



CONTEMPORARY HOME

A GUIDE TO
FURNISHING YOUR HOME
VOL 3 · \$7.95

Strike
a Balance P4



Create Ambience
with Color P8



Modern
Classics P10



LAWRANCE
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Il senso dei dettagli/

A SENSE OF DETAIL



In the early 1950s a group of highly skilled and experienced Italian craftsmen founded a company in Francenigo (Treviso) to produce wooden furniture. Since the beginning of the 1960s, ALF has expanded thanks to its skill in designing and manufacturing bedroom furniture and, as the market evolved over the years, ALF's foresight in meeting customers' requirements quickly allowed the company to expand its production. Today, with the partnership of **Valdesign** kitchen cabinets and **ALF+DA FRE'** lifestyle furniture, **ALF ITALIA** has further increased its global market share with an ability to coordinate furniture design elements throughout the entire home. Innovation, unbound creativity, environmental conscientious manufacturing and a flexibility of design elements are perfectly balanced with economic value, accessible to all and representative of a winning "quality-price-image" ratio, especially when compared to other products on the market. Visit our website and discover a new pride in coordinating the look of your entire Home with the "Made in Italy Quality" of ALF.

Inside

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www.lawrance.com/aboutus

Owners, Julie & Howard Haimsohn with Joel Haimsohn and Abbey.

Welcome

Welcome to the third edition of Contemporary Home magazine.

Inside we hope you'll find equal parts information and inspiration, from page after page of chic styles to a feature that introduces you to Lawrance Furniture's home design services.

As we enter our 80th year of business, we are reminded of how special it is to serve multiple generations of San Diegans. We thank all of our customers for supporting a locally owned, family business.

With the 4th generation, Joel Haimsohn, now a part of Lawrance, we will strive to continue to earn your patronage.

But the Lawrance family is much bigger than just us. Our employees are family too. Some have been with us for decades. We couldn't do this without them.

What we all share in common is a commitment to timeless contemporary design. We appreciate it as much as our customers do. And while we're the first to admit that searching the world for stylish new offerings is really fun,

we also want you to know that we're incredibly serious when it comes to bringing the best in design, quality and value to San Diego. We're also deeply devoted to customer service. Nothing makes us happier than helping you to love the home you live in. We hope you'll stop by soon to say hello.

Howard Haimsohn

The natural texture of raw wood creates interest and energy.

Contemporary and Warm

Find the perfect mix of modern and inviting style

Helpful Tips

1. Tangible results

Use textured furnishings and accents to create visual interest.

2. Zone of influence

Add a large bookcase to define zones and personalize the room.

3. Into focus

Build every room around a focal point, whether it's a TV or a large work of art.



Breaking with tradition is exhilarating, but sometimes cutting edge design feels a little cold and impersonal. There are ways to ease into contemporary design, incorporating some of its sleek materials, glossy finishes, and minimalist approach while still retaining the warmth of traditionalism you crave. Here's how to indulge your love of contemporary style without sacrificing the warmth and comfort that makes a house a home.

Play with texture

If a room has a lot of neutral colors or too many similar surfaces, use textured furnishings and accents to create visual interest and a lived-in feel. Think tufted sofas, long pile or heavily patterned rugs, faux fur throws, raw wood surfaces, and jute or other natural fiber floor coverings.

Focus

Build every room around a focal point, whether it's a large work of art or a television. This prevents the viewer's attention from becoming diffused, which can make them feel uneasy. Very large rooms can have more than one focal point.

Mix periods and styles

Don't feel that your selection of furnishings and accessories has to be constrained to the 21st century. Sometimes, an older piece you truly love can provide exactly the unique touch a room needs, and the contrast — as opposed to clash — of old and new can be truly refreshing. Consider reupholstering familiar chairs in a more contemporary fabric if they really seem out of place — a simple change of color or pattern can have a revolutionary effect.

Allow yourself a little clutter

You've successfully decluttered, but now the room looks bare and impersonal. Create displays or clusters of those idiosyncratic items that are so you — keeping them contained rather than scattering them around is a great compromise that's far easier to live with.

When designing a space, be honest with yourself about how it makes you feel. Lawrance interior designers will help you balance contemporary furnishings with more traditional design elements if the overall effect isn't working for you — after all, the most carefully curated space in the world is only doing its job if it makes you happy!



