

CELEBRATING OUR 50TH ISSUE!

# atomic ranch

MIDCENTURY MARVELS

## Preservation Essentials

Modern updates  
for period homes

15

vintage-inspired  
furnishings

Celebrating history with the  
**Bertoia Legacy**

**Retro vacation spots**  
from coast to coast

From the editors of *Romantic Homes*  
SUMMER 2016 • Display until 7/26/2016  
NO. 50 • \$6.99 U.S. 62



0 71486 02855 0

Engaged Media, Inc.

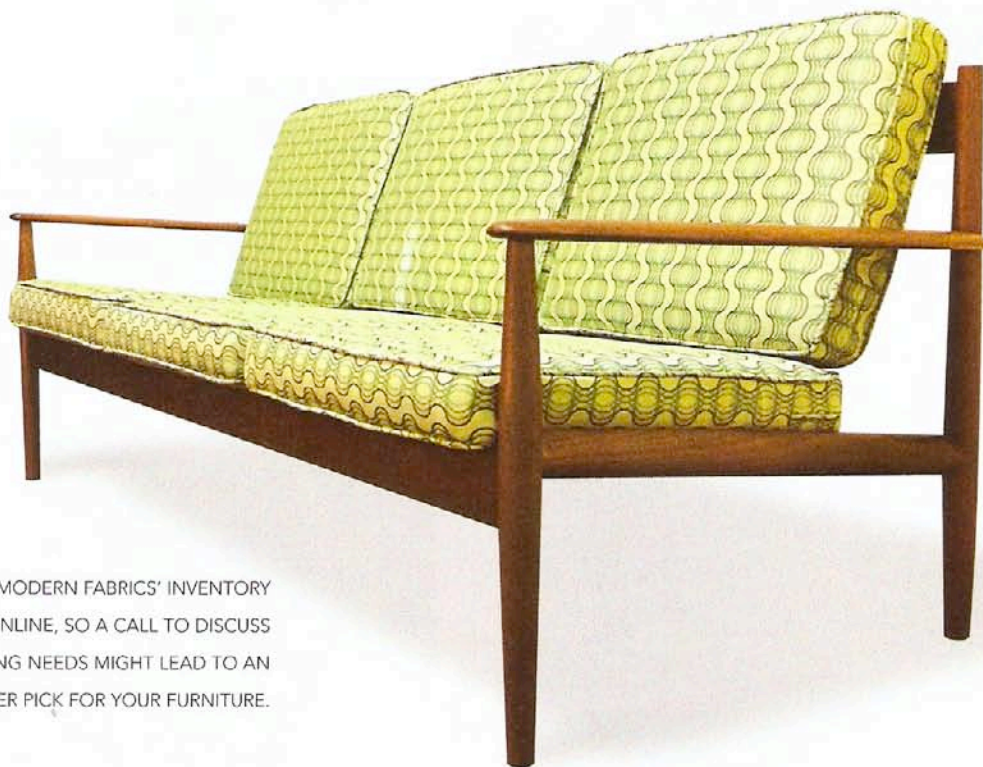
By Anne Kruse

# FABULOUS FABRIC: The Sum of All the Parts

Meet the environmentally conscious company that is bringing retro back.

James and Ewa Powell created a successful business

they never knew existed. With collective backgrounds in architecture, graphic design and photography, their creative juices are plentiful. So, when James was designing prototypes for a furniture manufacturer and was troubled by the amount of fabric that went to waste, a question came to mind: Is there a way to repurpose the scraps and rolls of remnant high-end, gorgeous fabrics? Through testing the market and beating the pavement to forge supply chain partners, the answer is a resounding yes.



ONLY 10% OF MODERN FABRICS' INVENTORY  
IS VISIBLE ONLINE, SO A CALL TO DISCUSS  
REUPHOLSTERING NEEDS MIGHT LEAD TO AN  
EVEN BETTER PICK FOR YOUR FURNITURE.

