration so often associated with technology. For Philips, the goal is simplicity. That explains our dedication to designing advanced products and solutions that are easy to use, easy on the eyes—and easy to enjoy. Most important, our technology is designed around you.

Back in March of this year, we invited House Beautiful readers to enter our "Simplify Your Life" contest. The prize? A room makeover—actually, three—created by one of our talented designers. Their efforts prove that Philips' products enhance the beauty of a room by being intuitive to all your senses. Now, we're proud to unveil the results of each room: a home office, a media room and a home gym. These spaces reveal the power of technology to simplify life—simply and beautifully.

STEPHEN SAINT-ONGE

AMY LAU

TIM HOBBY

HOME OFFICE

MEDIA ROOM

HOME GYM

SIMPLICITY IS...
IN THE MEDIA ROOM

Designed by Amy Lau
for Donna Sinclair's Virginia Home

Create custom playlists for entertaining guests, or relaxing with family, with Philips' Wireless Music Center, which wirelessly streams music between satellite stations.

Q: **Can technology contribute aesthetically to the look of a media room?**

Amy Lau: Definitely. My design motto is "curate instead of decorate," and Philips' technology is very artful and nicely designed, so it's a great match. The WACS700 sound system helps you stream music throughout your space. Because it works wirelessly with its satellite speakers, it's a great example of eliminating the evidence of technology to get more enjoyment out of it.

Clutter is a challenge we all face, and Philips' technology is so meaningful because it uses state-of-the-art innovation to reduce clutter. Simplicity is mastering complexity, and these products do that beautifully.

Q: **Cutting-edge technology is the perfect fit for a minimal, contemporary interior. How can it look equally at home in more decorative, traditional environments?**

No matter what your decorating style, you want a warm color palette in a media room. Just as you do when you choose a frame for artwork, the goal is to offset the colors of the technology, which are mostly black and silver. To keep things warm and inviting, I chose walnut and brass casegoods, and very tactile, textural fabrics in a palette of golds, greens and coppers. Vintage furniture, whether old or re-issued, like the vintage-looking Dunbar pieces in this room, also help create a balance between the new and the old.

Q: **What's the biggest obstacle to achieving style in a media room?**

Often, media rooms can feel sterile or clinical, but I wanted this space to be a cozy spot enjoyed by everyone in the family, even the dogs. Lighting is key to creating an atmosphere that invites all family members to kick back and really relax. LEDs in the ceiling give the room a lovely ambient light, and simple, elegant Aurelle LED candles cast a flattering glow. It's amazing how they use technological innovation to improve on the timeless, wonderful simplicity of a candle flame. Yet, unlike old-fashioned candle light, the Aurelle series, which is wireless and rechargeable, is completely safe around kids, presents no fire hazard to your home and does not produce wax spills or fumes.

Before, this room had a lot of exposed electronic equipment that looked very heavy: the TV was large and overscaled, and all the components were showing. We replaced it with sleek Philips' technology like the Home Theater System (HTS9800). The room was difficult to live in because so many things were distracting the eye. So the challenge was to maintain a clean, uncluttered look by using hand-crafted furnishings of the highest quality—like the Dunbar credenza in this room.

Customize lighting to set the mood for any room using Philips' recessed LED Downlights. The patented technology uses a range of colors to create drama, romance or functional white light.

Q: Your design for this room is calming and neutral—how does that mesh with Philips' product design?

Philips' technology is designed to enhance the environment. With the Ambilight FlatTV television, for example, viewers are immersed into the viewing environment with light that is emitted from the sides of the television, automatically changing colors and intensities to match the picture on the screen. This brings variety and color to the decor. Simplicity is removing the complexities that slow down life's pleasures. With this technology, there's no need to spend time changing the furnishings or moving things around a lot to achieve variety in the room's atmosphere; the technology does all that for you, so you have more time to relax and enjoy your life.

Q: Will you share your strategy for highlighting the "living" aspect of a media room?

Simplify and streamline! I wanted to create an interior that's modern, equipped with all the latest Philips' technology, yet still warm and comforting. The goal is to emphasize the "home" in home theater, to create a progressive space that would marry new technology with handcrafted pieces of modern design. To give the feeling of comfort, I used colors from nature for warm, textural upholstered furniture the whole family can relax on.

MEDIA ROOM – Resources

Designer: Amy Lau; Forms of Design; 212-645-6168; www.formsofdesign.com. **Furniture:** Sectional sofa, lounge chair and ottomans, coffee table, credenza and entageres by Dunbar Furniture, LLC., www.collectdunbar.com; 336-734-1700. **Fabrics and Window Shade:** by Holland & Sherry; 212-355-6241; www.hollandandsherry.com. **Rug:** New Franco Belge for A.M. Collections; 212-625-2616. **Pillows:** Canyon by Lauren Saunders; 805-302-5479; www.laurensaunders.com. **Accessories:** Global Table; 212-431-5839; www.globaltable.com. **Fireplace Mantle:** Readybuilt Products Company; 410-332-4746; www.readybuilt.com.