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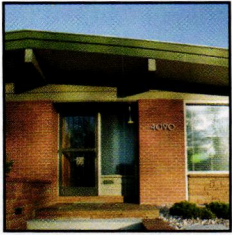
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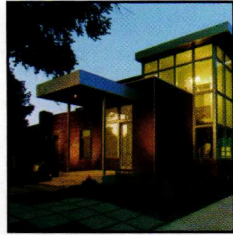




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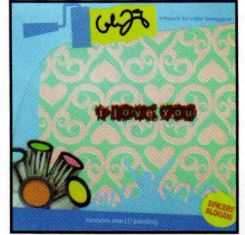
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# INSIDE



OUR LOVE OF ARCHITECTURE AND DESIGN FLOWS  
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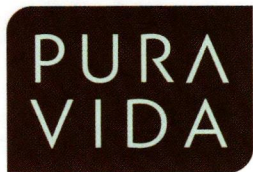
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SPINNING

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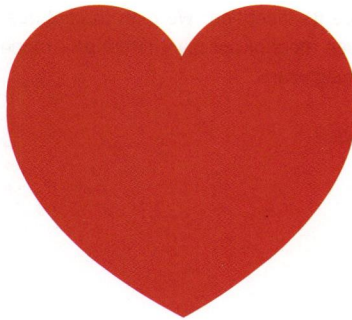


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The Mead boys hop in Dad's vintage Mustang Fastback.

## BUNDLE UP WITH MID

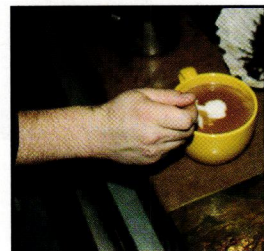
Winter is here, and in this issue we bring you some of the season's brightest designs, a look into a lovingly lived-in mid-century home, a conversation with a new and innovative design firm, a retrospective on the iconic Airstream, the latest in modern offices and all of our regular features. For the most up-to-date information on the best modern events in the city, look to our website.

As we reflect on this past year and look forward to 2010 we are excited by the growth Modern In Denver has seen since its inception. We plan to continue to expand our distribution and bring you even more of our favorite things – modern art, architecture and design – in the coming year!

Happy holidays and a magnificent new year!

William Logan      Alaina Gonzales  
*Publisher*            *Editor*


### THE COVER SHOT:



Azure Avery was shot at Studio 6 Coffee House in the Nine10Arts building on Santa Fe Drive where Michael Keen helped add a modern icon to the cover. Michael is one of the most talented latte artists in the country and has been featured on The Today Show creating incredible pictures in the latte foam. He was generous enough to help us make our cover a unique one by drawing an Eames LCW chair in Azure's latte!

modern living  inside and out

# mid

MODERN  DENVER™

**PUBLISHER** William Logan

**MANAGING EDITOR** Aimee Brainard

**EDITOR** Alaina Gonzales

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**PHOTOGRAPHY**

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**WRITERS**

Marc Herndon, Megan Hudacky

Melissa Belongea, Forrest McClure, Jenny West

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telephone number: 720.255.1819

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Modern In Denver is created by the dexterous hands and sometimes agile minds of Indelible Inc. using Mac OS 10.5.8, Adobe Illustrator, Photoshop, InDesign and Lightroom with Fontcase, an HP Laser printer, pandora.com, a spiral notebook, a ruler, a PaperMate flexi grip pen and a much needed sense of humor.

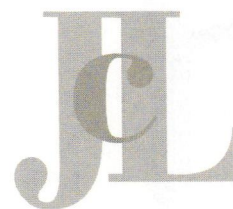
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




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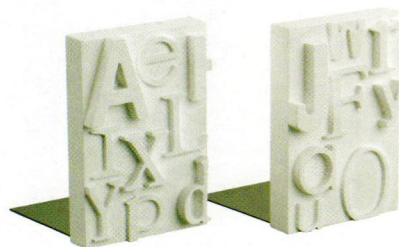
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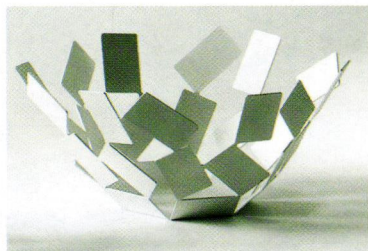
EACH ISSUE WE PICK A COLOR AND EXPLORE A LITTLE OF ITS HISTORY, CONNOTATIONS AND SYMBOLISM. SOME FUN, INTERESTING AND COLORFUL INFO! **A LITTLE COLOR**

WORDS: AIMEE BRAINARD

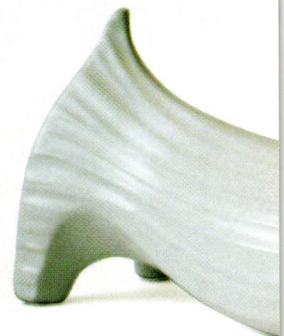
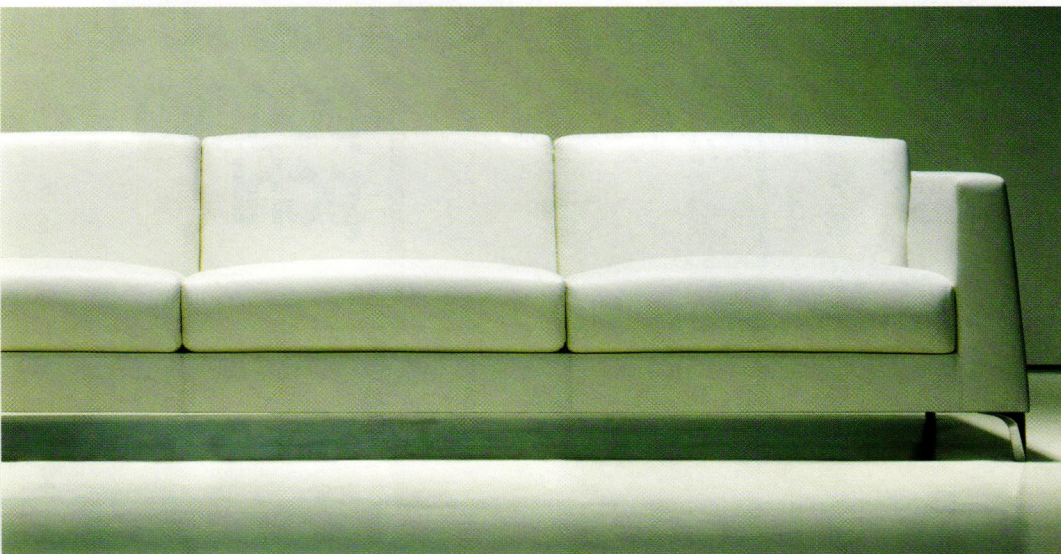
*Aimee Brainard is a color and material design professional with special expertise in trend insights, forecasting and design strategy. She has consulted for numerous companies in industries ranging from automotive to consumer products.*



## THE WHITE STUFF



White is one of the few colors that always looks up-to-date and can instantly refresh any space. A popular and easy décor choice due to its versatility, white is showing up everywhere in a myriad of finishes from high gloss to matte and textural surfaces. White is a smart, modern and timeless statement. With some of these ideas, your next interior design move is **white** around the corner!



**CLOCKWISE FROM TOP**

Shaggy Pillow  
+ [cb2.com](http://cb2.com)

Poppy Suspension Lamp by Burkhard Dammer  
+ [LZF-Lamps.com](http://LZF-Lamps.com)

Plate Bowl Cup ceramic tableware by Jasper Morrison for Alessi  
+ [modlivin.com](http://modlivin.com)

Elle lounge and ottoman designed by John Niero for Loewenstein  
+ [sourcefour.com](http://sourcefour.com)

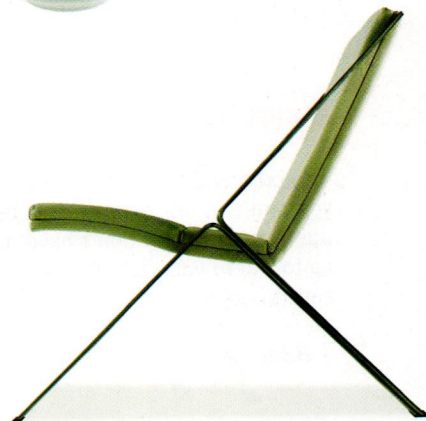
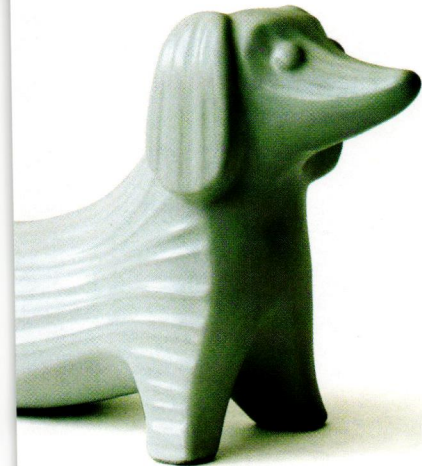
Ceramic Dachshund  
+ [jonathanadler.com](http://jonathanadler.com)

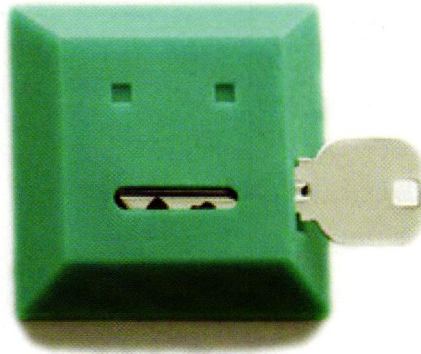
Calibra.02 lounge by Claudia + Harry Washington for Bernhardt  
+ [jclnet.net](http://jclnet.net)

MT02 La Stanza Dello Scirocco fruit holder by Mario Trimarchi for Alessi  
+ [modlivin.com](http://modlivin.com)

Alpha Bookends  
+ [crateandbarrel.com](http://crateandbarrel.com)

Bauhaus Arc Floor Lamp  
+ [cb2.com](http://cb2.com)





## FIELD STUDY | OBJECTS | etc.

surveying what's new and exciting : *inside and out*

words:

Megan Hudacky

### KEY HOLDER

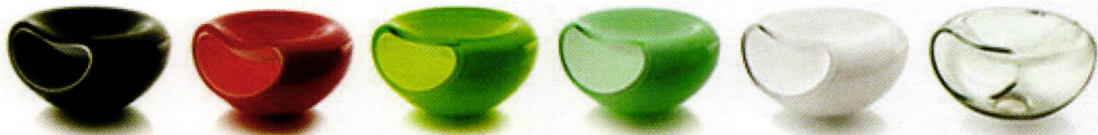
The bold and playfully colored “Keat” will make you smile in an instant - just rest your key in the opening. Now you don't have anymore excuses as to where you last left your keys. Available in several colors.

+ [83design.jp](http://83design.jp)

## GLASS BOWL

The “Smiley Bowl” by Eva Solo provides a soft touch to any modern space. This organic decorative bowl is made of laminated glass and has two separate compartments for your entertaining needs.

+ [studio2bdenver.com](http://studio2bdenver.com)

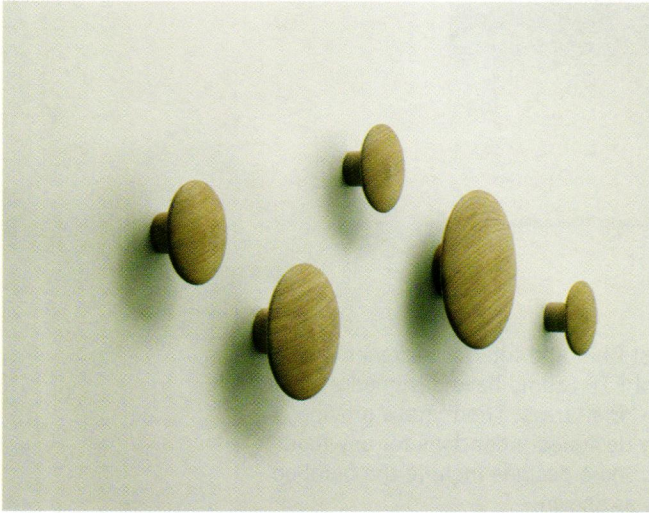




### ACCENT TABLE

As long as your house has walls, the "Pivot" table designed by Shay Alkalay for Arco, can be placed anywhere in your home. This convenient standing-wall cabinet provides two drawers that pivot open to store and hide all of your goods.

+ [arco.nl/en/](http://arco.nl/en/)



### WALL HOOKS

Oversized “Dots” provide a simple solution for hanging clothing while adding a contemporary touch to your space. Designers Tveit & Tørnøe suggest that every once in a while you uncover these perfectly shaped hooks and enjoy their design.

+ [muuto.com](http://muuto.com)



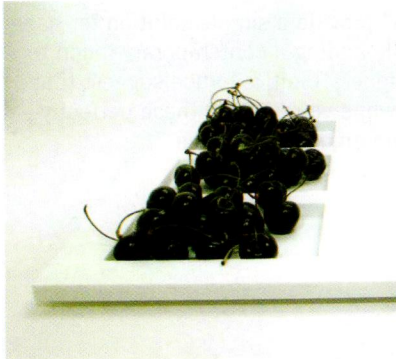
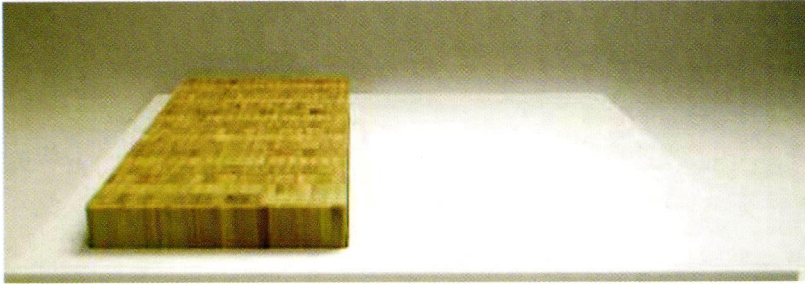
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### TRAY

Architect West Chin and interior designer Roseann Repetti of FTF Studio have designed a sleek line of white Corian trays. “Pod” trays provide symmetrically designed indentions for any food presentation. Some designs include the bamboo cutting board as shown.

+ [ftfdesignstudio.com](http://ftfdesignstudio.com)

### SPIN TOPS

Charles and Ray Eames-inspired “Select Edition Spinning Top Sets” have been designed by Klein Reid for Herman Miller based on the philosophy of the 1969 Eames film, *Tops*. The beautifully crafted walnut spinners may be used as art or fun; personally we opt for fun. Enjoy!

+ [hivemodern.com](http://hivemodern.com)

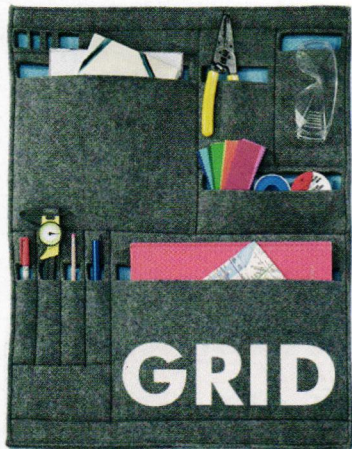




### COFFEE TABLE

This is not your typical coffee table. The Umbra “Mimosa Coffee Table” designed by Matt Carr, introduces form and functionality. The angled base allows for the display and storage of your favorite books and magazines.