"We feel good about the work we do every day. Our 25,000-square-foot renovated grocery store warehouse, and our 6,000-square-foot store in Charlotte, NC are filled with fabrics that would have ended up in the landfill," Ewa says. Solving this problem has led to helping a lot of different people solve their reupholstering and remodeling challenges.

Ewa suggests, "If your furniture is older than 15 years, consider reupholstering it rather than replacing it. It's likely your piece was built with higher quality material than is commonly used today. The fabric, foam, and padding can be removed and rebuilt into a one-of-a-kind piece; and you will have a story to tell each time someone admires its uniqueness. You won't find one like it in any of the retail stores, that's for sure."

SO WHAT DOES MODERN FABRICS DO WITH THEIR SCRAPS? THEIR REMNANTS ARE DONATED TO CHARITIES THAT USE THE FABRIC FOR FUNDRAISING PROJECTS.

## 3 TIPS FOR SUMMER MAKEOVERS

Summer is a great time to start those projects that may have originated as New Year's resolutions. According to Ewa, summer is a time to let the light in and update your surroundings. This doesn't have to be an expensive undertaking, and there are certain strategies that will add to your success.

- **USE PILLOWS TO CREATE A NEW LOOK.** It might be a pop of color, a new texture, or something completely out of character for you. The financial commitment of creating new pillows is low, so embrace the higher risk of a print or color that you may not normally choose.
- **START NOW.** Upholsterers' busy season starts in September; and come October, you might as well push the project to next year.
- **REMEMBER, YOU CAN UTILIZE COMMERCIAL GRADE FABRICS OUTDOORS.** Not everyone needs the harsh-weather, pricy specialty fabrics that are available from manufacturers. The majority of Modern Fabrics' inventory overflows with high-end, extremely durable, commercial-grade treasures.