➡ This sitting area brings together an eclectic mix of styles.

↔ Unique, personal accents have been deployed to great effect here.

➡ Contemporary furniture is accented by texture galore, making this room feel human and lived-in.



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EXETER DINING

The Language of Color



When choosing furnishings, consider the powerful emotional effect of color.



☹️ Blue can make a room feel cooler or cosier, depending on its undertones.

☺️ The warm earth tones in this room help bring the beach indoors.

The color you choose says more than you might think

Have you ever entered a room and felt mysteriously soothed – or immediately alert? It may have been nothing more than color at work. The colors used to decorate a space can have profound effects on the way we experience it.

Peaceful blue

The color of clear oceans and summer skies, blue has a natural association with coolness. The many, many shades of blue available offer opportunities for sophisticated emotional messaging. Blues with red undertones can make a room feel cozier and more sociable, while blues with a hint of yellow can make a room look larger and cleaner, if not a little crisp.

Warm browns and greys

A touch of brown, warm grey, or taupe, especially in the form of wood or ceramics, adds an earthy and reassuring touch of nature to a room that's heavy on neutrals or white. Brown and grey are also no-brainers when it comes to choosing floor coverings – perhaps it's not surprising that walking on earth tones just feels right.

Fresh green

As anyone who has spent time in a school knows, it's possible to have too much faith in green walls to keep the peace. But, used cleverly, green really can create an atmosphere of natural freshness and calm. It's also a great color for spaces that are oriented around food, so consider green for your kitchen or dining room.

Airy white

As a neutral, white is always a safe bet. Its airy, spacious, light-reflecting quality can make small rooms look larger

and raise low ceilings. Prevent large amounts of white from becoming too clinical by accenting with other colors – or, if a totally white, gallery-like space is your dream, use texture to create interest instead.

Elegant black

Every sophisticated room needs a touch of black; when used as an accent, or judiciously as a neutral, it projects elegance and a certain warmth. When the effect you're aiming for is striking and fearless, think black.

Powerful red

Associated with danger, love, and war, red can be a very complicated color. Red is exciting; it raises blood pressure, grabs the attention and is thought to stimulate the appetite, which is why it's so often seen in the luxurious banquet halls of historic homes. Because red is such an upbeat color, it may not be the best choice for rooms where you want serenity and calm.

Joyous orange

Like red, orange is a great choice for spaces dedicated to fun, food, and sociability. It's a warm, uplifting and optimistic color, and just a pop or two is enough to brighten a room. On its own, or paired with blue (its opposite on the color wheel), orange produces a highly stimulating effect.

Colors speak to us all by provoking emotional and even physical responses. Before committing to a color scheme, consult your Lawrance interior designer to uncover its hidden possibilities. By mastering this most elemental of languages, you can make a room speak volumes.

☺️ Green evokes the freshness of the great outdoors.

☺️ Optimistic, energetic yellow is an ideal color for shared spaces.

☺️ Exciting and upbeat, a splash of red enlivens any space.

Designed by Designers

➤ Rick Lee, Menlo Park Seating

➤ Milo Baughman, Design Classic Lounge Chair (1092-103)

➤ Paolo Cappello, Caruso Audio Cabinet



Introducing tomorrow's design icons

products for brands including Lazar, Brueton, Moroni, DIA, and American Leather, to say nothing of his earlier (pre-1997) work as an interior designer. The winner of many design awards, Friedman's declared goal is to bring modernism into more American homes.

just 28. Now a prolific designer for Miniforms, Capello has created a diverse portfolio of furniture, light fixtures, textiles, sound systems and tablewares. Capello is the winner of multiple awards including the 2015 CDG Edward Haimsohn Design Award (the 'Eddie') for Caruso, a colorful reimagining of the audio cabinet with ceramic exterior options, and a trumpet-shaped speaker that harkens back to the phonograph. Bluetooth 4.0 connectivity.