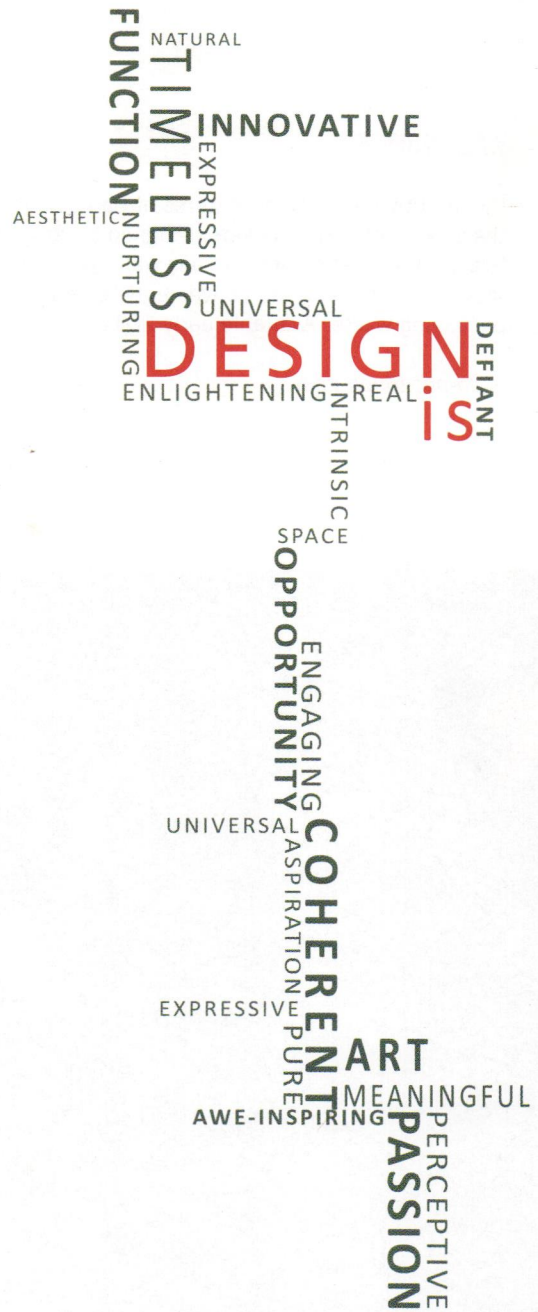
+ [invironments-design.com](http://invironments-design.com)



### WALL ORGANIZER

The “Grid Wall Pockets Organizer” by Mio Culture is comprised of a smart grid of compartments for all of your storage needs. Made of recyclable felt.

+ [modlavin.com](http://modlavin.com)



I | I D | A

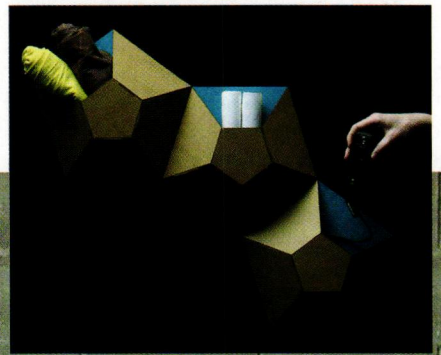
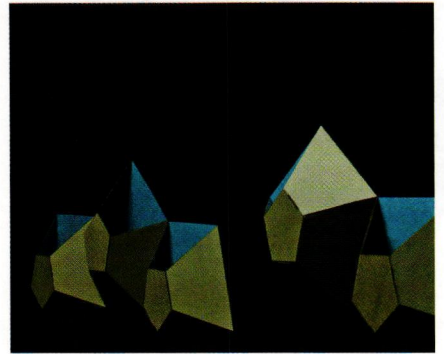
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## WALLPOCKETS

Inspired by the brilliant textures of barnacle clusters, these wall mounted pockets designed by Ampersand Brand make a statement on any wall. They are made of recycled cardboard and conveniently ship flat for less packaging waste. Available early 2010.

+ [do-not-touch.com](http://do-not-touch.com)





## CUPS

Mix and match these “Collectors Item” cups for a creative table display. Each of these six uniquely designed ceramic cups don different graphic designs in a palette of black and gold.

+ [boconcept.us](http://boconcept.us)

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[milehimodern.com](http://milehimodern.com)



## PILLOWS

These mid-century modern-inspired coordinating pillows are hand-made from 100% recycled polyester with environmentally safe inks. While one of these iconic chairs may be out of your reach, these pillows are easily attainable - you can even collect several!

+ [inhabitoliving.com](http://inhabitoliving.com)



## FLASHLIGHT

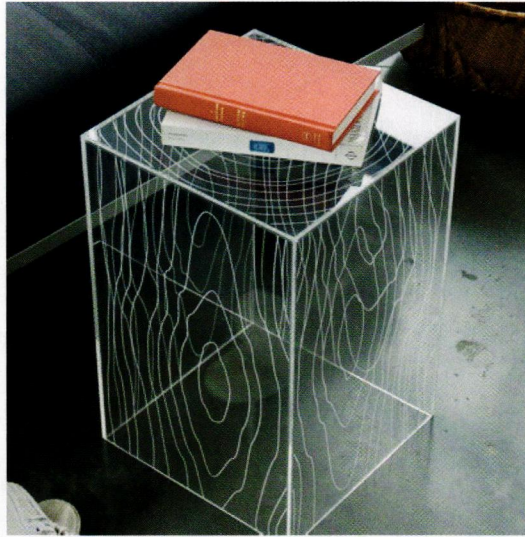
Cooler than the standard flashlight, this one made of beech wood designed by Jonas Damon is a bright design whether it's turned on or off.

+ [momastore.org](http://momastore.org)

## SIDE TABLE

Add a clear statement to any modern space with this Timber Table by Gus Modern. This new take on faux bois mixes organic lines with modern materials.

+ [modlivin.com](http://modlivin.com)



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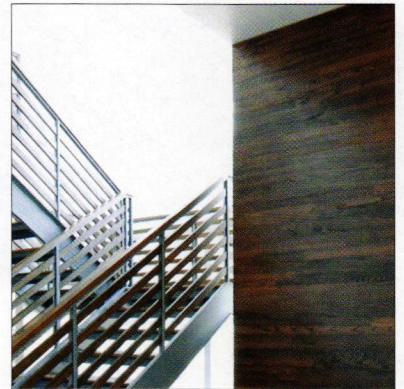
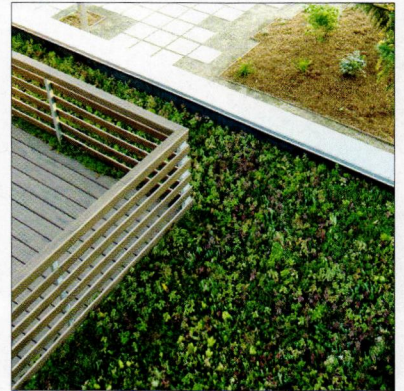
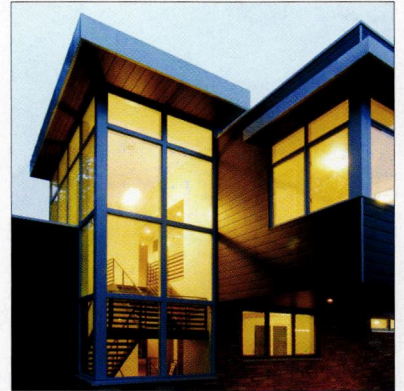
 "functional art for the modern home"

[jbsdesigns.net](http://jbsdesigns.net)

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# MODERN VINTAGE

Monte and Carla Mead applied a Designer's eye and a collector's passion to make this mid-century modern house in Wheat Ridge the perfect home for their modern family.

WORDS BY MARC HERNDON

PHOTOGRAPHY BY HANS OSHEIM & JOHN JOHNSTON

"I LOVE THE WARMTH OF OUR HOUSE," MONTE SAYS. "MODERN CAN SOMETIMES HAVE A STERILITY TO IT, WHEREAS OURS FEELS READY TO BE LIVED IN."



LEFT: The geometric entryway shelving displays vintage accessories and serves as a room divider.



ABOVE: The Mead family spends quality time together in their living room amongst a mix of functional and relevant vintage and Danish-inspired furnishings.

**MONTE AND CARLA MEAD RECOGNIZE POTENTIAL.** They began their home search looking for a perfect “Denver Square,” but eventually gravitated to ‘50s modern when they realized the additional living and storage space mid-century houses have. The potential for an integrated garage was a big plus as well, particularly for the couple’s classic car collection. As their two-year search continued, however, they became increasingly discouraged. “Many had been ‘Home Depot-ed,’” Monte explains. “We were looking for a relatively unmodified original.”

Five miles northwest of Denver in the Wheat Ridge community, the Meads discovered a one-owner classic that went well beyond their expectations. Built on a hill overlooking what

used to be acres of carnation fields, the 1950s’ home is designed with a nod to California developer, Joseph Eichler. Topped with a low sloping A-frame roof, the façade is an intricate combination of asymmetrical brick, fieldstone masonry and glass.

The subdivision, known as Melrose Manor, owes its namesake to the home’s original owners, Mildred and Melrose Davis. Not surprisingly, Melrose Davis got his start in the flower business. He developed the neighborhood beginning in 1955, by providing parcels to his children. Kent Davis, the Davis’ son, still resides in the area. A nearby elementary school bears his father’s name.

From the moment you twist the doorknob, with its playful sunburst cover, you feel transported in time. Glazed aquamarine mosaic, original to the house, covers the entry floor and establishes a cubic geometry repeated subtly throughout. Custom shelving echoes the motif and doubles as a screen between the entry and adjacent living space.

The main living and dining areas boast high, pitched ceilings with exposed wooden beams. Open clerestories channel sunlight between rooms and promote an overall feeling of transparency. "I love the warmth of our house," Monte says. "Modern can sometimes have a sterility to it, whereas ours feels ready to be lived in." The Meads' two sons, Wyatt and Holden, love the wide-open floor plan. "The boys run laps encompassing the kitchen, the dining/living and back activity

room," says Carla. "I always know where they are and can usually hear what mischief they are up to."

Outside space is just as lively as those found within the home. Charles Elliott, A landscape architect (and family friend), helped the couple design exteriors that are both kid-friendly and dramatic. A cubic array of fieldstones frames the lawn, while seamlessly reinforcing the home's modern aesthetic. Retro patio furnishings in a poppy avocado green set the stage for warm weather entertaining.

The Meads have spent many weekends building their compatible mid-century furniture collection. Finds include an Edward Wormley designed sofa, occasional tables by Stow Davis, a Lehigh-Leopold-inspired console and seating by

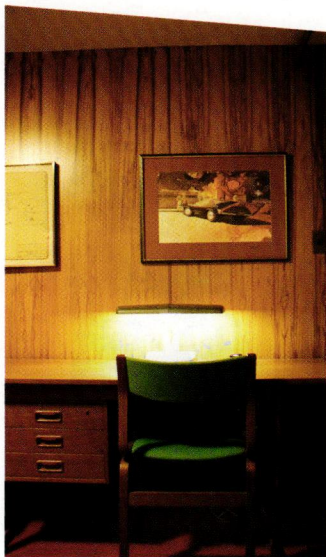
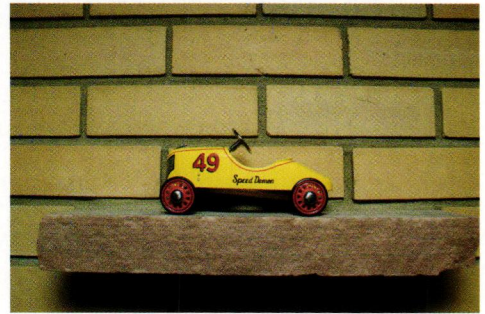
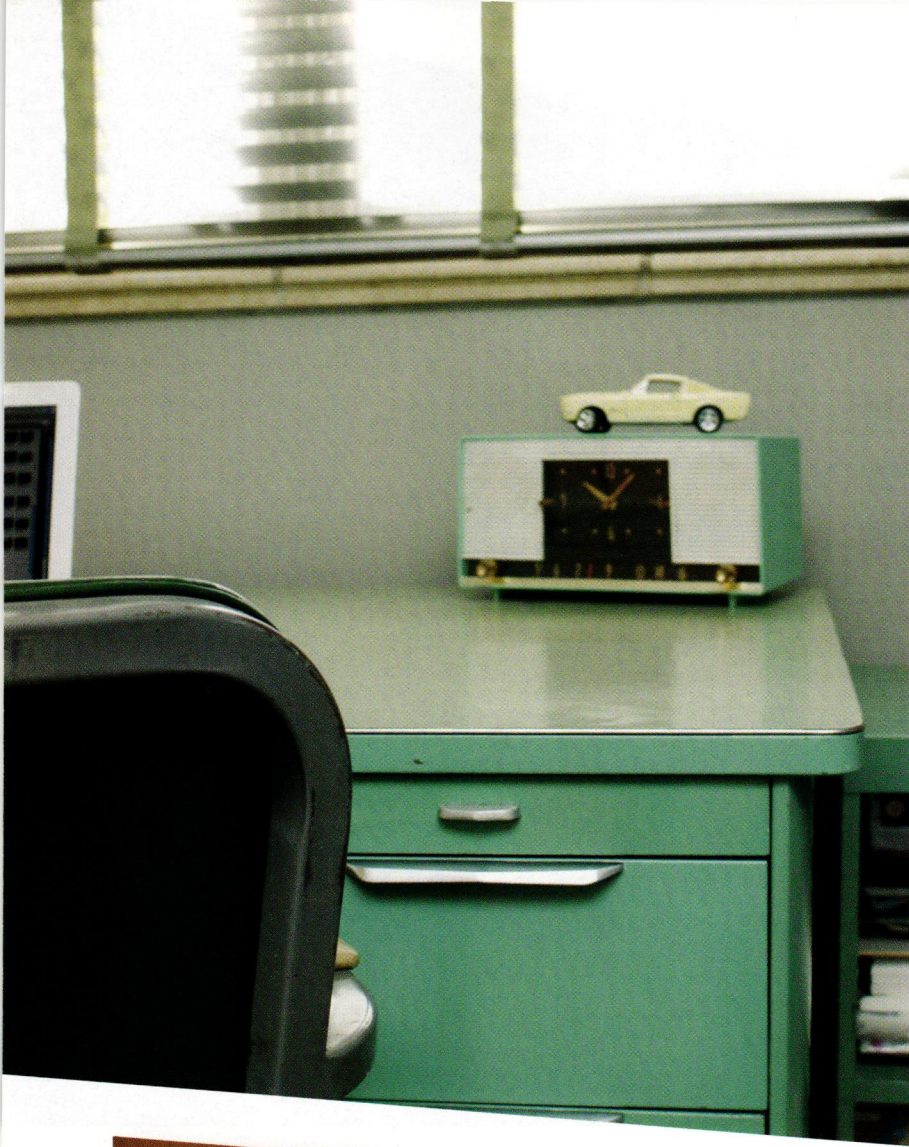
BELOW: An Eames Lounge and Ottoman are well suited to this cozy room adjacent to the kitchen where more collectibles are displayed.



