



20 YEARS OF CLASSIC TASTE. MODERN LIFE

TRADITIONAL HOME

September 2009

20 WAYS TO GO GREEN & KEEP YOUR STYLE CLASSIC

20 IDEAS FOR ELEGANT ENTERTAINING AT HOME



Plus, WIN A NEW KITCHEN!

ANNIVERSARY ISSUE

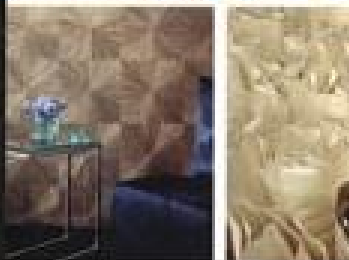
CELEBRATING
glorious
decorating

TRADITIONAL HOME **2009** ICONS OF DESIGN AWARDS

anniversary party



Jayce and Maya Romanoff



40 MAYA ROMANOFF

A dazzling convergence of innovation and artistry remains the core of this Chicago-based business. Romanoff's exquisite surface materials have come a long way from his earliest experiments with be-the-Oris (he did start in 1968) "Bedouin," a glass-laden wall covering, made its way into the Cooper-Hewitt National Design Museum's collections. Other best sellers include "Mother of Pearl" caps that lie, "Waterfront Walls," derived from tie-dye techniques, "Stitched," above right, designed with David Riseman, and laser-cut wood veneers, above left. Extraordinary material begs inventive applications—in walls, furniture, ceilings, and more. For the 2009 Fall Day showpiece, New York designer Amy Lau worked with artist Jo Lynn Alcorn and Romanoff on a two-room installation, too. And, she's diving into the archives to help update and reintroduce some of the best products from this family firm. With Maya as creative force and wife Jayce as president, the next generation plays key roles, and others they've worked with for years are close as kin (mayaromanoff.com). ■

happy anniversary

TRADITIONAL HOME TURNS 20 THIS
YEAR—BUT WE'RE NOT
CELEBRATING ALONE!

Plenty of our dearest friends have also been moving and shaking for a couple of decades—or longer. So, we thought we'd have a little fun and bring them into the festivities. There are lots of "Can you believe it?" moments. Post-its have been around for 50 years. How those little yellow pads changed our lives! DKNY, Donna Katan's lifestyle brand, is 20. Wedgwood's remarkable history spans 250 years. U'Oréal hit 100. William Switzer, a family-owned furniture company, started a half-century ago. And, don't forget Charles Darwin or Abraham Lincoln. If alive, they'd be 200 years old—impossible, we know—but their legacies thrive. Talk about survival of the fittest!