Rick Lee

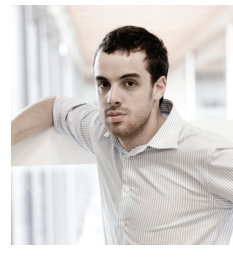
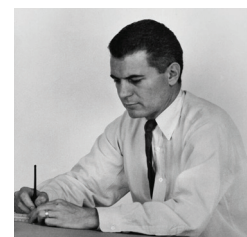
Rick Lee worked in Chicago and Milan before settling in San Francisco, and has compared his style to California cuisine, which similarly fuses dissimilar ingredients into a fresh and harmonious whole. Another important influence is his wife, fashion designer Colleen Quen, with whom he shares a studio and often collaborates. Lee's style is fluid and often whimsical, and he works in a variety of materials, on projects ranging from art installations through seating units to vases. "I find inspiration ... everywhere - from a gnarled oak tree to a sleek pocket knife. I combine rational thinking with radical influences to create ... pieces ranging from whimsical to minimal."

Paolo Cappello

Born in Verona, the Italian designer Paolo Cappello trained in Milan before establishing his own practice aged

The Contemporary Design Group places a high value on originality in design, and the innovative spirit that gives rise to classic furnishings. CDG stores enjoy selling pieces that embody independence of thought and perfectionism in execution, whether they are time-tested designs that have never gone out of production or exciting new works by young designers. We also reward excellence with the Edward Haimsohn Design Award, or 'Eddie', presented by CDG retailers to the year's most appealing new design. We act on our respect for design, and take pride in all we do to encourage the great designers of the future.

"The details are not the details. They make the design" - Charles Eames



Contemporary design history is filled with colorful personalities who explored and developed indelible new styles, like Charles and Ray Eames; Ludwig Mies van der Rohe; Milo Baughman; and Vladimir Kagan. What these very different designers had in common was that they poured attention into every detail, and never compromised their originality. In fact, the designs that become classics - the Barcelona Chairs and Drum Tables - are rarely created with mass production in mind. Their unconventional styling is what attracts attention from discerning buyers, while

their top-quality construction demands respect. It's exactly these traits that make the most exciting designers working today stand out from their peers.

Milo Baughman and Guy Hill

A towering figure in the Mid Century Modern movement, Milo Baughman was a furniture designer, educator, and longtime design director of Thayer Coggin, Inc., which continues to manufacture his restrained and livable designs. Although Baughman passed away in 2003, his protegee Guy Hill now occupies the position he vacated at

Thayer Coggin. Like his predecessor, Hill is dedicated to modern and contemporary design, with an aim to make it livable and long-lasting.

Stanley Jay Friedman

New York's Stanley Jay Friedman established his atelier in the 1970s, and remains extremely active as a product designer and lecturer. His passion is modernism, and Friedman believes in end to end control over the design process, ensuring his fingerprints are on every product. This highly prolific creator has designed over 1,000



➤ Stanley Jay Friedman, Lugano Sofa



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What our clients say about us

www.lawrance.com/reviews

“When it was time to decorate our new home, my husband and I decided to take a look at what Lawrance had to offer. Our experience with the store was first class. They helped us furnish our home exactly as we had envisioned.”

- Johara S.



*Interior Design simplified.
You dream it, we'll make it happen.*

A At Lawrance Furniture, our motto is to love the home you live in. That's why we have a top-notch team of interior designers ready to help you turn your dream home into a reality. Whatever your personal taste and budget, we're here to assist. And the best part? Lawrance's design services are complimentary with your purchase. Dreams really do come true.

Make The Most of Your Space

Whether you're a downtown high-rise dweller or live in a sprawling Rancho Santa Fe estate, our approach is the same. We're all about maximizing potential, whether that means placing multitasking pieces in a petite space or scaling up to bring a great room back to human proportions. Space planning is our specialty, whether you're putting together a home office or tackling a whole house.

Customized Contemporary

We've been experts in modern design for 80 years now. One thing that never ceases to amaze us is just how timeless contemporary pieces can be. With the right lines and fabric, they're as at home in a classic Craftsman as they are in an airy loft.

Today's contemporary styles are softer and more conducive to mixing and matching than ever. At Lawrance, we feature many styles that can be customized to enhance your décor. Just ask us and we'll do our best to find a bespoke look that you love.



👉 Your choice. These comfortable swivel chairs can be fully customized in fabric or leather.

Define Your Personal Style

Dreams really do come true.



Read more about our design service

www.lawrance.com/designservice



Getting Started
Our design team will help you to make your dream home a reality.

