

Got Your Head In The Sand?



Go Big or Go Home!
Look at what your competition is doing- Do it better with a new Twist-
Step Out Of The BOX!



Margael Designs Inc. 1980!



Go Where Most
Designers Won't
Go!

LAKE NORMAN TIMES, Lake Norman, N.C. Wednesday, May 14, 1997 Page 5



LAKE NORMAN TIMES
"Bringing The Lake Communities Together Every Week"
LAKE NORMAN, NORTH CAROLINA

DESIGNING WOMEN



Photo by Scott Hinkle / LNT

Lake Norman's Pat Ridle, the LNT's own Dr. Decorator (AKA Marge Kyle) and Martha Free pause during a look at floor samples Thursday at the grand opening celebration of Inner Dimensions, the lake's new fine interior design store. Located at 18509 Statesville Road in the Park 21 Business Center, Inner Dimensions carries natural stones, area rugs, designer fabrics, ceramics, custom carpets, hardwoods, lighting, wall paper and more.

Wednesday • December 31, 1997



Photo courtesy North Mecklenburg Chamber of Commerce

Lake Norman's newest interior design center, Design Source, is open at 19460 Old Jetton Road, Suite 204 in the new Allen Tate Building. There to officially open the new business were Tim Ligerfelt, Paula McKinney Maynard, Dr. Tom Hampton and representing the North Mecklenburg Chamber of Commerce, Dr. Decorator, Marge Kyle, ASID.

Growing Lake Norman means opportunity for interior designers

As the population of Lake Norman continues to grow, so do the number of businesses that support that increasing number of people. The design business is no exception. New studios and design centers are popping up everywhere. As a designer, I find the competition exciting, and as the experts say, if you don't have some quality competition, there is no guarantee your own work will be the best.

Clients should always shop



Dr.
Decorator
**MARGE
KYLE, ASID**

around and have the freedom to select the designer / decorator that best suits their needs. In addition to finding a qualified professional that can help with hard design choices, the consumer can find a

broader selection of services and furnishings that could not be found on his or her own. Most manufacturers will not sell to another store, design studio or center within a 15-mile radius. Therefore, when shopping around for designers and decorators, you'll also be seeing different products and furnishings.

Let's take a look at how you might approach finding the designer / decorator and studio of your choice. Make an appointment

with the owner and spend some time learning:

- Which designer / decorator would be best suited for your needs and personality?
- What products do they carry and how are they priced?
- Do you have to use a designer / decorator to purchase their product? If you do, is there a further discount?

See Marge / page 2B

Dr. Decorator

Margi Billesdon



As many of you sit in your home, either new or old, you may wonder why you are having decorating problems. You love the house you bought, you bought it with the hopes of being happy - but it hasn't happened. This article, hopefully, will answer some questions and make you feel very normal.

For most of you - you don't know where to start. The entire job is overwhelming - therefore, you never start or get the job done. For some, you purchase a few things feeling very unsure of your selection and then stop. Not knowing, what to do next. After months of frustration you venture into another room. Hoping this room will be easier to decorate. It isn't easy, because you haven't finished the first room. You are always drawn back to the other room with a back feeling. Why?

It is like getting dressed in the morning without putting on your belt - make up or worse. You never have a feeling of a finished area. An area where you feel comfortable and pulled together. Instead, you are always pulled apart.

My best advice to you would be to go back into the first room and make it work. Every room has the potential to be pretty. The biggest thing I give my clients is confidence in who they are and what they want to see in the room. Every room in your home should reflect who you are. Life is too short not to be happy in your home. How you act in the outside world is how you feel at home.

I have always believed that when starting to decorate - dreams are free. Spend some time in the room writing down everything you might want to see in your finished room. Don't put a dollar sign on it - it stops the creative juices from flowing.

Once you have that list - share it with someone who you know won't judge it or make you feel silly. Not all people can

visualize that you have in mind. One comment can bruise your confidence and you don't continue. What a shame. You live there and should see what makes you happy.

Once you have your plan as to the look and colour you want - the fun starts. I do recommend that most people get help at this point, whether it be from a sales person at your favourite store or a designer. Someone you trust. You don't need someone who will only sell you product. You need someone who will ensure you the finished look you want through the proper selection of furnishings. Keeping in mind your house should reflect who you are and what you want to see.

When more than two people are living under the same roof, it can be more difficult. My advice is; if you have been put in charge of decorating, take into consideration their lifestyles, wants and feelings and incorporate them all. Nine out of ten - when the plan is finished and you are happy - they will be also.

We tend to get too hung up on what our friends and family will think. If you are a friend and/or family - the most important thing I would want to see is happiness. If you are happy - they should share and enjoy.

Another area that acts as a road block is - will I be happy when it is done and how will I know when it is done?

