

# EAST COAST HOME+DESIGN

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## DESIGN DEFINED



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**H**ow have decorative finishes changed over the years? Decorative finishes have long been associated with finishes like washes, ragging, textured plasters and others. Now the term encompasses much more, to include simulating textures and surfaces such as concrete, shagreen, crocodile and silk, to name just a few. Through innovative techniques and the use of an abundance of mediums, the possibilities for decorative finishes are endless. And a new freedom in design allows for traditional materials to be used in a new and creative way: Venetian plaster and metal leafing have been in existence for hundreds of years, for example, but their applications have expanded and evolved to suit traditional to contemporary homes.

**What are the advantages for a client of choosing decorative finishes over wallpaper?**

The most important distinction is the ability to customize the finish in color, scale and sheen, with a minimum lead time for each job. There are no seams, unless they are part of the design. Unlike wallpaper, decorative finishes can be applied seamlessly to wall plates, lighting rims, speakers and vents. They can be changed easily, compared to removing wallpaper, and their materials are not off-gassing into the client's home.

**What are the environmental benefits of working with decorative finishes?**

We are proud of the fact that our firm is constantly researching and sampling materials that are environmentally friendly. We have successfully converted to products for our finishes that have no volatile organic compounds. We recycle containers and dispose of all materials in an environmentally conscious manner. Also, because finishes are more durable than regular paint, there is a less of an impact on the environment. Less frequency of repeated work means less product, less packaging and less waste.

**What sets you apart from others in your field?**

We do a wide range of finishes very well, from traditional to contemporary. Our firm has created a variety of fine textural finishes, including Venetian plaster inlaid with abalone shell, and faux travertine mixed with faux concrete and highlighted by brass or stainless bands of metal. There is no limit to our imagination: we are constantly developing new finishes by incorporating new products, using new applications and mixing mediums. We are willing to travel, are prepared to handle large or small jobs, and always meet our deadlines. We enjoy the creative process and welcome collaboration. Even the most seasoned designers are surprised by our ability to uniquely combine textures and materials to create exclusive finishes.