So Many Options
Our design library will provide you with limitless options for fabrics, leather, finishes, samples and more.

"The design team at Lawrance was incredible and very professional to work with throughout the design process. They listened to what I wanted and suggested furnishing options that worked with my tastes and lifestyle while staying within my budget."

- Parvin M.



Fully visualize your furnished and accessorized room before you make a decision.

Some of our customers know exactly what they want. Others don't know where to begin.

No matter what your starting point, we're here to guide you through the design process. We'll start with a consultation at your home – we call it the getting-to-know-you phase. Show us your Pinterest boards and shelter magazine clippings and we'll take it from there. Or just tell us what appeals to you, from a favorite color to a shirt pattern that makes your heart sing. We'll figure out your personal style even if you're not entirely sure of it yourself.

Don't just imagine it—visualize it
Sometimes it's impossible to see the big picture until you actually see the big picture. That's where we come in. We'll visit your home, take precise measurements, and interview you to understand your needs and wants. Once we've got all that jotted down, we'll head back to Lawrance and put together a detailed 3D presentation just for you within a few working days, depending on the scope of the project.

We'll pick out the products we think you'll love and show you how they'll work with your floor plan. You'll see exactly what your space will look like, right down to the accessories. We can even come up with alternative options. All you have to do is decide what you want to order.

Showcase your stuff (or hide it entirely)
Perhaps you have a stunning piece of art that deserves to be the centerpiece of your space, or maybe it's an antique Persian rug that you bought abroad decades ago. We can recreate your most cherished objects in our virtual floor plans to make sure they're the focal point of your newly cohesive space.

We'll make sure every last color and shape is complementary. On the flip side, we're experts at hiding the stuff you don't want to see, from everyday clutter to eyesore appliances. If you need storage space, we'll get creative and find seamless solutions, whether it's a coffee table that doubles as a catch-all or a bookcase that folds down into a guest bed.

Love The Home You Live In™
Don't just dream about the home you've always wanted. At Lawrance, we'll show you how to achieve it. We're here whenever you're ready. Just ask us how to get started. We can't wait to help you make it happen.



To schedule your initial complimentary consultation, contact our design team today.

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ABOVE: Lester lounge chair and Manolo two-piece sectional sofa in stainless steel with Walnut Burl cube table – all items designed by Ransom Culler and Guy Hill

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Made for Entertaining



These designer pieces are all about fun

still sophisticated. Hang a dramatic light fitting directly above the table to complete your modern formal dining room.

more social; rather than abandoning your guests while you prepare dinner, invite them to join you over appetizers and a glass of wine while you work!

Gathering

Invite your guests to settle in awhile with a row of stylish barstools. Designers often pour a great deal of creativity into barstools, and they offer a fabulous opportunity to run wild with color and style. Pair them with a high kitchen counter for a flexible solution where the kids can have breakfast in the morning and the adults can share a drink at night. A well-appointed high counter or breakfast bar can also make cooking

Don't have the space for a high counter or bar table? Consider a bar cart. They look spectacular when parked in a corner of the dining or living room, and allow you to move your entire collection of bartending gear, glasses and bottles to wherever your guests are. You'll always be ready to take the party poolside, serve after dinner cocktails, or let visitors try their hands at mixology.



Roomy, adaptable sectional seating encourages guests to linger.

➊ Use sectionals to create a spacious and welcoming conversation area.

➋ Use sectional or modular seating to create a conversation zone.

➌ This single-purpose dining area is beautifully appointed, yet relaxed.

Summer cookouts are just the beginning. Entertain friends and family year-round by equipping your home with the best in dining, bar and cinema furnishings.

Conversation

Modular seating sets offer amazing comfort and flexibility. They're ideal for rooms dedicated to togetherness and conversation, and can be reconfigured whenever the occasion calls for it. A large modular set does away with the awkwardness of trying to position a traditional sofa and chairs into a configuration that works for everybody in the room.

Dining

Whether you use it every day or reserve it for guests, a formal dining room sets a special tone for meals. What better way to showcase your style and enhance the dining experience than to host in a spectacular room? And formal need not mean conservative or stuffy. Start with a table that makes you want to permanently retire the tablecloth; think quality materials, sculptural legs and gorgeous finishes. While matching chairs are a good look, they're not the only game in town; mix and match chairs that are different shapes but the same color — or vice versa — to create an impression that's unconventional but





Turn the kitchen into a social space and you'll never cook alone again



Why settle for anything less than a real cinema experience?

