

fall 2004

atomic ranch

MIDCENTURY MARVELS



● retro holidays

● eichler time warp

Katie *goes to* High Point

Our pal Katie visits High Point, N.C., home of the late John Coltrane and the equally talented 2004 "American Idol" winner, Fantasia Barrino, as well as the site of a giant corn maze and the World's Largest (four stories) Chest of Drawers. If that's not enough, there's the twice-yearly wholesale home furnishings show that draws 75,000 attendees from 110 countries. What's new this year, you ask?

Text and show photography Katie Hatch

The spring High Point International Home Furnishings Market in North Carolina displayed its usual mixture of everything from Louis XVI replicas to ultra-modern European furnishings. However, I was thrilled to see that one of the hot trends this market, in both furnishings and colors shown for 2004–5, was "Retro."

Both true vintage furnishings—refurbished 1950s furniture from companies like Twenty Gauge—and fresh twists on classics like the new line by Todd Oldham for La-Z-Boy and rug introductions from Haziza were dominant in the fashion-forward showrooms. In addition, retro colors were all the rage in furniture, accents and accessories. Even the buyers and sellers flaunted the style in their apparel selections, wearing 1940s and '50s polka dots and bold-print feminine dresses and capris.

While certain showrooms have always been midcentury puritans, this trend seems to be coming from everywhere and only growing in popularity. The influx of a new generation of consumers and retail buyers with a flare for fashion (more Gwen Stefani, less matchy-match Garanimals) and design-educated sensibilities (they actually know who Charles Eames was) has helped to put a chip in the glass ceiling of stale design. This is a true breath of fresh air in the smoke-filled corridors overflowing with good-ole-boy designers who find insulting ways to interpret Mission, French Provincial and Federal styles each market. Even JC Penney's new ultra-hip and knowledgeable design director, Broc Clark, shows great promise for what the JCP catalog has in store for the future. Add to that the ever-increasing popularity of DIY programs like "Trading Spaces" that show consumers how to take chances with design and color as well as how to refurbish great midcentury thrift-store finds.

So, the upshot of this trend is that, for atomic ranch owners or wannabes, there are even more options to select from to furnish and decorate our midcentury homes.



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7

who's got the goods
countdown:

- Chicago Textile 10
- Emissary 9
- Fire Farm Lighting 8
- Dellarobbia 7
- Oggetti 6
- Haziza 5
- Todd Oldham/La-Z-Boy 4
- EQ3 3
- Karim Rashid/George Kovacs
- Global Views 1



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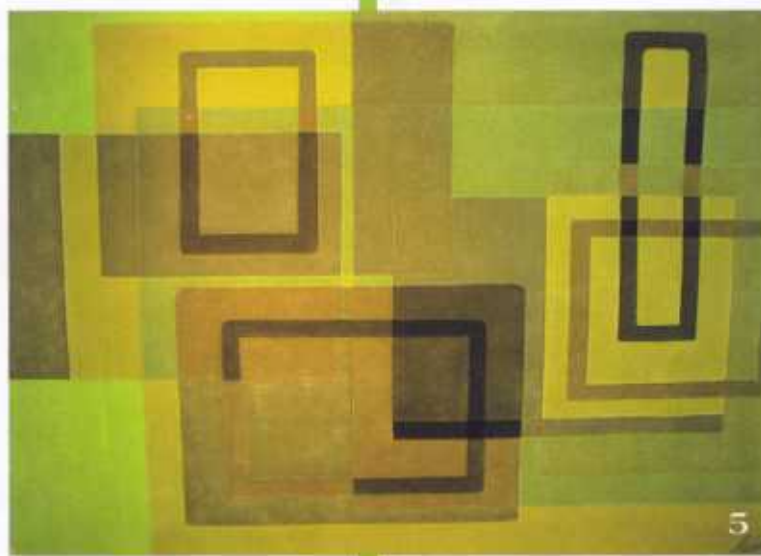


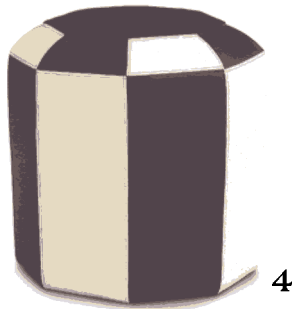
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black
white
chartreuse

The manlier version of the Doris Day combo—call it the Rock Hudson color palette.