“THE HOUSE WAS BUILT WITH PRIDE IN EVERY NOOK AND EVERY CORNER. IT REMINDS ME TO PAY ATTENTION TO THE DETAILS IN MY OWN WORK – EVEN IF IT’S NOT ALWAYS RECOGNIZED, IT’S IMPORTANT.”

THIS PAGE: The renovated kitchen includes glass tile that mimics the geometric pattern of the entryway and is host to vintage ice crushers and other appliances in playful pastels that hark back to the era in which the home was built.





ABOVE: Standing the test of time, a vintage teal-colored Tanker desk and clock offer a practical solution for the study.

ABOVE, RIGHT: The Mead boys often play in vintage pedal cars that are smaller representations of their father's life size collection. On display here are other toy models of various pedal cars, two of which Wyatt plays with on the far right of the opposite page.

LEFT: Creativity and talent run in the family: an original painting by well-known Visual Futurist and Conceptual Designer Syd Mead (Monte's uncle) hangs in the downstairs office.



LEFT: Holden rocks out on a reissued Fender Telecaster Electric Guitar.

BELOW, LEFT: Holden selects a song on the family's Wurlitzer American II Jukebox that his father found in Fort Collins and restored.

BELOW, RIGHT: The Western-style bar was another Fort Collins find that the Meads installed in the basement for entertaining. The back bar's cabinetry was reclaimed from the home's original kitchen.

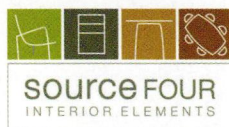




such mid-century style setters as Eero Saarinen and Charles and Ray Eames. Some of the more humorous pieces include a teal, double-pedestal Tanker desk in the study and wagon wheel lounge chairs in the basement bar. "We laugh because even though much of our furniture is forty plus years old, it can withstand all of the abuse our boys can dish out," explains Carla. The boys also enjoy the Meads' vintage toy collection, including Western-inspired Marx Johnny West action figures and antique pedal cars.

Monte, a partner with Cultivator Advertising and Design, was initially drawn to the home's details. Founded in 2001, the Denver-based firm has become well-known for its innovative print and media campaigns for clients, which include New Belgium Brewery, Red Robin, Ink! Coffee and others. Since he and Carla moved to the mid-century neighborhood in 2002, other colleagues with a similar eye have followed suit.

"[The house] was built with pride in every nook and every corner. It reminds me to pay attention to the details in my own work – even if it's not always recognized, it's important."



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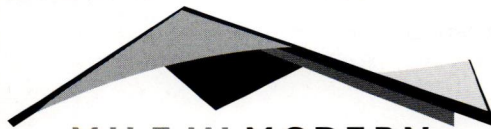
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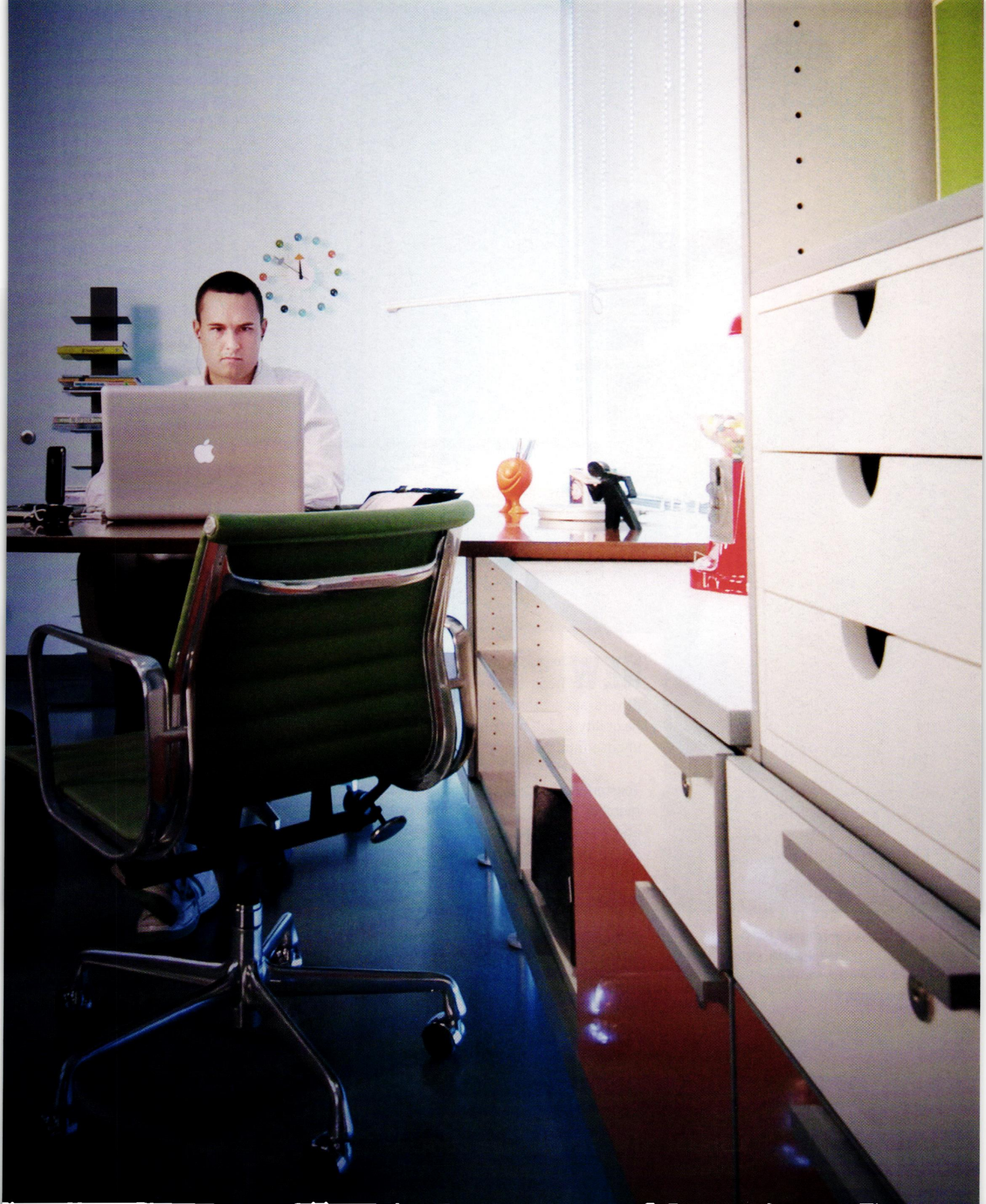
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TROY LERNER, GENERAL MANAGER OF LOCAL ONLINE ADVERTISING AGENCY **BOOYAH!**, TRIES OUT SOME OF THE MOST INNOVATIVE OFFICE WORKSPACE SOLUTIONS ON THE MARKET. NOT JUST STYLISH, SOPHISTICATED AND FUN, THESE SYSTEMS ARE DESIGNED FOR THE MODERN WORK WORLD WITH AN EMPHASIS ON FLEXIBILITY AND COLLABORATION. SO ROLL UP YOUR SLEEVES...

WORDS BY **JENNY WEST**  
IMAGES BY **CRYSTAL ALLEN**





**NEW** technologies paired with emerging market trends are demanding fresh solutions to support different ways of working. Design drivers such as mobility and collaboration are inspiring a new level of flexibility in the modern office. Mobility is a work style in which workers choose multiple places to complete their tasks - in and out of the office.

Telecommuting was an early version of the mobile workplace. Today, mobility is a common tool businesses are using to compact real estate and enable workers to be productive in alternative ways. The everyday use of portable technology and communications can now facilitate many work styles while giving businesses the option of alternative approaches to traditional office solutions.

ABOVE: Troy Lerner, Booyah Online Advertising General Manager, grabs a book off the Sapien Book stand from Design Within Reach.

Today's workforce seems less concerned about individual workspace and, instead, values the quality of interaction spaces like lounges and team rooms. At the Booyah agency, Troy Lerner says, "Our teams need a place to focus, yet work quickly in teams to crunch out these technical ideas."



**ABOVE: IZZY AUDREY STORAGE WITH OFS CUSTOM DESK**

This hyper-flexible, modern office solution accommodates every user's needs: meet Audrey, from Izzy. She's a chameleon that stands out among the rest. Finishes range from traditional wood veneers to polished laminates. The freestanding modular wall design is a one-stop solution for a modern office. Available through Source Four.

# 2.

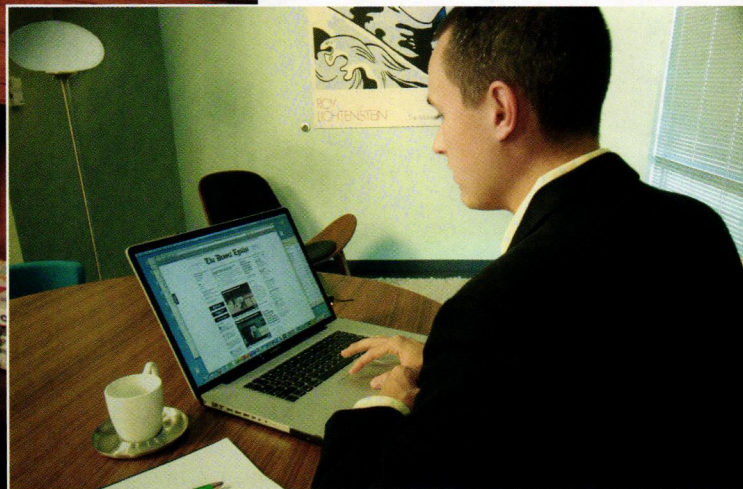


This is a huge shift from the 9-5 industrial era standards. These work behaviors and trends are challenging organizations to create new workplace solutions that support diverse collaboration spaces with flexible individual spaces. Like many organizations, teams at Booyah require more choices than a traditional work environment, where most spaces are assigned to one individual.

Without losing sight of the importance of individual focus spaces, it is becoming increasingly relevant to create an

environment where workers have a variety of options for working effectively.

Flexibility and worker choice is at the height of importance for today's modern office. Furniture manufacturers are constantly creating innovative products to reflect these workplace demands. In private offices, user-friendly storage walls, such as Coalesse's Denizen, allow customization in not only amount of storage, but whether it is open or closed.



**ABOVE: COALESSE DENIZEN DESKING**

Now here's a product that tastefully blends traditional office culture with the beauty and comfort of residential. Denzien desking offers the flexibility of modern, freestanding casegoods with the classic image of a power office. By fusing the socially-inviting spaces of a home with corporate image, this product is a victory for office designers everywhere. Available through OfficeScapes.

ABOVE, TOP: Troy Lerner, Booyah Online Advertising General Manager, and Media Planner, Emily Iverson discuss an upcoming campaign.

ABOVE, BOTTOM: Troy Lerner checking in on The Denver Egotist.



At workstations, mobile privacy screens allow users to adjust work surface heights and their level of privacy. When it comes to personal spaces, Troy has noticed that most people have unique conversation-starters on their desks such as photos, objects or books. His conversation piece is “a collection of antique medicine and tobacco tins from the iconic advertising era.” Individual spaces must have the ability for the user to maximize personalization and make a statement. These seemingly simple capabilities and solutions are now the new norm for today’s work force.

**ABOVE & RIGHT: WATSON M2/O**

Iconic style paired with cost sensitivity? M2/O is a match made in modern office heaven. A vibrant confluence of clean aesthetics with purposeful functionality, this freestanding storage and desk design delivers a unique approach for a private office solution that fits any budget. Available through Source Four.

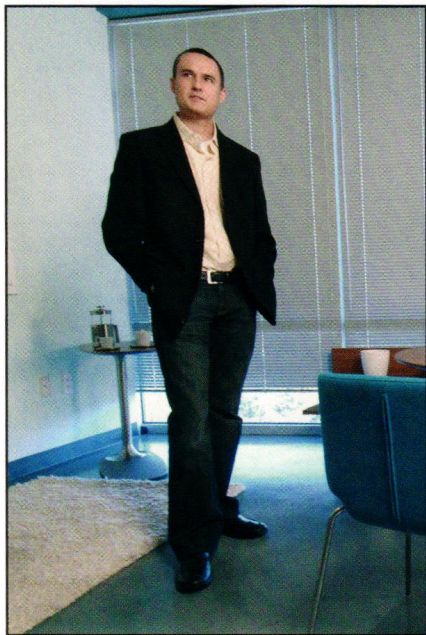


LEFT: Troy Lerner and Agency Director, Dan Gallagher collaborate on the Watson desk.



# BOOYAH!

ONLINE ADVERTISING



## COMPANY INFO:

- SERVICE: ONLINE ADVERTISING
- EMPLOYEES: 22
- 2009 MEDIA BILLINGS: \$21M
- CLIENTS: DISH NETWORK, CRISPIN PORTER + BOGUSKY, QDOBA, GAIAM

**BOOYAH ONLINE ADVERTISING** is a Denver boutique that solves online advertising and marketing needs for a variety of clients such as heavy-hitting brands like Dish Network and Qdoba. In an industry that will approach \$23b in spending this year, the market is booming with companies needing a more competitive online presence.

What's different about Booyah is that about half of their work is done for other advertising agencies. Traditional media agencies and even big digital shops call on Booyah for direct response online campaigns. Most advertising agencies focus on generating the next "big idea," where co-founder Troy Lerner uncovered a unique niche in translating those big ideas into online digital ads. Firms such as Crispin Porter + Bogusky and Integer utilize Booyah to translate their concepts and navigate the quick changing online landscape.

Their approach when working for other advertising firms is to gather the "creatives" in a room with technical staff and coordinate their abstract ideas into a tangible online solution. Copywriters and graphic designers describe their ideas and Booyah does the rest. Their 'team-player' attitude has gained them a reputation for interpreting brand messages and turning them into revenue generating ads - fast.

In other cases, working directly with clients can take a different, educational approach. "Agencies want us to do a great job while meeting deadlines and budgets. Our direct clients want all of that too, but usually want more hand-holding and educating," Lerner says.

Troy is a Denver native, a self-admitted "numbers geek" and has grown the company organically to 22 big-agency veterans with roles varying from media planners, search engine experts, technical staff and graphic and web designers. With a diverse in-house expertise, the staff creates search engine campaigns, banner media, email and videos for anyone that "sells stuff online." In comparing traditional print advertising with online media, Troy says that "an advantage of online advertising is that we get feedback from the audience very quickly. It's relatively inexpensive to react and improve the ad or the media plan."

You might be wondering how this very serious, data-driven agency came up with their quirky name. As Troy describes it, one of the sales staff landed a huge account when the company was struggling and shouted "Booyah!" The slogan quickly caught on, and soon was their internal nickname. When the company rebranded in 2003, Booyah! was the natural choice.

*The modern office.*

# DETAILS

WANT YOUR OWN  
MODERN WORKSPACE?  
FIND THE DETAILS HERE.