A GOOD PRESCRIPTION FOR HAPPINESS.

1) You have done it for your taste, style and life style.

2) If you use your colour preferences. Do you want to feel warm in that room? Then use warm colours and heavy texture. The warm colours being yellows, reds, browns, beiges, orange, etc. They tend to

bring your walls in and make the room seem smaller visually. Cooler colours such as blues, greens, white, grey, black - make your room look bigger and give a more elegant feeling. Cooler colours also enhance your mood.

3) You will be happy if you know what makes you happy and you have created that feeling. Either working on your own or with a designer - be true to your feelings.

4) As to when will you know your room is finished. One way to test that is look at two walls opposite each other. Ask yourself - do they balance? Look at the other two walls and see if they balance.

Do your accessories reflect who you are and where you have been. Do they make you happy when you look at them. If you are in doubt as to placement of furniture - take that piece out of the room. If there is a space or a hole in the room, if you are not sure - leave it out.

A quick view of how a room can be changed dramatically by a few minor changes. The fire place could either be painted for an inexpensive uplift or done in marble for a dressier look.

Paper or paint always creates a new look and or texture. The window treatment is wonderful. Notice how it opens the area up and adds prettiness.

Trees help bring the outdoors in and finish the room. All of which don't have to be costly. If you are going to spend the money - do it right and do it once.

In closing I would encourage all of you to get going - make your house a home. Get a plan and work the plan. Your home should be a happy and comfortable retreat for the outside work.

My next article will give you a good shot of colour.

室內裝修的最大問題莫過於無從下手。人們常犯這樣的毛病：當他們為房間購買了一些傢俬和裝飾品準備施工的時候，卻感覺呆滯，不知如何開始，於是他們便放棄了，轉而嘗試裝修第二間，期望這一間較容易。

結果還是一籌莫展。

為了避免這種情況出現，密西沙加市著名的室內設計師瑪姬(Margi)建議，在着手前，最好多花些時間逗留於每間房裏，仔細想一下自己的風格是甚麼，你最希望房間裏有那些可以反映你個人風格的擺設，然後你將所需的物品列成一個表，但切勿把價錢標在旁邊，這無疑會破壞靈感。

當你把你心目中的顏色及所需用品列出後，可以徵求幾名有關方面人士的意見，例如你光顧的商舖的售貨員或設計師。你需要的不是向你推銷產品的人，而是那些從你的選擇中，可以意會到裝修後你的房間的面貌的人。

衡量你的房屋裝修是否理想的標準有四個：

■房屋是以你個人的品味，風格、生活習慣為依歸而設計的。

■房間是根據你喜愛的顏色而設計的。例如，你希望某間房給人溫暖的感覺，便運用一些暖色調的裝飾，好像黃色、紅色、橙色及啡色等。暖色可以令房間在視覺上小一些，而綠色、藍色、白色、灰色、黑色等則看來寬敞一些，也典雅一些。

■無論自行裝修還是聘請專家，祇要房間的裝飾忠於自己的感覺，並可以引起快樂的感受便理想了。

■至於一間房究竟裝修完成與否，可察看相對的兩幅牆壁，如果各方面看來和諧，那麼便大功告成了。

如果閣下還有其他有關室內裝修的問題要詢問瑪姬的話可致電或致函其公司：

If you have any questions and/or a headache, take two aspirins and call me in the morning at: Margael Designs/Decorators Warehouse

2150 Dunwin Drive, Unit #3, Mississauga, Ontario, L5L 5M8 Telephone: (416) 828-2620



文華加居

OCT. 89

MANDARIN HOME

No. 3



WCWA provides education from the best instructors in the industry.



Margi Kyle
ASID, IDS, WCAA, NSA
The Designing Doctor, LLC

Margi Kyle began her career upon graduating from The New York School of Interior Design, and Sheridan College. Throughout Margi's 36 years of experience in the field, she has taught Interior Design at Sheridan College and The Academy of Design, authored columns for numerous newspapers and magazines, and has hosted and produced television shows including: *Dr. Decorator*, *The Designing Doctor*, *Let's Build a House*, *Lunch Time Live*, and *Moments with Margi*.

Margi owns the Designing Doctor, LLC, a growing interior design business in North Carolina. She enjoys working with clients and their interior design challenges on a daily basis and understands the issues that affect today's professionals. It is Margi's up-to-date perspective on Interior Design issues that endears her audience. Most recently, Margi has expanded her career as the Manager of Color and Design for Para Paints, traveling throughout Canada and The United States forecasting color and lecturing on "The Direction of Color."