➊ Barstools in the kitchen will take you from breakfast to late night drinks.

➋ These home theater recliners are shamelessly luxurious.

➌ Theater style seating will transform your movie night experience.

➍ Use a wall unit to display physical media to its best advantage.

Home cinema

There are movie nights, and then there are nights at the movies. Why settle for anything less than a real cinema experience at home? Equip your media room with a row or two of theater style chairs, in fabric or leather upholstery, for the ultimate in viewing comfort. With cupholders, in-arm controls and even built-in charging docks, modern home theater recliners are shamelessly luxurious.

As for the screen itself, move past the utilitarian TV stand and frame your flatscreen within a home media console or wall unit. Both will raise your TV to an optimal viewing level while hiding

away speakers, components, and gaming controls. The best units also offer cord control to keep wires untangled and out of sight. Finally, a well-designed console or wall unit reinforces that the screen is the focal point of the room, which in turn changes how visitors experience the space.

With furniture and accessories that are a joy to use, it's easy to punctuate your home with spaces dedicated to pure enjoyment. Ask your Lawrance interior designer for advice on furniture made for entertaining, and prepare to open your home to friends like never before.





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Creative Accents traces its roots back to 1963, when Ken Hensler, a young graphic artist and entrepreneur began crafting shag rugs on his wife's sewing machine. Today, Creative Accents is still crafting fine hand sewn shag rugs just as their founder Ken did, and have expanded its operations into creating beautiful low pile rugs as well. Creativity should never be limited, and neither should your rug. Come into Lawrance Furniture today and let our excellent design staff help you create a custom crafted area rug in any size, any shape, and any color.

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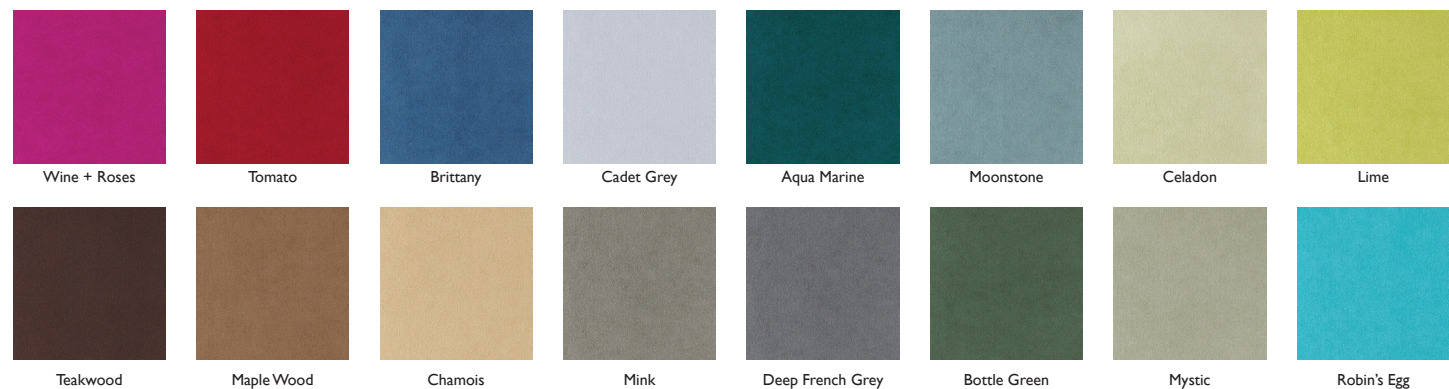
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Double Duty

Furniture and accessories that deliver more than meets the eye



Whether it's a condo or a more generously proportioned house, we all expect the space we have to perform a lot of functions. One way to ensure that your home is working both harder and smarter is to furnish with pieces that serve multiple functions.

Beds with storage

Space is often at a premium in the bedroom, particularly in older houses with tiny closets. Opt for a bed with generous storage and you'll instantly free up a swathe of room for clothes, making you and your partner a little happier. While some beds feature drawers and/or hidden panels behind the headboard, others lift up to reveal huge storage areas. With this much under-bed storage, you can stash



Take full advantage of your space with multi-function furnishings.