## 1. IZZY AUDREY STORAGE WITH OFS CUSTOM DESK



**GUEST CHAIR:**  
Eames Aluminum Management Chair  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)



**TRASH BIN:**  
Garbino Can by Karim Rashid for Umbra  
Available at The Container Store  
+ [containerstore.com](http://containerstore.com)

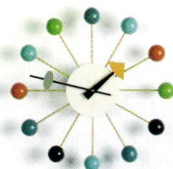


**TASK LAMP:**  
Brazo Table Lamp  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)



**STOOL:**  
Gnome Stool by Philippe  
Starck for Kartell  
Available at Mod Livin'  
+ [modlivin.com](http://modlivin.com)

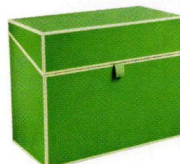
**CLOCK:**  
Nelson Ball Clock  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)



**DESK CHAIR:**  
Coalesse Bindu Desk Chair  
Available at OfficeScapes  
+ [officescapes.com](http://officescapes.com)



**BOOKCASE:**  
Sapien Bookcase  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)



**FILE BOX:**  
Semikolon; Desktop File in Lime  
Available at The Container Store  
+ [containerstore.com](http://containerstore.com)

## 2. COALESSE DENIZEN DESKING



**CHAIR:**  
Coalesse Hans Wegner  
Shell Chair  
Available at OfficeScapes  
+ [officescapes.com](http://officescapes.com)



**DESK CHAIR:**  
Coalesse Wrapp Chair  
Available at OfficeScapes  
+ [officescapes.com](http://officescapes.com)



**TASK LAMP:**  
Koncept LED Lamp  
Available at JCL Commercial  
Interior Products  
+ [jclnet.net](http://jclnet.net)



**COFFEE PRESS:**  
Maillard Coffee Press  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)

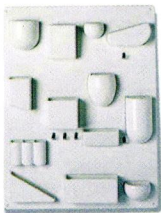


**CUP:**  
Maillard Porcelain  
Cappuccino Cup and Saucer  
Available at Design Within Reach  
+ [dwr.com](http://dwr.com)



**CHAIR:**  
Coalesse Bindu  
Executive Chair  
Available at OfficeScapes  
+ [officescapes.com](http://officescapes.com)

## 2. WATSON M2/0



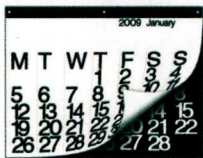
**WALL ORGANIZER:**  
Vitra Uten Silo Wall Organizer  
Available at Mod Livin'  
+ [modlivin.com](http://modlivin.com)



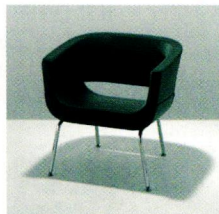
**MAGAZINE FILE:**  
Stockholm Magazine File  
Available at The Container Store  
+ [containerstore.com](http://containerstore.com)



**STOOL:**  
Pawn Stool in Saffron  
by Gus Modern  
Available at Mod Livin'  
+ [modlivin.com](http://modlivin.com)



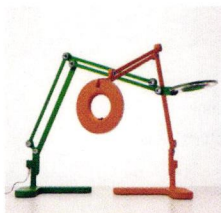
**STOOL:**  
Stendig Calendar  
Available at  
Mod Livin'  
+ [modlivin.com](http://modlivin.com)



**CHAIR:**  
Lola from Allermuir  
Available at JCL Commercial  
Interior Products  
+ [jclnet.net](http://jclnet.net)



**CHAIR:**  
Izzy Design HAG Capisco Chair  
Available at Source Four  
+ [sourcefour.com](http://sourcefour.com)



**TASK LAMP:**  
Link LED Lamp  
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Room & Board  
+ [roomandboard.com](http://roomandboard.com)



**CHAIR:**  
Mod by Leland  
Available at Source Four  
+ [sourcefour.com](http://sourcefour.com)



**FILE BOX:**  
Stockholm File Box  
Available at The Container  
Store  
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# ON YOUR DESK.

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1.



2.



3.



4.



5.



6.



7.



8.

1.

**The USB Hub Chain** from Made by Humans. This colorful offbeat computer gadget allows four ports to be used simultaneously. No more reaching behind your computer!

+ [puremodern.com](http://puremodern.com)

2.

**Cordidentifiers** by Cordotz. End cord chaos with cordidentifiers that match each cord on your power strip with easily identifiable icons. Add cordwraps and cordstraps to complete the cord management system.

+ [cordotz.com](http://cordotz.com)

3.

**Box Office** designed by Christian Ghion. This hip collection is designed on the premise that one box has multiple uses that fits all the needs of the office: Paper Clip Holder, Pencil Holder, Mobile Phone Holder, Tape Dispenser, Pencil Sharpener. Letter Trays complement and complete the collection.

+ [yliving.com](http://yliving.com)

4.

**DrinkKlip.** Expand your desktop real estate with this innovative coffee cup holder that can be attached to the side of your desk.

+ [beeen.com/DrinkKlip/index.html](http://beeen.com/DrinkKlip/index.html)

5.

**Eco Stapler** from Made by Humans. This staple-free stapler cuts out a tiny strip of paper and uses it to stitch up to four pages together. No staples and no paper waste!

+ [puremodern.com](http://puremodern.com)

6.

**Uni-ball Alessi Anna Model 2 Ballpoint Pen.** The whimsical Anna pen contains both black and red ballpoint ink - simply twist Anna's head clockwise to use the red ink and counterclockwise to use the black ink!

+ [jetpens.com](http://jetpens.com)

7.

**Origami Stick Notepad.** There is never a dull moment at the office with these stick notepads. Each page has 10 different origami shape instructions for your folding pleasure!

+ [puremodern.com](http://puremodern.com)

8.

**Desk Dots.** Comprised of a series of ceramic magnets, this playful desktop accessory organizes, holds business cards, photos, papers and can even help relieve stress.

+ [momastore.org](http://momastore.org)

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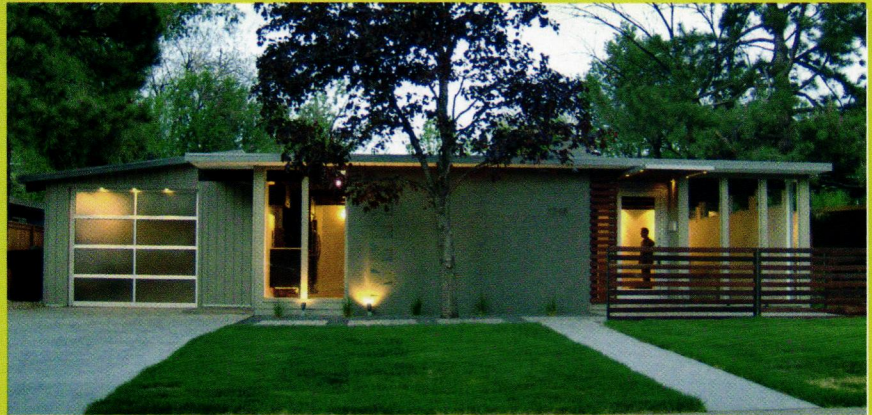
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**2009 MAYOR'S DESIGN AWARD - Krisana Park**



WORDS BY ALAINA GONZALES  
IMAGES BY ATOM STEVENS

# ESSENTIAL ELEMENTS

A LOCAL FIRM FOCUSES ON GOOD DESIGN  
AND ECO-FRIENDLY SOLUTIONS TO HELP  
REDEFINE THE WAY PEOPLE LIVE

“Elemental Living” is more than the name of a Denver-based architecture practice – it is a cornerstone of the firm’s work. According to Jonathan Coppin, a partner at Elemental Living, “‘Elemental’ embodies multiple principles; it is **BASIC, SIMPLE** and **MINIMAL**. It also is essential to nature, and one’s connection to nature; earth, air, fire, water. Also, it more literally relates to design and the firm’s aesthetic as components or design parts assembled into a whole.”

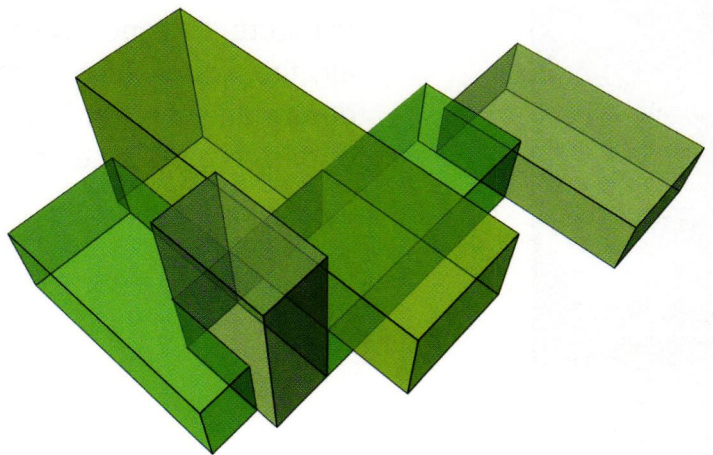
LEFT: Founding partner Jonathan Coppin stands inside the living room of a home his firm designed.



ABOVE: An exterior view of one of Elemental Living's residences on Ivanhoe Street in Denver. The stone on the exterior was reclaimed from a building on the University of Colorado's Boulder campus.

RIGHT: A rendering of the home's massing.

FAR RIGHT: An early sketch of the home.

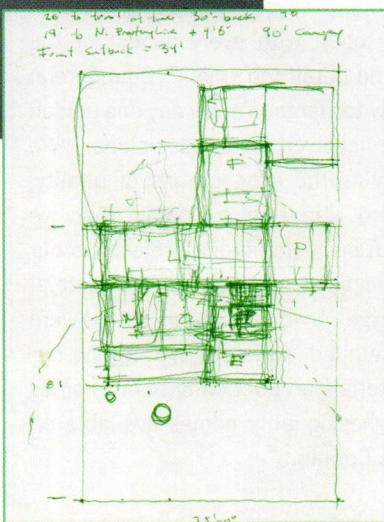


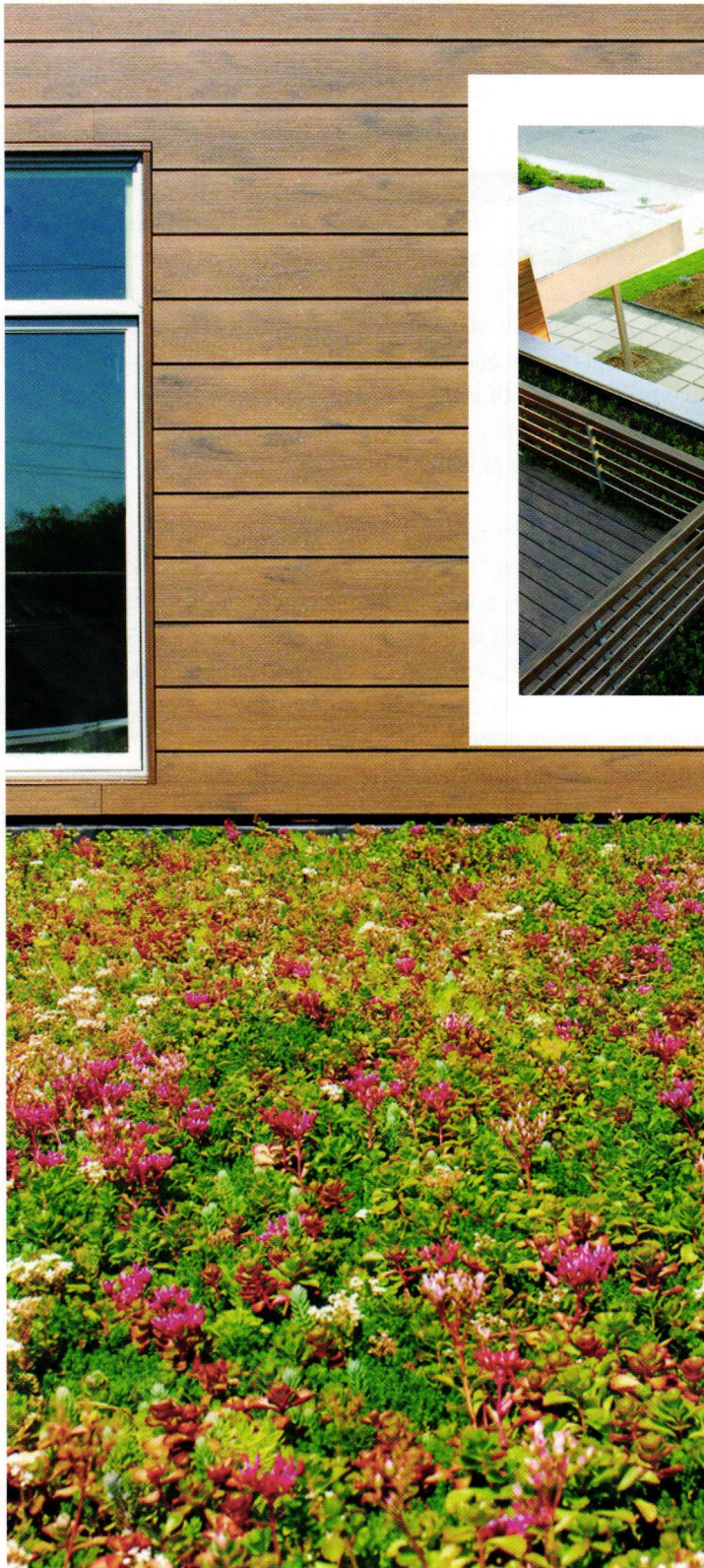


With backgrounds in commercial architecture the founders were afforded opportunities to work on projects around the globe. “On one particularly late night,” says Coppin, “we found ourselves exhausted, sitting in a restaurant in Dubai wondering what had happened to our lives. Constant traveling and an unwavering commitment to our jobs was taking a toll. It took a couple hours of reflection and contemplation – and some good wine – but it was there where we were able to come up with a way to balance our professional goals and family.” As a concept, the firm came into existence in early 2006 and officially became a LLC in January of 2007.

More and more members of the ‘creative economy’ are using design as an avenue for change. From the firm’s “Founding Elements” and other writing found on its website to interviews and walk-throughs of one of its homes, Elemental Living seems to present a manifesto on design, materials and the way people live. According to Coppin, “Good design simplifies your life and helps create order. It connects people to nature, light and air; it can rejuvenate and revitalize. Good design can transform cultural norms and redefine the way people live.” So with these principles as guides, Elemental Living set out to create a firm unlike any other for the local landscape.

Elemental Living chose to handle development, design and construction as one entity for several reasons. “First, it allows us to ensure that our vision and design concepts are executed and carried out through the entire project; no detail is lost in translation. It also allows us to offer modern homes at a more competitive cost because of the efficiencies that are gained in the process. We don’t spend hours in traditional owner/architect/contractor meetings. We wear all three hats,” explains Coppin. “The most difficult part is not letting the architect in us always win the internal debates, we have to reel ourselves in sometimes.”