Margi is sponsored by Hunter Douglas Window Fashions, Inc, as their Industry and Keynote Speaker. To add to her credits, Margi is a Professional Member of the National Speakers Association, a board member of IDS (Interior Design Society) and WCAA (Window Coverings Association of America), and Advisory Council Member of The Dewey Color System.

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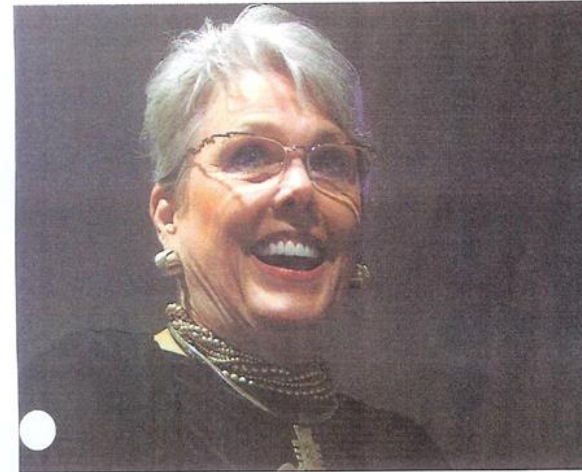
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*** SECTION AA

THE DOCTOR IS IN



PHOTOS SHELLEY DONAHUE/COMMUNITY PUBLICATIONS
Margi Kyle explains to fellow interior designers how she tailors her proposal presentations to the personality of each client during the inaugural First Fridays seminar at World Market Center.

"We're selling the invisible. We need to find a way how to tell a client what your thoughts are in a way she can understand."

MARGI KYLE
THE DESIGNING DOCTOR

Who are you?

Personality types hold key to interior designers' success

By HALL BERNSTEIN SAYLOR
FURNITURE & DESIGN

Margi Kyle is dispensing advice she hopes fellow interior designers will take to heart: Get to know each client's personality if you want to succeed.

Known as The Designing Doctor, Kyle, shared her insight into the field and provided some suggestions for dealing with various types of clients during the inaugural First Fridays at

the Design Center at World Market Center recently.

The event also allowed designers to visit the market center's year-round showrooms.

"We're selling the invisible," Kyle said of designers' concepts. "We need to find a way how to tell a client what your thoughts are in a way she can understand."

The answer, the North Carolina interior designer said, can be found in today's technology and a client's basic personality.

"I don't take a client without e-

mail. I don't want to talk with them, but I do want to communicate. I'm not there to develop a friendship, I'm trying to develop a professional relationship."

That relationship is based on Kyle's take on a client's personality. By knowing personality traits, she can tailor her designs, proposal presentations and communications in ways the clients will relate to. Her assessments also have taught her which personality types to avoid.

Although she admits she has fewer clients than in the past, she said her

approach has provided her with "clients who will really work with me."

According to Kyle, who has 36 years of experience as an interior designer, there are 10 basic types of clients who fall within two style groups — those who prefer controlled clutter and those who prefer restrained elegance.

"Once you know who you are working with, it makes it easier to do your work," Kyle said. "Knowing their personalities and presentation methods, you will attract the

clients you want to work with and presentation will become exciting again. If you are not excited about what you are presenting, they won't be."

She defined the personality types as perfectionist/achiever, creator/cheerleader, observer/groupie, caretaker/acceptor and challenger/untouchable, and creates her design presentations for each of the five pairs.

SEE DESIGN PAGE 4A
► Presentations must be tailored to client

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SEE DESIGN PAGE 4A

► Presentations must be tailored to client

Page 4A • Saturday, October 22, 2005

(PROMOTIONAL FEATURE)

Las Vegas Review-Journal

► DESIGN: Presentations must be tailored to clients

CONTINUED FROM PAGE 1A

what they have done," Kyle said.

She said sometimes creators just need a new look with what they already have. Cheerleaders, on the other hand, are the easiest type of clients to work with, Kyle said. They are happy, optimistic and outgoing people and "you can't really do anything wrong."

For both, detailed presentations are essential, as are hands-on displays. "Seeing is believing and seeing is selling," she said.

Observers are a type of client Kyle said she tries to avoid, if possible, because they require a lot of time. She said they have difficulty making decisions, lack vision and get a glazed look when presented with too many

empathic."

She suggested designing rooms for caretakers' children first.

Acceptors are "too sweet," easygoing and stable. Their homes need to be filled with peace, love and unity, while doing anything to avoid conflict, she said, noting acceptors are "great clients."

Presentations for caretakers and acceptors should open with statements such as "Your family will love this" or "Your children will be happy with these colors," Kyle said. It's also a good idea to incorporate elements from their lifestyles into the presentations.

The final two personality types, challenger and untouchable, should be approached cautiously and

probably avoided,

Kyle said.

"The challenger will take the presentation over and question everything you have done. You will never win."