- Modern takes on the sofa bed are supportive and stylish.
- This cabinet boasts cleverly hidden storage for media and consoles.

- This space-saving extension table folds down easily to double as a kitchen table or worktable.
- Modular seating lets you rearrange your space whenever you like.



bedding, books and out-of-season clothes where they're easily accessible yet totally invisible.

Sofa beds

Sofa beds used to get a bad rap; they were uncomfortable as beds and no great shakes as sofas, either. But those days are happily over. Now top designers and manufacturers are creating sofa beds that are comfortable, supportive and good looking. They're an ideal solution for small guest rooms, multi-function spaces and offices.

Ottomans

Ottomans are a welcome addition to almost any space, from the entry hall to the bedroom; they look great and are easily portable. For added convenience, many ottomans double as storage, with

seats that lift up to reveal a handy spot for keeping throws or cushions. Built-in trays are another surprisingly useful feature – simply flip the seat and you've got a handy substitute for your side table or coffee table.

Extension tables

Extension tables have been a must-have for generations, and contemporary designers are constantly producing new iterations. They're perfect for frequent entertainers and anyone whose extended family is often in and out. Contemporary versions are typically designed without the insertable leaves that characterized older tables, so there's no need to store or fiddle with extra parts.

Flexible seating

Modular seating already offers fantastic flexibility, and is a great choice for anyone who likes to rearrange their space from time to time. And some contemporary sets offer even more, with highly adjustable seats that behave like recliners, letting you adjust your position as well as your room layout. Add a swivel chair or two to the mix, and you'll be ready to change the orientation of the whole room at a moment's notice.

Lawrance carries a great selection of furnishings that are ready to do double duty with cleverly hidden functions. Ask our showroom staff for a demonstration!

Space Savers

Straight from Italy, these clever transformable pieces are bestsellers at Lawrance

OZZIO ITALIA

See more space saving systems by Ozzio at www.lawrance.com/Ozzio



The Box Legno convertible coffee table is another incredibly clever offering from Ozzio. In its lowered position, it's a handsome standard-height coffee table.

With a simple adjustment to the pneumatic-lift base, it can be raised to a midway position that's just right for sitting at the sofa while working on a laptop or eating a casual meal in front of the TV. But it gets even better. The Box Legno also lifts further to function as a dining table that seats up to 10. Talk about more bang for your buck.

We carry several other Ozzio designs, as well. Stop by our Hillcrest or Encinitas showrooms to see just how simple it is to transform these bestselling shape shifters. We're certain you'll be as captivated by them as we are.

Looking for a space-saving transformable wall unit?

Lawrance Furniture also features the Italian made collection by Clei. A smart solution for guest rooms and home offices, the ultra-customizable Clei systems can fold down to transform a desk or cozy seating arrangement into a bed, along with ample hidden storage.

The Box Legno Convertible Coffee/ Dining Table by Ozzio exhibits the latest technology and materials in European convertible tables.

Tango Sofa Stylish and contemporary wall bed space saving system available in different configurations.



When it comes to modern living, multi-tasking pieces can make all the difference in your home. We're admittedly obsessed with furniture that's as functional as it is attractive. That's why we can't get enough of Ozzio, a high quality Italian line featuring unique tables that transform like magic.

Ozzio's 4 x 4 extendable dining table, which won the prestigious Red Dot Award this year, really must be seen to be believed. Available in a number of striking finishes and bases, the

brilliantly engineered table unfolds and expands with ease through a multi-directional system of hidden leaves.

It takes less than 60 seconds to turn an everyday dining table for six into a dinner-party ready gathering spot for up to fourteen guests. This makes the 4 x 4 an ingenious solution for open floor plans and tighter spaces, but the design is so stunning that it's an ideal fit for any home.

The new table 4X4 presents an exclusive opening system.

Once extended it seats up to 14.

Check out all space saving systems by Clei

www.lawrance.com/cleisystems



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BEAUTY BECOMES YOU

From the country of Portugal comes the Aleal collection of sophisticated and elegant furniture. This collection is handcrafted by artisans in Vandoma, a walled, harbor town with a rich history and proud culture. Clean design elements combine with functional artistry to produce furnishings that can be as fun as they are as sophisticated.