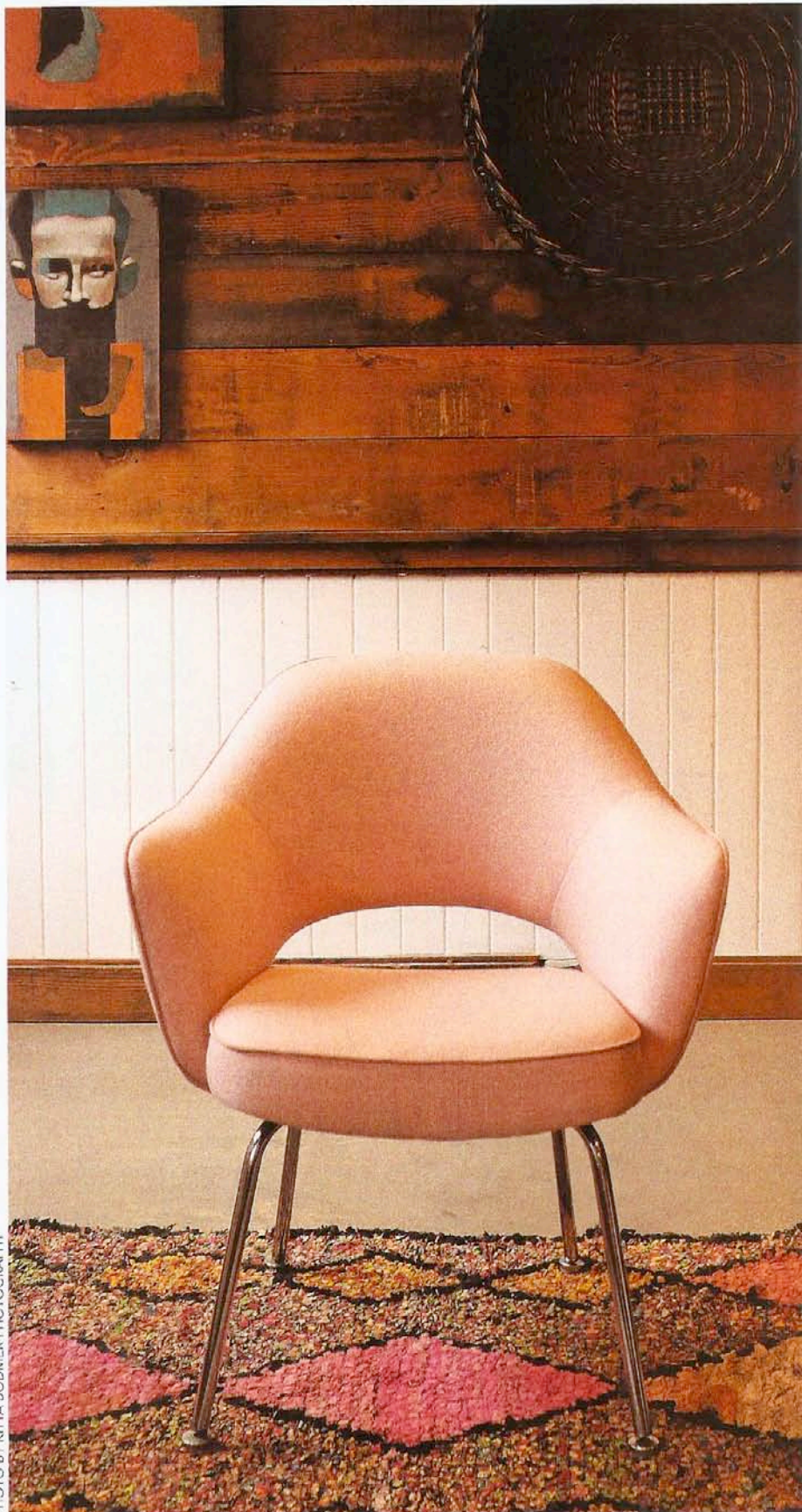


PHOTO BY KITTA BODMER PHOTOGRAPHY



Weekly arrivals of top-of-the line fabric feed James and Ewa's passion for midcentury design. They hand-select midcentury designs from manufacturers such as Knoll, Maharam and Kvadrat, which have become increasingly popular amongst Midcentury Modern enthusiasts. An enormous supply allows them to discount their fabric from 50-80%, making their formula a success.

For James, his affinity for all things midcentury grew from flying to exotic destinations with his father, a pilot for Pan Am Airlines. Ewa has always been drawn to the artisan qualities of fabric, and her passion for midcentury design has developed into an expertise. Owning their midcentury home in rural North Carolina, outfitted with some spectacular fabrics, has allowed them both an opportunity to talk the talk and walk the walk.

What started as scraps on the floor is now a thriving business that allows them to do what they love, even if they never would have imagined it. ☼

FOR MORE ON MODERN FABRICS, CALL (704) 740-9675  
OR VISIT MODERNFABRICS.COM.

## MAKING THE MID-MOD MATCH

Check out Ewa's expert tips for picking the right fabric for your midcentury piece.

**KEEP IT SIMPLE.** You have chosen the clean lines and minimalist aesthetic, so you want to continue your efforts when choosing fabric. If your color preferences are more subdued, pick textures and solids. If you embrace a more lively color palette, steer toward bold solids or patterns and shapes that repeat in other items in the room.

**CHOOSE TRADITIONS OVER TRENDS.** You want fabric that will showcase your furniture. Great fabric elevates the piece by not upstaging it with a distracting, overpowering print or color. "We carry fabric from Kvadrat, a company specializing in re-issuing classic Midcentury Modern designs like Hallingdal. Many of the fabrics are wool or wool blends, making them a great choice for classic midcentury pieces," Ewa says.

**ASK THE EXPERT.** There will be times when you simply must ask for assistance. With shipments coming in weekly, Ewa has new knowledge to share and swatches to send. Most importantly, she loves to help others make informed choices, and especially enjoys when customers call just to say, "The fabric you sold me is incredible."