

# Take a breath.



**Take a deep breath.** We know you'll need it when you see the breathtaking designs in this issue of FABULOUS FLOORS. We have Jim Belilove from The Creative Edge to thank for much of the inspiration. When we first met in January, Jim told me his dream was for people to see his company's creations as he did and to share them as works of art. Having been in the industry for 30 years, I was blasé about the notion until I saw them with my own eyes and they took my breath away. I knew then that I wanted to share that moment with readers of FABULOUS FLOORS. That's when it really hit me — designing with floors is all about creativity, and you'll see that reflected throughout this magazine, translated into designs inspired by feng shui, details like exquisite medallions and inserts,

working with stone, metal and rich wood in one design. Creating fabulous floors is also about collaboration. We discover and present to you products and ideas that make the creative process special. Every time you contemplate the smallest detail, we want to be a continual source of aspiration and renewal, drawing from an industry you probably never knew much about before. As your collaborators, we can help make your dreams happen. It's always about products and design. It's about the quality of life, as in the new ways of refinishing and bringing new life to your cherished wood floors. Sometimes it is about things you can't see like the new generation of Stainmaster™ technology right in your carpet's cushion. Whatever the challenge, creativity is always about special ways of expressing yourself. We know the creative process takes time if dreams are to be achieved, so we've invested our time so you can relax and enjoy more of your creative side. As the subject of our yoga article would say, take a deep breath.

*Sonna*

*Looking for inspiration, creativity and collaboration? Ask a member of the American Society of Interior Designers. They have lot of it. You'll find many of their members' ideas reported on in this issue. FABULOUS FLOORS is proud to be an ASID Industry Partner.*



**Talk about creative!**  
The book I'm reading, "The Carpet People" by Terry Pratchett, is one I found in London. It's a fantasy about the lives of very wee folk who live in a magical place full of adventure, diversity, creativity and collaboration. It's a totally different perspective on the carpet — a great "yarn" you might say.

# FABULOUS floors™

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SONNA CALANDRINO  
*Publisher & Editor-in-Chief*  
sonna@capital.net

RICHARD HOWLAND  
*Executive Editor*  
Rhowlandjr@aol.com

LISBETH CALANDRINO  
*Director of Sales & Consumer Research*  
Lizbizcoach@cs.com

MARGO LOCUST  
*Editorial & Advertising Coordinator*  
Margolocust@yahoo.com

LAURA ROGERS  
*Senior Art Director*

MARGARET DRISCOLL  
PATRICIA MARTIN  
HOLLIS WOODS  
*Editorial & Production*

THERESA BUONOMO  
*Research*

RONALD HOWLAND  
ELLEN MODICA  
*Editing Services*

BRUCE ELLISTON  
*Industry Consultant*

NANCY WILSON STEVENS  
*Interior Designer*

ELISE DEMBOSKI  
*Special Section Editor*

ALEXANDER & ASSOCIATES  
*Newsstand Director*

DOUGLAS EBERSMAN, CPA

ALBERTO FIGOLS  
*VP Finance*

JOAN GARDINA  
*Director of Human Resources*

*Editorial & Advertising Offices*  
226 Old Post Road  
Ghent, NY 12075  
518-828-3200



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