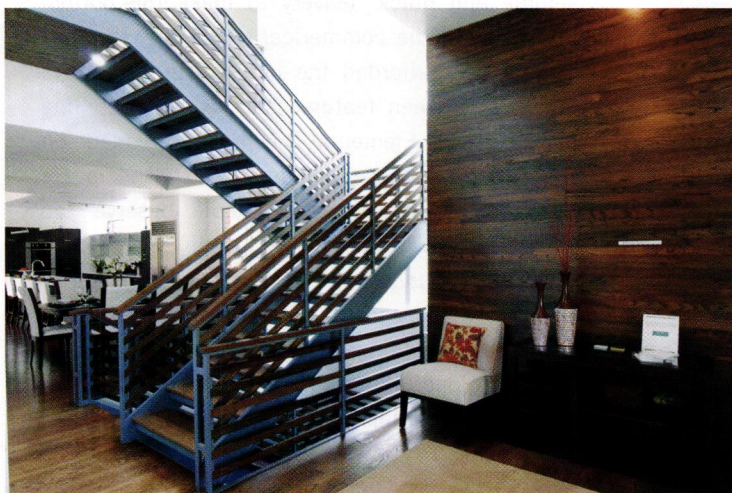


However, the transition from large-scale commercial projects to residential endeavors has been easy. The house featured with this article is an example of that transition. It features some commercial-feeling elements, such as the high ceilings and tall doors, and vent covers, among others. About the transition, Coppin says, "it is really nice to personally be in touch with every aspect of the project. There is no detail too small." Commercial projects are simply too large to allow any one person the ability to be involved in all decisions. "We have carried with us the expectations of quality, craftsmanship and attention to detail that we expected to see in our commercial projects to our home projects. Because most of our commercial projects were large civic structures they were designed and detailed to last. We apply our knowledge in materials and detailing to our homes and build the highest quality homes available on the market," says Coppin.



OPPOSITE PAGE: The Ivanhoe home designed by Elemental Living features living roofs. The multitude of plants selected are native to the area, and different plants bloom throughout the year.

THIS PAGE, TOP TO BOTTOM: A hot water recirculation system allows owners to enjoy hot water without waiting. The lower level of the home features a fairly open floor plan so that people with varied lifestyles can enjoy and make the best use of the flexible space. The majority of the home's interior and exterior elements are reclaimed from local sources.

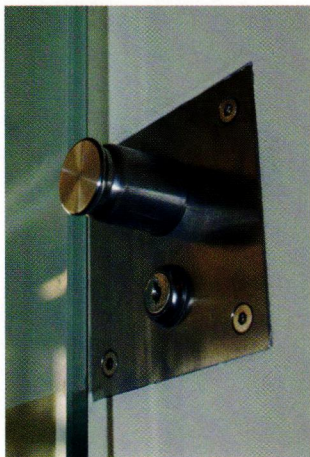


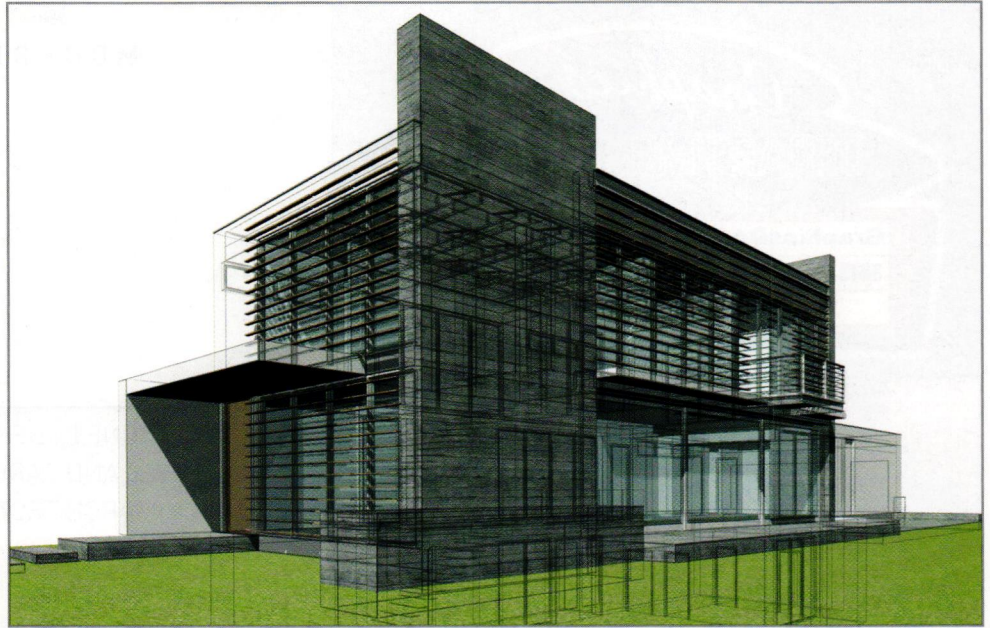


“GOOD DESIGN SIMPLIFIES YOUR LIFE AND HELPS CREATE ORDER. IT CONNECTS PEOPLE TO NATURE, LIGHT AND AIR; IT CAN REJUVENATE AND REVITALIZE. GOOD DESIGN CAN TRANSFORM CULTURAL NORMS AND REDEFINE THE WAY PEOPLE LIVE.”

But that is not to say that Coppin has stopped learning. He explains, “Starting a design and development company in the worst housing market in our lifetimes has been a real challenge. However, there is a big opportunity with the pause in the market to redefine what consumers can expect in a home and from a housing developer.”

Because both the modern aesthetic and truly green building features are often expensive and difficult and time consuming to execute, historically, many speculative home builders look to high volume and quick delivery to make the bottom line work. In the commercial sector the economy of scale has afforded the industry the ability to incorporate green features and modern detailing for decades. Elemental Living is founded on the fact that these are important aspects for the housing industry and people deserve the opportunity to choose a truly green and modern home. “The industry is heading in this direction as eco-consciousness and the demand for truly green housing increases among the public,” says Coppin. “Hopefully, this will drive the cost of green residential materials and systems down.”





OPPOSITE PAGE: While many of the home's materials were reclaimed, such as the stone on the home's exterior, others are entirely new. Calling on their commercial background, the firm's designers created custom details such as these metal sliding door locks.

ABOVE: Computer renderings of future Elemental Living homes.

Looking toward the future of the company, Elemental Living plans to move beyond just providing homes. Coppin notes, "We are working on developing products that embody 'elemental living.'" 'Elemental Objects,' 'Elemental Furnishings' and 'Elemental Transportation' products are forthcoming.

The firm envisions an increase in the demand for modern green homes in Denver. Currently, local buyers seeking modern homes are vastly underserved. Increased awareness and demand will push home builders to create modern homes. Denver, and Colorado as a whole, are on the leading edge of eco-consciousness; this local sensibility will inevitably lead to more truly green housing alternatives.

*Elemental Living tries to use local resources whenever possible. They rely on General Casework for cabinetry, Ram Grinding for custom hardware and metal work, and ICS Rocky Mountain for S.I.P. panels.*

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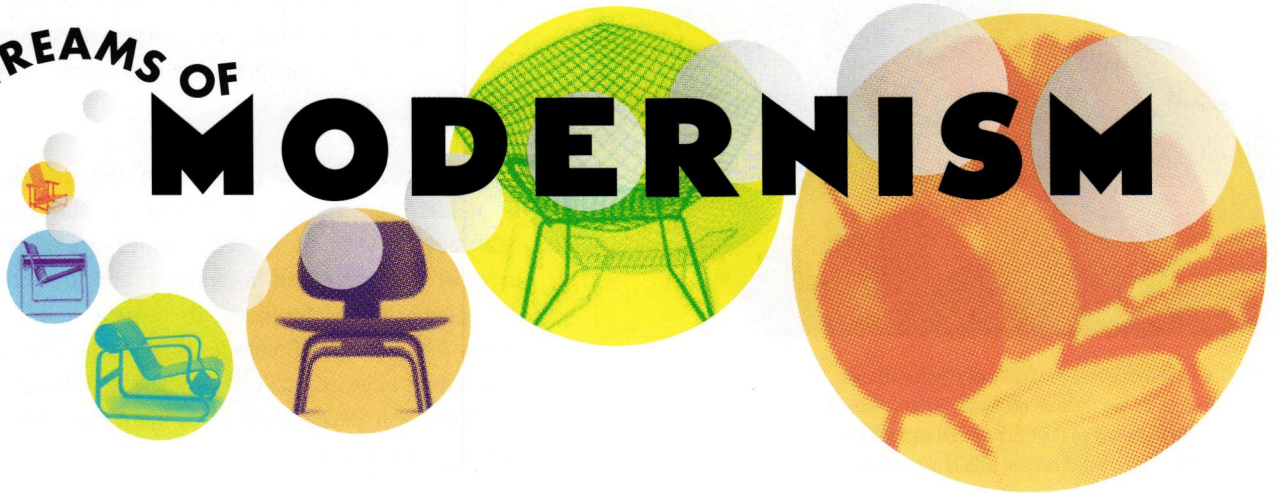
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Silvered Piccolo Venetian with Pale Gold Coil, 2009, 20" x 7" x 7", Photo by David Emery

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## 19 HOT IDEAS TO KEEP YOU WARM THIS WINTER.

'Tis the season...

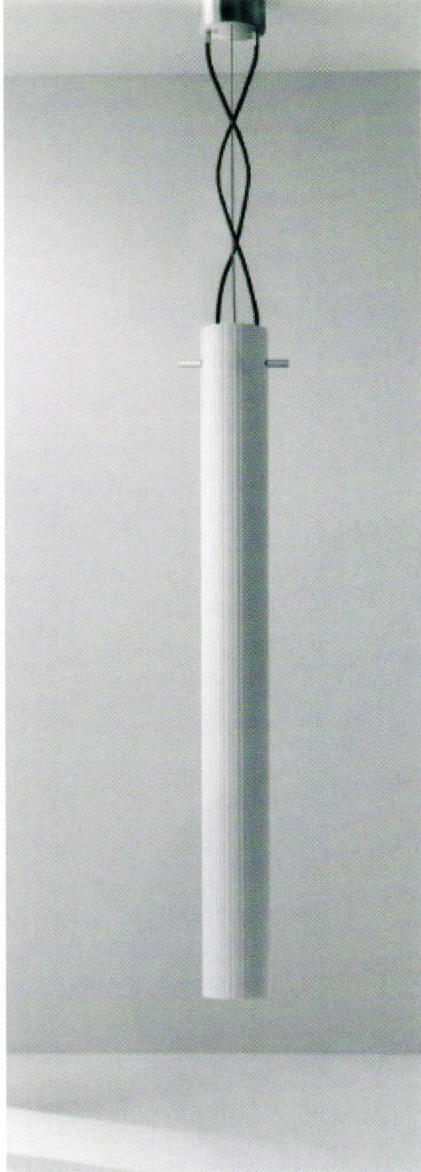
We love the winter in Colorado - crisp blue skies, white capped mountains, snow angels and, of course, temperatures that can dip into single digits...and lower. Yes, it's going to get chilly this winter and we want you to be prepared. Inside and out we have found some great products to help you bundle up, stay healthy and warm up in style.

Brrr-illiant!



Move the party outdoors and stay warm with these torches inspired by Scandinavian lighthouses designed by Christian Bjørn. The Lighthouse Outdoor Torch provides a steady, strong flame, even in windy conditions.

+ [dwr.com](http://dwr.com)



## **GATHER ROUND.**

HEATING YOUR HOME AS NEVER  
LOOKED GOOD.

The Tiki Column Radiator designed by Carlo Martino for ADhoc is a six-foot-long aluminum column that can be hung from the ceiling or mounted to a wall. This sculptural heat source is perfect for downtown lofts or any home with high ceilings.

+ [madeadhoc.com](http://madeadhoc.com)



No chimney required! The Blomus Vidro Fireplaces use gelled alcohol fuel and are completely portable and produce no smoke, soot or ash. Create a cozy and warm atmosphere without polluting it.

+ [Studio2bdenver.com](http://Studio2bdenver.com)



The Blomus Bebop Wood Basket is a stylish and sleek way to organize and store wood for your hearth. This stainless steel beauty serves as a great accent piece in other rooms of your home as well.

+ [Studio2bdenver.com](http://Studio2bdenver.com)

# **RELAX.**

SNUGGLE UP THIS WINTER WITH THESE TACTILE TEXTURES  
THAT MAKE IT EASY TO GET COZY AND WARM.



Add an element of handcraft to your space with this uniquely textured hand-knit Flocks Pouf designed by Christien Meindertsma. Use as a seat, occasional table, ottoman or simply as an organic sculpture!

+ [dwr.com](http://dwr.com)



Curl up on a cold winter's day with the LooLo Honeycomb Throw Blanket designed by Joanna Notkin. Thrown over a fireside chair, it's sure to become a new favorite.

+ [designpublic.com](http://designpublic.com)



Make a dramatic yet soft statement with these luxurious Mongolian Lamb Pillows. Perfect for lounging fireside.

+ [westelm.com](http://westelm.com)

Inspired by ancient techniques, these hip hand-made Pom Pom pillows from é bella of Boulder, Colorado use organic materials to create bold yet cozy pieces of art that are sure to be the center of attention.

+ [econsciousmarket.com](http://econsciousmarket.com)



# ENJOY.

ENTERTAIN AND CELEBRATE IN STYLE WITH THESE  
ULTRA-MODERN TABLETOP ESSENTIALS.



Make a modern serving statement by bringing a little of the outdoors in with this tree bark textured Birch Platter and Plate.

+ [crateandbarrel.com](http://crateandbarrel.com)



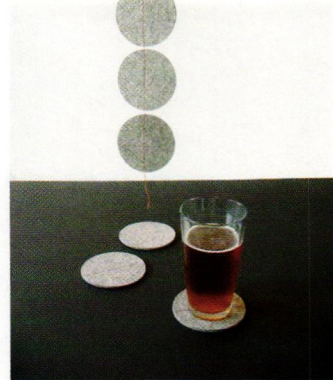
Treat yourself to a steaming cup of coffee or tea with Eva Solo's Thermal Cup. A chic and simple design featuring a silicone rubber base that keeps the cup from sliding and protects surfaces from damage.

+ [Studio2bdenver.com](http://Studio2bdenver.com)



Not sure what to do with your with your spoon post-stir? Now you can keep it in hand with CB2's Spoon Coffee Mugs that offer an all-in-one design with a place to hold a spoon in its handle.

+ [cb2.com](http://cb2.com)

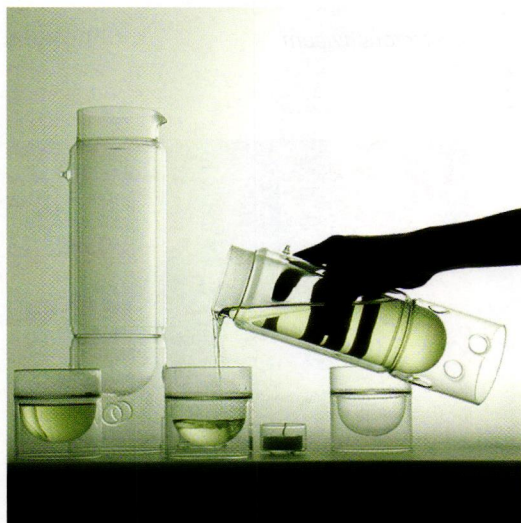


**A remnant?** Yes, actually remnants of remnants! Josh Jakus's Cut Coasters are made from the industrial wool felt leftovers from his other products. Connected by a sewn orange seam, all you have to do is cut and these eco-friendly and stylish coasters are ready to use.