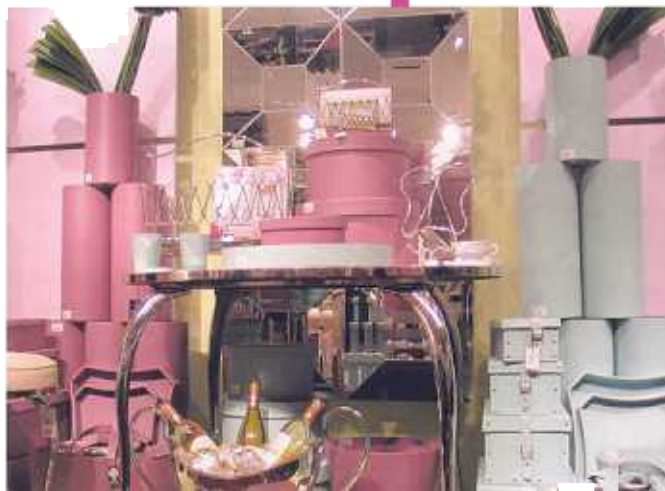


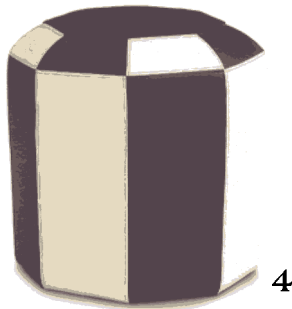
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pink
white
black

Super hot in fashion for the fall, this is kind of a Doris Day midcentury look.



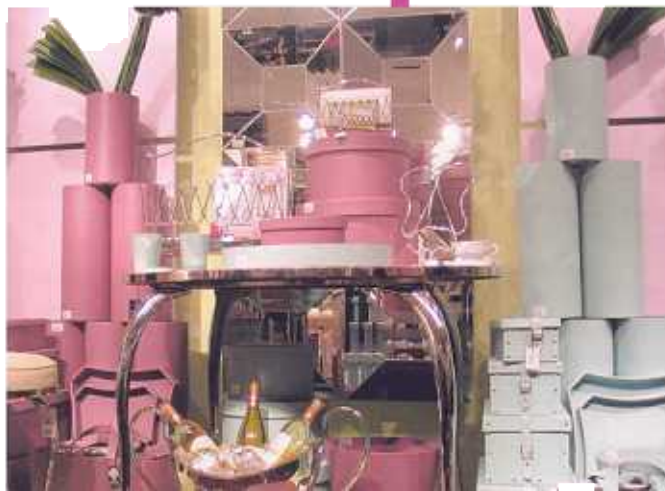


4



pink
white
black

Super hot in fashion for the fall, this is kind of a Doris Day midcentury look.



fuchsia
tangerine
grape

The newest
 modern design
 colors for the
 MTV generation



Katie's Top 10 H-P Favorites

10. **Chicago Textile:** Fun midcentury-inspired prints on their No-Tip Cylinder table/stool/ottoman caught my eye.

9. **Emissary:** Arthur Wang, the creative director, has a true sense of the aesthetic for midcentury accessories. Their multi-faceted vases in turquoise, chartreuse and black and white grabbed my attention.

8. **Fire Farm Lighting:** the new introductions—pendant lamps with colored cutouts—were “atomi-licious.”

7. **Dellarobbia:** Accents, upholstery, accessories and showroom design were all a 10. The boxy shape of their turquoise sectional immediately reminded me of the avocado sofa in my grandfather's ranch house.

6. **Oggetti:** Fabulously retro showroom design that took vases in green and alabaster (\$25–\$75) and paired them with rattan-faced wall cabinets (\$675) and a chartreuse color-block painted wall—a great 21st-century twist on midcentury design.

5. **Haziza:** The new rug collections answer a question I've been asking for a long, long time: What happened to

area rugs to coordinate with midcentury chairs? Thanks!

4. **Todd Oldham for La-Z-Boy:** They are finally addressing a new generation in a great, new way.

3. **EQ3:** The designs are retro-forward, fabulous and affordable: \$399 for a Commander chair or \$299 for a Tub chair hooks both twentysomethings and their modern-inclined parents.

2. **Karim Rashid for George Kovacs:** Rashid—the Charles Eames of our generation, best known for clean-line, amorphous products for Nambe, Issey Miyake, Pure Design, Tommy Hilfiger, Sony and others—designed these lights; need I say more?

1. **Global Views:** Walking into the showroom was like stepping into the Palm Springs Biltmore Hotel in 1958, with Sinatra playing on the radio, martinis flowing and hors d'oeuvres straight from a feature film set. The new intros include fabulous leather magazine holders that look like retro Chanel handbags in black, white and pink combos. Everything about it was pure midcentury optimism!

Resources page 63.



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8



orange avocado brown

A "Brady
Bunch"—version
of retro color.

Home furnishings designer Katie Hatch lives in a midcentury ranch in Santa Barbara, Calif., with her husband, automotive artist Jim Hatch, and their dogs and cat. Her design loves include furniture and accessories by the great midcentury companies—Heywood-Wakefield, Bertola, Eames and Nelson.