

TRADITIONAL HOME[®]

May 2011

pretty
ROOMS

JUST RIGHT FOR SPRING

plus,

20 NEW TRAD
DESIGNERS
20 AMAZING
FRESH LOOKS

SAN FRANCISCO
SHOWHOUSE
30 YEARS OF
ELEGANT STYLE

TREND: LOVELY
LACE WHERE YOU
LEAST EXPECT IT

DISCOVER LUSCIOUS
COLOR FROM L.A. TO
LITTLE ROCK

20



New Traditionals *we're keeping an eye* *on these designers*

And you should, too! How do you interpret traditional? With a cherished antique wing chair, a crystal chandelier from an auction, toile wallpaper, a Louis XVI ghost chair? These 20 New Traditional design talents come from diverse backgrounds: Harvard MBA (Tom Delavan), a marketer for Disney (Lisa Sternfeld), an art history scholar (Patrik Lönn). They range from bold statement-makers to subtle whisperers. What they all have in common is an uncommon ability to explore what it means to be traditional in the 21st century. Have a look at Nina Freudenberger's houndstooth-check dress form, Anne Maxwell Foster and Suysel dePedro Cunningham's branch-frame mirror, Jeff Andrews' insouciant ivory shag rug.

Dean of American design Albert Hadley wrote, "The essence of interior design will always be about people and how they live. It is about the realities of what makes for an attractive, civilized, meaningful environment, not about fashion or what's in or what's out. This is not an easy job." Maybe not, but these gifted designers make it look that way.

TradHomeMag.com This month marks the premiere of our first digital magazine. *Trad Home*, a fresh addition to the digital design world, is a collaboration with the online magazine *Lonny*. Go to TradHomemag.com to view designs from these 20 New Traditionals—and much more.



Amy D. Morris

Amy D. Morris Interiors

With a fondness for soft palettes and a relaxed style infused with tempered luxury, Atlanta-based Amy Morris creates interiors that exude Southern charm and comfort—paying special attention to architecture, scale, and lighting of a space (amydmorris.com).