+ [unicahome.com](http://unicahome.com)

**Not** just another pretty tea set. The Molo Float Tea Cups and Lantern can be used to hold very hot or ice cold beverages due to their highly innovative double layered glass wall design. Impress your guests with this set created from German borosilicate glass by master glassblowers in the Czech Republic and designed by Todd MacAllen and Stephanie Forsythe of Molo Design.

+ [greenergrassdesign.com](http://greenergrassdesign.com)



**Attention** all coffee lovers! Get your caffeine fix with this limited edition Winter 09 Espresso Cup Set by Heath Ceramics. The set combines four espresso cups in a beautiful ruby red atop a 9 x 9 tray in cocoa.

+ [velocityartanddesign.com](http://velocityartanddesign.com)

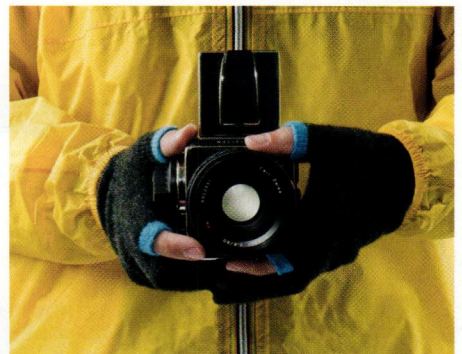
# **FIGHT THE ELEMENTS.**

STAYING HEALTHY ALL SEASON LONG IS NO EASY TASK. HERE ARE SOME PRODUCTS TO HELP GIVE YOU A LEG UP ON PROTECTING YOURSELF FROM THE HARSH ELEMENTS OF WINTER.



Keep warm while texting! Etre Touchy Gloves are a stylish and practical way to keep your hands warm while using your touchscreen phone or other electronic devices. The missing thumb and index fingertips allow you to touch, tap, slide and pinch your devices' controls and stay connected whatever the weather.

+ [etretouchy.com](http://etretouchy.com)



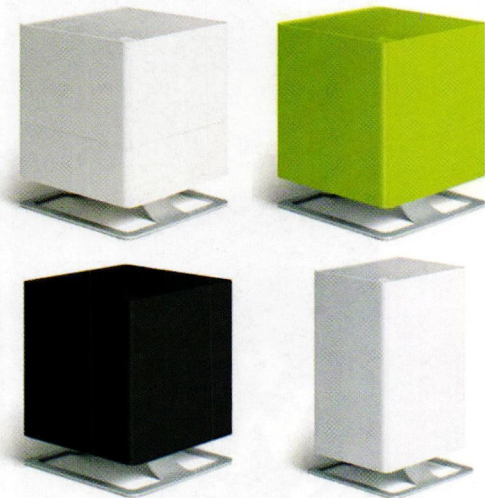


Cold and dry winter weather can be harsh, especially on your skin. Nourish and protect chapped lips with Pangea Lip Balm. Smooth on this long-lasting and deep-moisturizing organic lip balm that contains powerful healing properties that are good for you and good for your lips.

+ [pangeaorganics.com](http://pangeaorganics.com)

A true winter essential, Pleece pleated scarves protect you in style from the winter elements. This classic and practical must-have winter accessory feels as good as it looks. Award-winning fabric designed by Swedish textile designer Marianne Abellsson.

+ [momastore.org](http://momastore.org)



In the winter your skin is exposed to outdoor elements and indoor heating. Fight back with the Oskar Humidifier, which not only makes your room comfortable but also distributes your favorite fragrance, while saving energy to boot!

+ [momastore.org](http://momastore.org)



With the flu season in full effect, it is important to not only keep your hands clean but moisturized as well. Colorado-based Pattern Body Washes do it better than the rest. These all natural washes smell great and feel even better!

+ [patternbodywash.com](http://patternbodywash.com)

TIME FOR A ROAD TRIP.

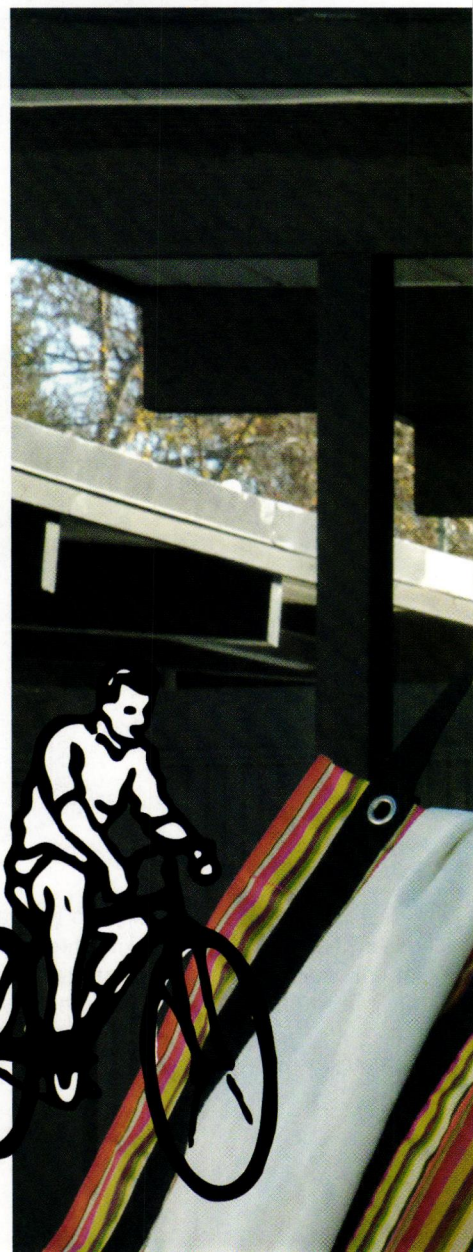
# GO AIRS

AMERICA'S ICONIC LAND YACHT IS A

MODERN IN DENVER TAKES A LOOK AT THE HISTORY OF AIRSTREAM TRAILERS AND THE ELEMENTS THAT MAKE THEM SO POPULAR AMONG FANS OF MODERNISM

words: Forrest McClure

photos: Crystal Allen, Forrest McClure



# TREAM!

STRONG AND STYLISH AS EVER.





**LAST** AUGUST, AT THE DENVER MODERNISM SHOW, A SMALL GROUP OF FOUR SAT IN FOLDING CHAIRS SURROUNDED BY SEVERAL SHINY AIRSTREAM TRAVEL TRAILERS. IF THEY HAD BEEN OUTSIDE, IT WOULD HAVE LOOKED LIKE CAMPING. INSTEAD, THEY WERE ONE OF THE SHOW'S ATTRACTIONS, ATTENDING AS AN EXAMPLE OF MODERN DESIGN. BETWEEN THE FOUR OF THEM, THEY COLLECTIVELY OWNED TEN AIRSTREAMS.

Multiple ownership is not unusual. Airstreams have become collectible. Made since 1932, originally in California, but today only in Jackson Center, Ohio, they are icons of the American roadway.

Money magazine included the Airstream trailer as one of "99 Things That, Yes, Americans Make Best." American astronauts recuperated in them after returning to Earth from the moon. They are used as backdrops in advertisements, and some Hollywood stars demand them for housing on location and on back lots. Airstreams are found in the collections of the

ABOVE: A 1964 Airstream, belonging to Edgewater residents Rob and Shari Davis, parked outside of Taos, NM. Its polished curvature subtly softens and gathers its surroundings. It stands out yet blends in, precisely because it reflects and compliments its surroundings.

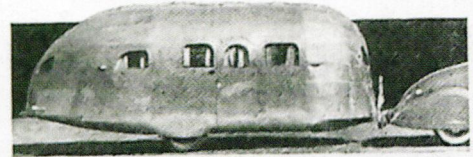
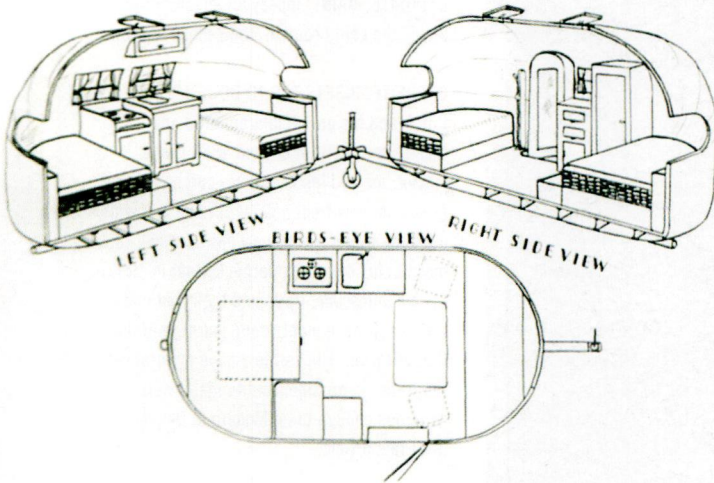
PREVIOUS SPREAD: Lindsay Anderson steps into the 1964 Leitner family Globe Trotter.

Smithsonian Institution, the Henry Ford Museum and, most recently, the Museum of Modern Art (MoMA).

Wally Byam, the founder of the Airstream company, infused his advertising and conversations about Airstream trailers more with philosophy and ethos than with engineering and manufacturing. In 2007, MoMA made a 1963 18' Airstream Bambi part of its collection. But the significance of this addition was not immediately obvious. Even Airstream Inc. only spoke of how it confirmed Airstream's icon status. Airstreams were already on display in museums. Of course, MoMA isn't just any

FLOOR PLAN OF THE 16-FOOT  
3-SLEEPER "WEE WIND"

Approx. Weights: 16' — 1200 lbs;



## FREE Gas and Oil to Hollywood

Travel to Hollywood from any Western point. We pay expenses for Airstream buyers. Six models with custom finish and fittings priced from \$465. Write today for free trailer handbook, biggest published.

**AIRSTREAM** Trailer Co., 304 W. 22nd St.,  
Los Angeles, California

ABOVE: This small Popular Mechanics ad from 1937 shows Airstream's long association with celebrities and movie stars. The history of its design is contemporaneous with Pshhhhhn Am seaplanes, streamlined cars and fast trains.

LEFT: The Wee Wind was Airstream's smallest production trailer. It could be pulled by the smallest car.

BELOW: French bicycle racer Alfred LeTourneur towing a 22' trailer at the L.A. Metropolitan Airport in 1947 became Airstream's icon and trademark. Photo courtesy of WBCCI.





LEFT: The 1966 interior was casual, informal and minimalist - all characteristics of modernistic thought and design. Photo courtesy of Airstream.

OPPOSITE, MAIN: Lindsey Anderson relaxes inside the Leitner family 1964 Globe Trotter.

OPPOSITE, INSETS TOP TO BOTTOM: Joe Cihlar and his grandchildren Katie and Nick Leitner in front of their 1964 Globe Trotter. Joe and his wife Doris purchased the Airstream new from a dealer in Chicago and used the trailer extensively until passing it down to his daughter Margie Leitner in 1993. Each summer Joe, Doris and their four children would take month-long journeys in the Globe Trotter. The Leitners have maintained the trailer in pristine condition and were generous enough to let Modern In Denver use it for this article.

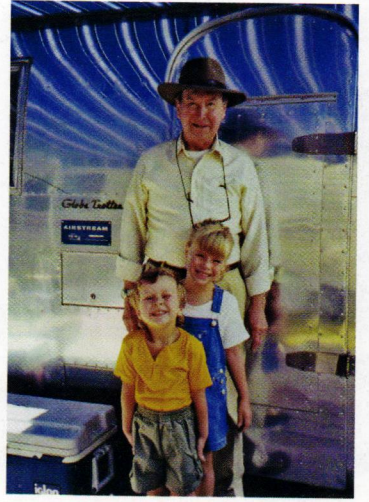
museum. To be on display at MoMA, Airstream surely needed some artistic value other than the iconic status it already had.

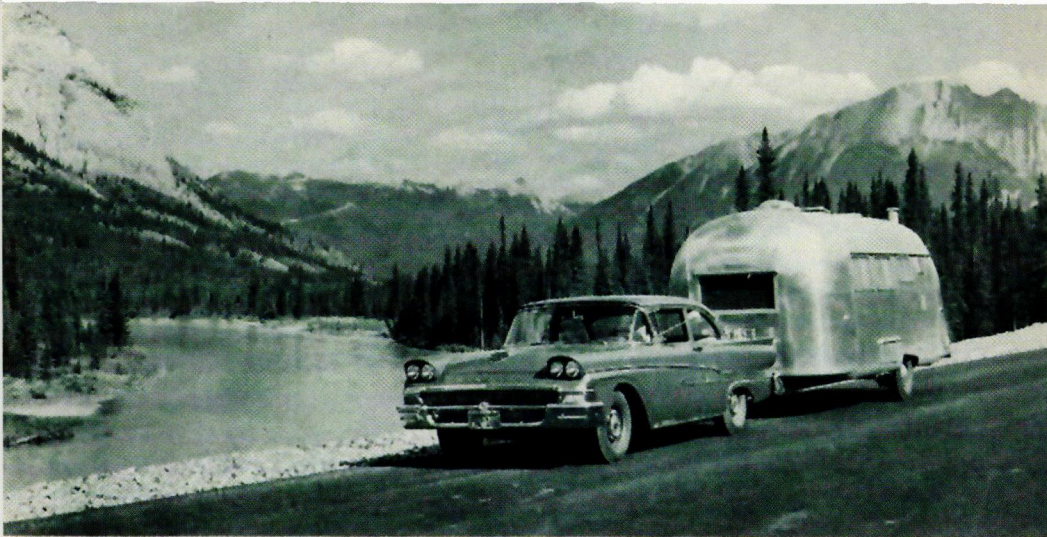
The particular Airstream model chosen was special because it was modernist. The choice was not just for its gleaming, streamlined exterior since every Airstream has that, but also for its interior – one that is casual, informal and minimalist – all characteristics of modernistic thought and design.

After Byam's death in 1962, Airstream Inc. had a succession of owners. Each their own designers and engineers resulting

in Airstream gradually losing sight of what had made it great. Visually, the outside changed little, at least to the inexperienced eye, but the interior changed radically.

In contrast to earlier forms, the 1970s versions had kitschy orange shag carpet, avocado green counters and laminates pretending to look like wood. Later, Airstream brought back real wood, but sometimes in heavy Early American and even dark Mediterranean cabinetry. Wall to wall carpet continued to cover every square inch of floor. Furniture took on an overstuffed look.





LEFT: This 1959 full page Airstream ad promises to bring the whole wide world to your doorstep.

OPPOSITE: Postcards from the past evoke an image of romantic, emotive travel.