When only the highest quality and most unique designs will do, these are the furnishings you need to showcase in your home or office.

This contemporary collection by Aleal is available exclusively at Lawrance showrooms in San Diego and Encinitas.

Luxury and Durability



Choose performance textiles that are right for your home

Green credentials: Since 2010, Toray has been working toward a more eco-friendly Ultrasuede production process. Recent environmentally friendly innovations include the introduction of plant-based polyester into the formula for Ultrasuede, and a chemical recycling program that has reduced factory energy consumption and carbon emissions by 80%. The *Ambiance*®, *Dimensions*® and *Marathon*® lines are made from 100% recycled microfiber.

Care: Ultrasuede requires minimal maintenance to keep it clean and fresh. It is machine washable, and liquid spills bead and run off without being absorbed. Most water-based stains can be cleaned up with just a damp cloth, while a mild detergent or solvent will lift off tougher, oil-based messes. Air dry, then brush the nap back into place with a soft brush.

Crypton

In 1993, midwestern entrepreneurs Randy and Craig Rubin developed *Crypton*®, an antimicrobial, stain and water repellent fabric that was breathable and free of the vinyl coating that was previously considered essential. That gave *Crypton* a softer, more natural feel than its competitors and made it an ideal fit for high end furnishings. A heavy duty fabric that looks and feels like a luxury textile, *Crypton* is also resistant to fungus, abrasions, odors, and flames.

Applications: *Crypton*'s popularity has led to the development of several different lines, including *Crypton Home*® (for domestic specifications) and *Crypton Outdoor*®. Today, *Crypton* offers over 2,000 upholstery fabric options in a huge range of colors, textures and patterns, making it perhaps the most diverse producer of technical fabrics. In addition to fabric by the yard, the *Crypton Home* line includes furniture, decor, accessories, and a line of pet beds and throws, designed in collaboration with William Wegman.

Green credentials: *Crypton* is a GREENGUARD Gold Certified technology, which produces low chemical emissions and is free of potentially harmful materials. A closed loop manufacturing process recycles waste, including 100% of fabric scraps.

Care: *Crypton* is designed to resist liquids, causing them to bead and run off. Most stains can be cleaned with laundry detergent and water. *Crypton* also sells professional grade stain removers, fabric disinfectant and a pet safe cleaning spray.

Opting for a performance fabric costs a little more, but the ease of living they bring to a busy household is well worth the added expense. Ask a Lawrance designer about upgrading to performance fabric upholstery that can withstand years of exploration by little hands and paws.

🔍 This vibrant sectional was designed by American Leather and upholstered in Ultrasuede.

🔍 Ultrasuede's color goes right through the fabric, ensuring that it looks exactly the same on both sides.



Once, having a young family meant putting your interior design dreams on hold. White couches plus juice boxes equaled disaster, and pets were a whole other source of textile-ruining accidents. But thanks to advanced performance fabrics, a busy family life and luxury furnishings now go together just fine. The only challenge is deciding which of the top durable fabric brands best suits your needs.

Ultrasuede

A classic performance fabric, *Ultrasuede*® was invented in the 1960s by Japanese company Toray, which still owns the brand. It consists of three layers of vanishingly thin ultra-microfibers — surface, structure and scrim — bundled with a polymer binder to create a soft, suede-like texture that's durable and resistant to spills and stains. A similarly priced performance alternative to good leather, it's just as

durable but softer to the touch and available in a wider range of colors.

Applications: *Ultrasuede* is tested for color fastness, air permeability (which prevents odors and mildew from becoming trapped), tensile strength, and abrasion endurance (passing over 200,000 'rubs' on the Wyzenbeek standard test). Its exceptionally high performance in all of these categories make it ideal for upholstery, especially in sunny and humid climates. *Ultrasuede* is also a great option for pet owners; its microscopic structure resists scratching, it's stain resistant, and it doesn't have a weave to trap loose strands of fur.

🔍 Performance upholstery resists spills, including red wine, keeping your bar stools and dining chairs safe.

🔍 *Ultrasuede* combines a soft, velvety hand with incredible durability.