# LAND YACHTING

the modern way to travel

Everywhere is within lazy reach with an Airstream Land Yacht\*. The Grand Tetons can be your window-mural today, the Painted Desert a door-vista tomorrow. The lightest pressure on your accelerator can bring the shuddering boom of Pacific breakers within sleeping distance, or the endless brawling of trout-filled brooks to a short east from your hungry refrigerator. In fact, anywhere is just a dream or two away. Your Land Yacht\* is a swank hunting lodge this week, a smart beach house the next. It gracefully accompanies your car on velvet toll-road or crumbling washboard and then invites you in for a relaxing tub or shower, an ice-cube decorated drink, a delicious repast, and a downy sleep, whether you drove a hundred miles or two thousand.

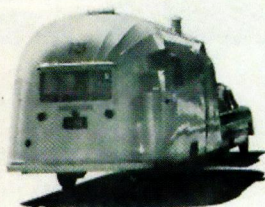
And don't forget—no time-tables, taxis, bellhops, crowds; no tips, luggage, checking, and never a "No Vacancy" sign. Traveling, and staying, with an Airstream Land Yacht\*, is space-age modern—more fun than wishing. Find out about it today.

**\*If it isn't an Airstream it isn't a Land Yacht.**



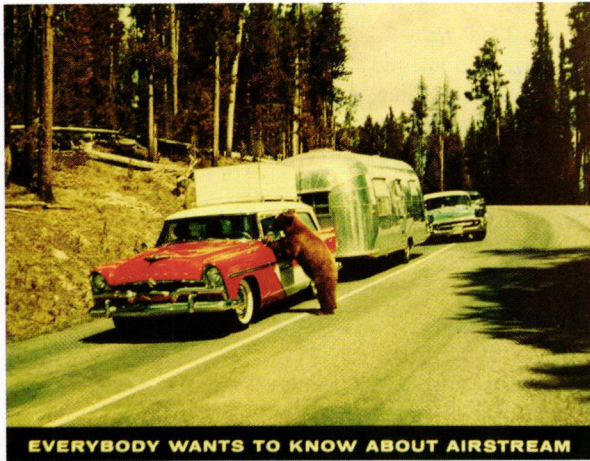
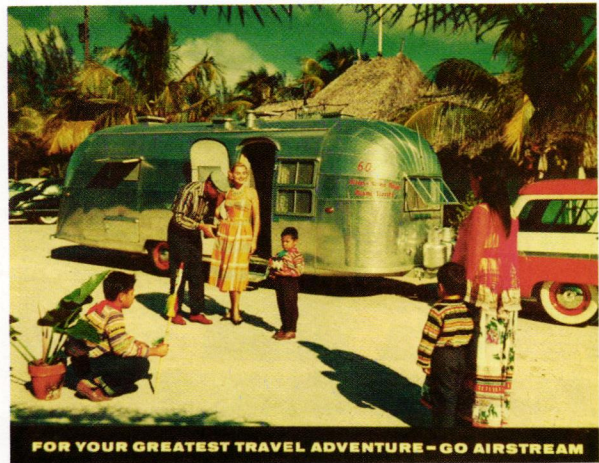
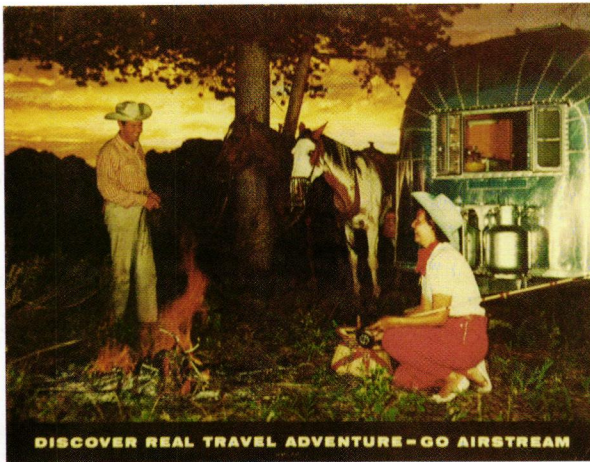
**AIRSTREAM**  
TRAILERS, INC.

WRITE NEAREST FACTORY: 160 CHURCH ST., JACKSON CENTER, OHIO • 12804 E. FIRESTONE BLVD., SANTA FE SPRINGS 3, CALIF.



*Only an Airstream enables  
you to go places, the world over  
Write for free literature  
and nearest dealer.*

**THE PARTICULAR AIRSTREAM MODEL CHOSEN (FOR MOMA) WAS SPECIAL BECAUSE IT WAS MODERNIST. THE CHOICE WAS NOT JUST FOR ITS GLEAMING, STREAMLINED EXTERIOR SINCE EVERY AIRSTREAM HAS THAT, BUT ALSO FOR ITS INTERIOR — ONE THAT IS CASUAL, INFORMAL AND MINIMALIST — ALL CHARACTERISTICS OF MODERNISTIC THOUGHT AND DESIGN.**



For a while, Airstream interiors were even designed by the same person that managed the studio for Winnebago RV. Richard Riegel, the Vice President of Thor (Airstream's present owner), admitted that the result was something "you might find in a colonial home." In other words, the inside of an Airstream didn't complement its outside.

In its defense, the company was catering to its long-time customer base composed mostly of comfort-oriented retirees. Now, that demographic is aging out and is being replaced by those who want something smaller and lighter yet as hip and modern looking as the original Airstreams.

The turnaround began with the creation of the Vintage Airstream Club (VAC) in 1993 and its revival and restoration of trailers from the '50s and '60s. Timeless Travel Trailers in Wheat Ridge is one of the most respected restorers and

customizers of Airstreams in the country. Many of its customers are celebrities, although Timeless is tight lipped about whom they might be.

In 2000, Wilsonart hired Berkeley, California-based designer and architect Christopher C. Deam to create a trade show booth demonstrating both transportation design and interior furnishings. They created an Airstream interior made entirely from Wilsonart's artist-designed, digitally printed laminates. The result was a post-modern hit.

Along with photographic books highlighting the iconic trailers, these efforts caught the attention of design oriented customers - those who in balance favor form over function. When Airstream recognized this burgeoning market it collaborated with Deam. The first model bearing his initials, CCD, was introduced in 2001. By 2004, the



ABOVE: Audrey Knight looks out the back of the Leitner family Globe Trotter.

## AIRSTREAM TIMELINE

### 1896

Wallace (Wally) Merle Byam, born July 4th in Baker City, Oregon. Strated Daily News goes bankrupt, and Wally works for the Los Angeles Times. He publishes trade magazines on the side.

### 1929

The stock-market crashes ending Wally's publishing business. He returns to Oregon and builds a travel trailer for himself and his wife.

### 1931

He opens a small travel trailer company in Culver City, CA. The Torpedo Car Cruiser, made of wood, is Airstream's debut model.

### 1932

Relocates to Los Angeles and names his travel trailer business the Airstream Trailer Company.

### 1934

Competitor, William Hawley Bowlus of the Bowlus-Teller Trailer Co., debuts the all-aluminum Road Chief utilizing monocoque construction techniques.

### 1935

Bowlus-Teller Trailer Co. goes bankrupt, and Wally buys the company's tooling and inventory.

### 1936

Airstream manufactures its first all aluminum trailer based on a modified Bowlus design.

### 1941

On December 8th, the day after Pearl Harbor, the Duraluminum used to make Airstream trailers is classified a critical war material. Wally shuts his company down for nearly the duration of the war and goes to work for a succession of aviation companies, Vultee, Lockheed, and finally Curtiss-Wright.

### 1945

Wally produces an all aluminum Curtis Wright Clipper travel trailer at the company's idle plant in Los Angeles as the war winds down.

### 1947

Wally parts company with Curtis Wright and restarts his Airstream business. Racer, Alfred LeTourneur, tows one of his trailers with a bicycle. The photo becomes the company's trademark.

### 1955

Wally leads a caravan of 500 into western Mexico, and survives a heart attack. A club is created in Nova Scotia and named after him, the Wally Byam Caravan Club (later International is added to its name to become WBCCI).

### 1956

Wally leads a six-month-long European Caravan documented by National Geographic Magazine.

### 1962

July 22nd, Wally Byam dies in his sleep at his home in Los Angeles. He is interred at Forest Lawn Cemetery. John Steinbeck's, Travels With Charlie, is published. Airstream is purchased by its board of directors.

### 1964

The Around the World Caravan begins in July from Singapore to trace portions of Marco Polo's expedition.

### 1966

Airstream goes public with over 600,000 shares issued and traded over the counter.

### 1967

Airstream merges with Beatrice Companies, becoming the conglomerate's recreation division.

### 1969

Astronauts returning from the Moon are housed in a Mobile Quarantine Facility manufactured by Airstream.

### 1999

ID magazine declares that Airstreams are one of the top 40 great designs of all time.

### 2000

Airstream hires designer, Christopher Deam, to produce an interior for a new line of trailers targeting a "new audience... the design-oriented customer."

### 2001

The first International line of trailers bearing Deam's initials, CCD, debuts.

### 2004

The International CCD becomes the company's best selling product, accounting for 40% of sales.

### 2005

The WBCCI celebrates its 50th anniversary at a rally in Springfield, Missouri.

### 2006

Airstream Inc. celebrates its 75th anniversary.

line was Airstream's best selling. Since then, other designers have contributed their expertise. There is the 2006 75th Anniversary Bambi model. It was celebrated as going "back to the future," with David Winnick's retro styling. The latest effort was a 2008 Bambi model created through the collaboration of Deam and Design Within Reach. The success of these models led to the current Flying Cloud line and collaborations with companies such as Victorinox.

Some have written that glamorizing Airstreams would be unfortunate. Surely, they are meant to be used, bashed about, hitched to the family truck and towed to remote places down dusty washboard roads. However, styling is one of the things that makes Airstreams great.

As art, Airstreams are now being sought less for their functional value and more for their aesthetic. Such buyers care less about the utilitarian aspects of trailer travel. They do not know, nor do they want to know, anything about the sewer capacity of a holding tank. There is nothing wrong with that. Not everyone has the opportunity or desire for a genuine road trip, but it allows them to stay in touch with the dream and do it in style.

Likewise, instead of traveling with an Airstream to experience the world, users are now traveling to a set location to experience the Airstream. There is the established Shady Dell RV Park in Bisbee, Arizona that has, for years, rented out a collection of vintage trailers, including Airstreams, in the same fashion as motel rooms. The Grand Daddy Hotel in Cape Town, South Africa has a "penthouse" campground of vintage Airstream trailers on its roof. Local artists redesigned each trailer suite. Recently, Airstream announced its partnership with Kampgrounds of America Inc. (KOA) making new Airstream Flying Cloud trailers available as onsite-only rental units. According to Airstream Inc., "For the first time people will be able to experience an Airstream without having to buy or tow one."

If there is any real danger for Airstream this might be it – in allowing form to become more important than function, art more important than use. Airstream cannot afford to let quality, durability and usability slip away in favor of a designer label. Modernism is an affirmation of our ability, with the aid of technology, to create, improve and reshape our environment. Certainly, that has been the object of the Airstream dream, to bring to our doorstep the whole wide world.



## AIRSTREAM RESOURCES

**AIR FORUMS:** [airforums.com](http://airforums.com)

**AIRSTREAM LIFE MAGAZINE:** [airstreamlife.com](http://airstreamlife.com)

**AIRSTREAM LINKS:** [airstreamtrailers.com](http://airstreamtrailers.com)

**AIRSTREAM, INC.:** [airstream.com](http://airstream.com)

**DAVIS' '56 SAFARI:** [insideout-design.net/birdy](http://insideout-design.net/birdy)

**DENVER AIRSTREAM CLUB:** [wbcci-denco.org](http://wbcci-denco.org)

**ROCKY MTN. VINTAGE AIRSTREAM CLUB:** [rmvac.org](http://rmvac.org)

**SILVER JOE'S COFFEE:** [silverjoes.com](http://silverjoes.com)

**THE LONG, LONG HONEYMOON:** [thelonglonghoneymoon.com](http://thelonglonghoneymoon.com)

**VINTAGE AIRSTREAM CHRONICLE:** [vintageairstream.org](http://vintageairstream.org)

**VINTAGE AIRSTREAM CLUB:** [vintageairstreamclub.com](http://vintageairstreamclub.com)

**VINTAGE AIRSTREAM PODCAST:** [thevap.com](http://thevap.com)

**VINTAGE VACATIONS RESTORATION:** [vintage-vacations.com](http://vintage-vacations.com)

**WALLY BYAM CARAVAN CLUB:** [wbcci.org](http://wbcci.org)

## DEALERS

**INTERMOUNTAIN COACH:** [intermountaincoach.com](http://intermountaincoach.com)

**WINDISH RV:** [windishrv.com](http://windishrv.com)

DESIGN ICON:

# ALEXANDER GIRARD

Words: Alaina Gonzales



Perhaps lesser known than many of his contemporaries, Alexander Girard was a prolific mid-century designer who worked in textiles, architecture, collections, graphics and exhibitions. Girard, who was born in New York City in 1907, was raised in Florence and educated in Rome at the Royal School of Architecture.

Widely known for his textile work, Girard headed the fabric and textile division of Herman Miller from the 1950s through the 1970s, designing the upholstery for many of George Nelson's and Charles and Ray Eames' creations. Much of his early fabric work was based on his architectural background and featured geometric prints. Later patterns were inspired by folk art, a form Girard and his wife, Susan, were avid collectors of. In addition to creating hundreds of fabrics for Herman Miller, Girard also launched its first retail store, Textiles & Objects Shop, and developed a furnishings line for the company.

Girard also oversaw the complete design and re-branding of Braniff International Airways - from the baggage tags to the planes themselves. He produced printed graphics on fabrics for Robert Propst's Action Office 2 System, designed three restaurants, created an exhibition for Georg Jensen and constructed a massive mural for the John Deere Company, among other projects.



# instant happy!



ABOVE: Glasses from La Fonda del Sol Restaurant. Girard designed everything in the interior down to the tableware and glasses.

LEFT: A panel from a new series of Alexander Girard prints on maple plywood. This is the first time since 1972 that these graphics have been available specifically as wall art. Each one is printed using water-based inks on Columbia Forest Products U.S.-made, formaldehyde-free plywood panels.

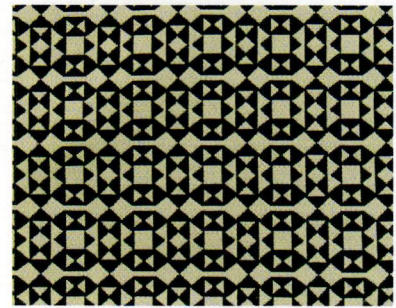
OPPOSITE PAGE: Girard and the Girard Love pillow.

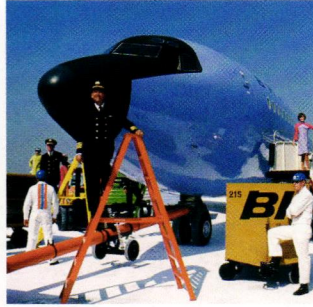
After his retirement, many of Girard's designs fell into disuse. In 2000, máXimo became the official agent to the Estate of Alexander Girard bringing his work to the marketplace by joining with select companies such as Herman Miller, Kate Spade, Chronicle Books and Vitra. Some of these collaborations result in exact replicas of original objects and designs, while others bring new interpretations such as House Industries' development of a Girard font collection and related accessories.

Girard, who died in 1992, is credited with infusing modern, intellectual design with humanism and an ambient feeling, through his uninhibited use of bold color and patterns.

RIGHT: Some textile samples Girard designed during his tenure as founding director of the Herman Miller Textile Division (1952-1973).

BELOW: The Miller House of Indiana. Girard designed the interior of this mid-century modern home.

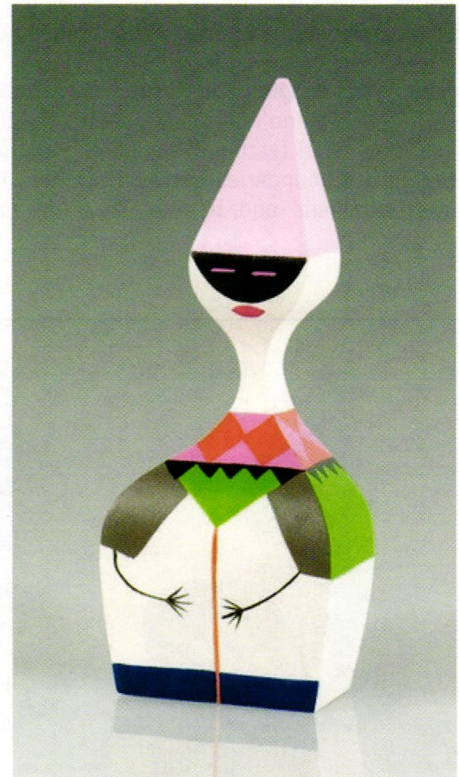




ABOVE: Braniff Airlines' waiting room and plane, both designed by Girard.

RIGHT: Wooden dolls by Girard.

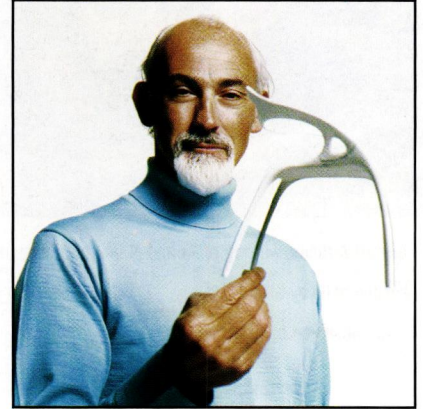
below: Chairs designed by Girard.



## DESIGN PARAGON:

# ROSS LOVEGROVE

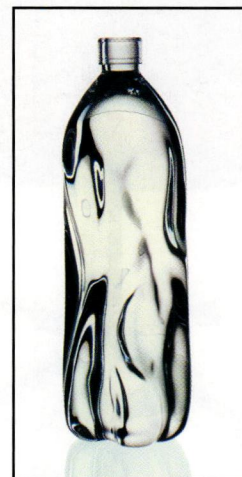
Words: Alaina Gonzales



**PREFERRING** not to be called an industrial designer, Ross Lovegrove would rather be considered an “evolutionary biologist.” Born in Wales in 1958, he studied design at Manchester Polytechnic and at the Royal College of Art, London.

Lovegrove first worked for well-known design consultancy firm Frog Design, where he worked on projects that included the design of the Sony Walkman and computers for Apple. Later, as an in-house designer for Knoll International in Paris, Lovegrove designed the successful Alessandri Office System and as a co-member of the Atelier de Nimes, along with Philippe Starck and Jean Nouvel, he acted as design consultant to Louis Vuitton, Cacharel, Dupont and Hermes. In 1990, Lovegrove set up his own design office in London, Studio X. His clients have included Sony, British Airways, Kartell, Cappellini, Phillips, Moroso, Apple, Luceplan, Tag Heuer and Herman Miller, among others.

His work is characterized by fluid shapes, technology, vibrant color and appealing materials. He is inspired by forms from the natural world, new manufacturing processes and the ability to evoke an emotional response in users. Many of his designs address ecological issues and feature a humanistic approach. Lovegrove’s work is often highly experimental, and he is committed to transcending the boundaries between science, technology, design and architecture. He continues to refine what he terms “organic essentialism” and, in doing so, brings an experimental yet thoughtful quality to his design practice.



ABOVE: Ross Lovegrove with his Go Chair for Bernhardt Design.  
+ [berhardtdesign.com](http://berhardtdesign.com)

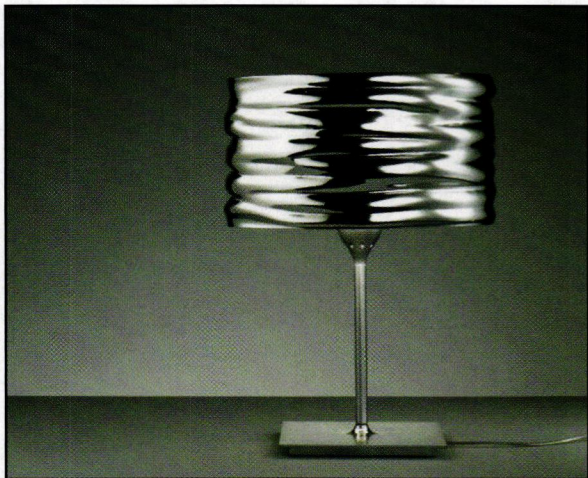
FAR LEFT: Bdlove Planter for Bd Barcelona.  
+ [bdbarcelona.com](http://bdbarcelona.com)

LEFT: PET bottle for Ty Nant.  
+ [tynant.com](http://tynant.com)



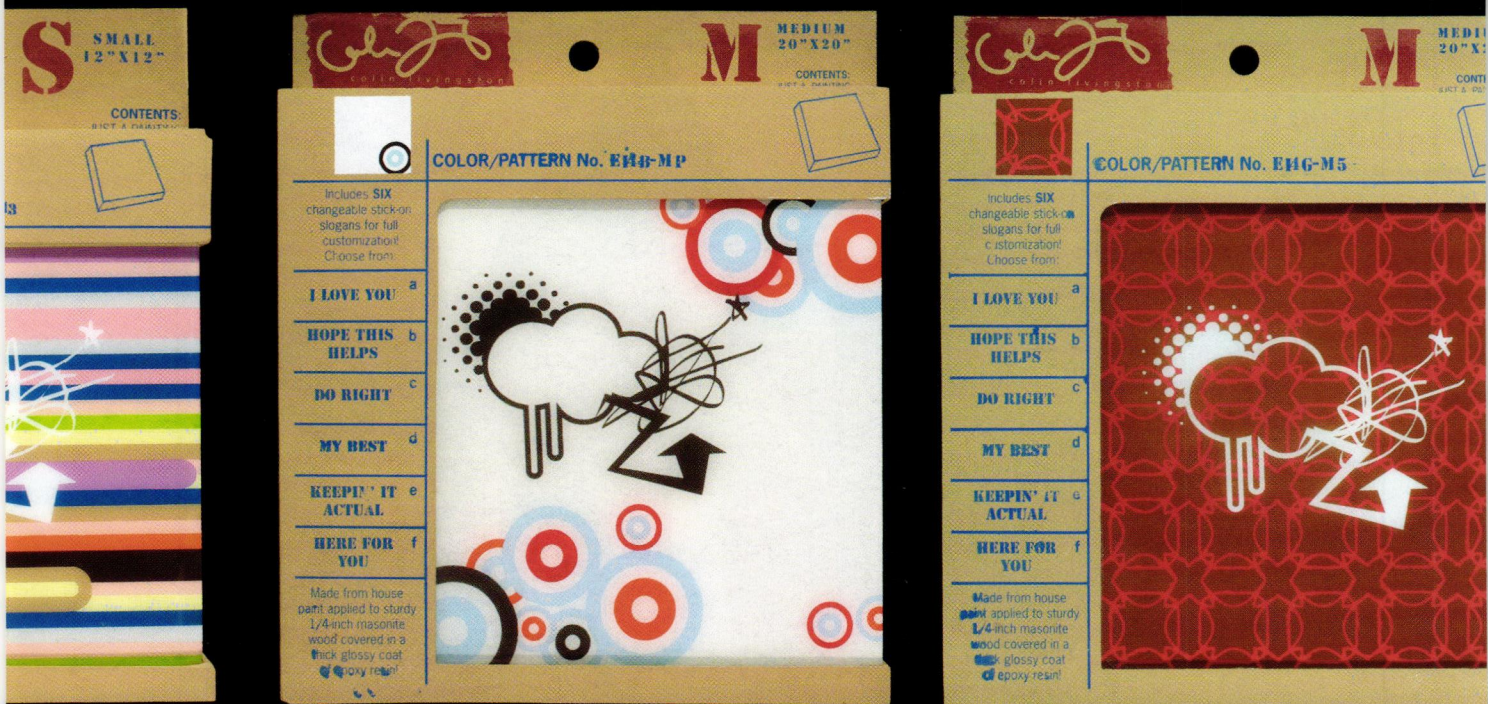
ABOVE: Sprite Stacking Chairs for Knoll. + [knoll.com](http://knoll.com)

BELOW: Aqua Cil table lamp for Artemide. + [artemide.us](http://artemide.us)



ABOVE: Go Chairs for Bernhardt Design. + [berhardttdesign.com](http://berhardttdesign.com)

# ARTIST | PROFILE



# COLIN LIVINGSTON COLIN LIVINGSTON COLIN LIVINGSTON

COLIN LIVINGSTON IS CLEAR ABOUT THE MEANING AND THE MESSAGE OF HIS ARTWORK. HE WANTS YOU, THE VIEWER, TO BE AS WELL.

ABOVE: Small, medium and large paintings from the Multi-Slogan Department

RIGHT: Colin Livingston

Words: Melissa Belongea  
Images: Courtesy of Plus Gallery



**OVER** the past six years, Livingston has evolved a unique style around this fundamental quality. Originally, beginning in the medium of drawing and painting, Livingston put together pieces that commented on art as a product. His aim is not to criticize but rather to package more resonating messages into a digestible format, a means of delivering a specific product to the everyday consumer. The product being packaged (and offered) are tiny bits of wisdom in the form of slogans, which Livingston has identified through his own life experiences. Livingston says after coming through a major personal tragedy as a young person he felt in touch with the most basic and essential values of life, a common human experience. He says his artwork is meant to serve as a polite reminder of these values. "So many times after having an epiphany, we promise ourselves that we are going to be better people in one form or another. Once this moment fades, however, we forget. My work is meant to remind people of what they understood, just briefly."

Anything but sentimental, Livingston presents his work within a straightforward and simple design context. "Graphic designers are the best at appealing to the masses, so I incorporate what they do into an approach that also appeals to those who are art educated." Livingston says he wants to reach as many people as possible, including those who are not art-educated, which is why he uses plain language to express the meaning of each piece. The viewer needs only to read to understand.

**"GRAPHIC DESIGNERS ARE THE BEST AT APPEALING TO THE MASSES, SO I INCORPORATE WHAT THEY DO INTO AN APPROACH THAT ALSO APPEALS TO THOSE WHO ARE ART EDUCATED."**


OPPOSITE PAGE: Chicks Dig Art  
36 x 36 x 2 inches  
Benjamin Moore House Paint and resin on panel  
2009

ABOVE: View of Livingston's studio.



Pick a palette, pick a pattern, pick a logo, pick a slogan. This was one of the ways Livingston interactively presented his work during his last show at Plus Gallery, three years ago. The title of the show was "Palettes, Patterns, Logos and Slogans." Livingston created a brochure of options for the viewer to "order" their own piece of artwork, as if the viewer/consumer was ordering a personalized tee shirt. Livingston was hoping that this would help the viewer engage more intimately with the art piece, therefore creating a greater connection with the message. In keeping with the design and consumerist format, Livingston supplied a free pint of paint with each order as a recommended background color for which to display his artwork.

Livingston will be holding his fourth exhibition at Plus Gallery starting in December and going through the middle of January. Three years in the making, this show is entitled, "The Big Idea," where Livingston transforms the gallery space into a department store. He says the artwork will be presented in packaging and arranged into departments based on the content of the message: sincere, ironic or a combination of both (multi-slogan). Whereas before Livingston focused only on paintings, in this new show he has incorporated a variety of mediums: photography, found art, graphic/ digital art, sculpture, installation and painting.



Colin J

artwork by colin livingston



chicks dip art



IRONIC  
SLOGAN!

contains one (1) painting

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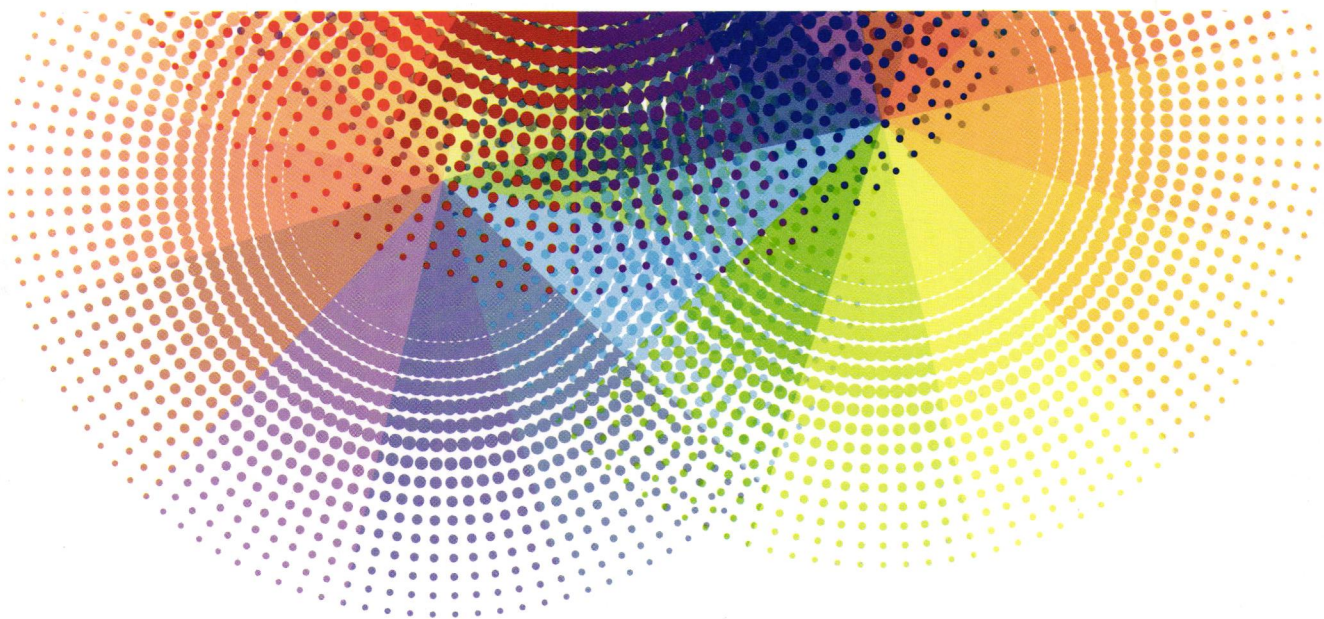
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