These high-end fabrics are as strong as they are beautiful.



designicons: baloo

designer: Olav Eldøy

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Contemporary Home

kən' tempə, rere/ /hom/

WE'RE CONTEMPORARY DESIGN GROUP, an association of independent contemporary home furnishings retailers. Contemporary Home is our annual publication on trends, style, and interior design. We believe in going the extra mile to share our expertise with you and your family. That's because our member showrooms are all locally owned and operated—we're proud members of your community!

Contemporary Design Group members are passionate about keeping up with the latest designs. You're guaranteed to find unique items in our showrooms that you won't find in the typical chain furniture store. We also believe in looking out for our neighbors, so we sell our top quality furnishings at the most reasonable prices possible. And if that wasn't enough, shopping at our member showrooms puts more money back into your local economy through job creation, sponsoring community activities, and local & state taxes. It's a win-win for you, your home, and your hometown!

Contemporary Design Group has member stores in cities throughout the U.S., including the retailer featured in the issue that you're reading right now. Let us help you define contemporary in your home!

What happens when you shop at a locally owned store?

- More of what you spend stays in your community through payroll dollars, sales taxes, property taxes, and other general expenses.
- The owners and their managers and employees live in your community. Their kids go to your area schools, shop in your supermarkets, and experience the same traffic, weather, and local news. This means they understand where you live.
- Locally owned stores give back. They are the first ones called for auction donations and sponsorship dollars because the organization asking them knows they care about the community.

1. Unique designs and styles hand selected by our talented designers.
2. Home furnishings that follow modern ideas and fashion in style and design.
3. A Contemporary Design Group publication, your local, independent experts in contemporary home furnishings.

- The tax dollars they collect and/or pay to the community and state fund the services that help you, not someone in another state: emergency, police, fire; schools; road maintenance, etc.
- You get to 'kick the tires' before you make a decision. You can see the colors and samples and options in person. You can examine the quality of a dresser and do a 'shake test' on a bed. You can sit on the sofas, loveseats, sectionals, office chairs, dining chairs, and benches before you commit to living with them. Touching, feeling, sitting, and lying down on furniture before you buy it can be pretty darn important.
- An experienced professional is there to assist you in person, to answer your questions, to solve your problems, and even to offer a great place to grab lunch when you're in the neighborhood.
- You become part of the success of your community.

👉 To learn more, visit us at contemporaryhome.com

Lawrance Celebrates 80 Years

This April, Lawrance Furniture will celebrate its 80th anniversary. We're proud to have been a San Diego fixture for so long, and when we pop the corks to toast our big occasion, we'll also be raising a glass to the people that have made this all possible. We're talking about you!

At Lawrance, we're big believers in the importance of local businesses. When you buy local, you're working with a company that's part of your community. We're passionate about San Diego. Many of us grew up here. We've raised our families here. So it's no surprise that we care so much about our customers.

We also believe it's crucial to give back to the community that has supported us for decades. That's why Lawrance is involved with so many local nonprofits. From the Museum of Contemporary Art San Diego to Rady Children's Hospital, we are champions of organizations that make our city a better place to live.

Our motto is to "Love the Home You Live In". We feel the same way about San Diego.

So here's to you, our customers and community. We hope to serve you with pride for another 80 years!

👉 3 generations of Haimsohn's, Ed, Howard and Joel.

👉 Modern Furniture Co changes name to Lawrance in 1981.



A few comments from our clients...

"From beginning to end, Lawrance Furniture delivers top-notch products and service. We will definitely return for our next furniture purchase." - **Rick F.**

"A comfortable, no pressure environment. Excellent selection. Superb quality. Friendly and knowledgeable staff." - **Costas K.**

"The customer service and attention to detail at Lawrance is top notch!" - **Amy T.**

"This is a great place for contemporary and custom furniture. They showcase one of a kind pieces and great service." - **Kathy D.**

"Overall my impression is that there is great communication amongst all employees and management and they all truly care about us as customers! We need to furnish more rooms in our new home and I am excited to work with Lawrance again in the future!" - **Melissa S.**

"I've been shopping at Lawrance Furniture for 15 years now. My entire home is decorated with furniture from this store. I love their products!" - **AnaMarissa**

"My wife and I have had great experiences with Lawrance furniture. They have very unique furniture and accessories which will fit almost any room." - **John M.**



24 independent retailers, 37 showrooms coast to coast.

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