She described challengers as confident, dominant, strong,

feared and obnoxious. If a designer finds him or herself dealing with a challenger, he or she should record conversations and double check all of the paperwork.

With their split personalities, untouchables — a combination of the perfectionist, achiever and challenger — are unpredictable, Kyle said, adding it is best to tell this type of people that "you are too busy to give them the time they so richly deserve."

Still, she offered a few suggestions for tailoring presentations to them. Be fast, effective and truthful. Don't ask for feedback and get a full deposit if they decide to order.

Designers, she said, do more than just provide interior designs for clients.

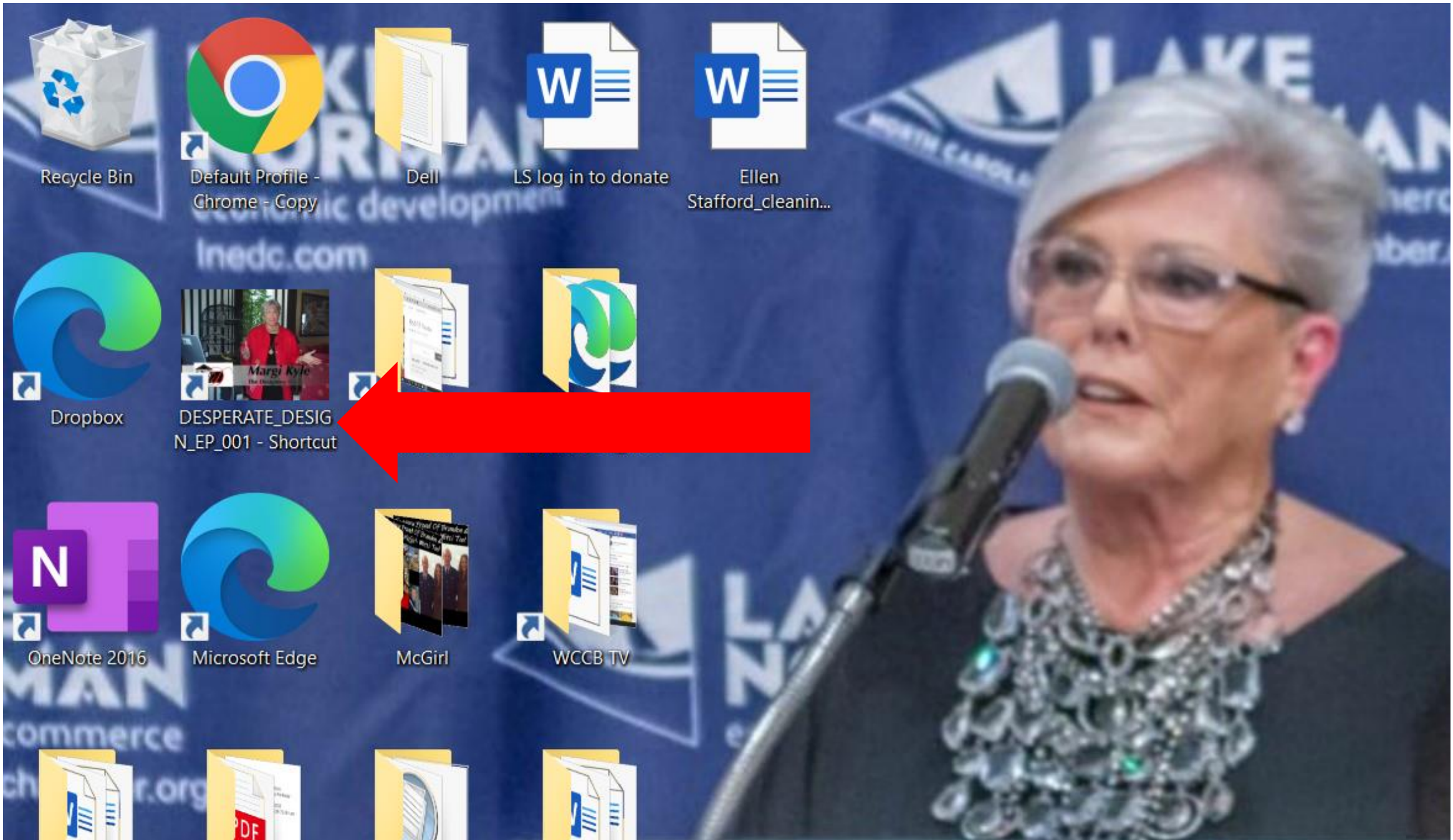
"They teach you how to live in a house and how to be happy."



PHOTOS COURTESY MARGI KYLE

Interior designers will find rooms for observers, at left, will be incomplete because they have difficulty making a decision. Achievers prefer rooms with limited, clean décor, above, while caretakers, below, will decorate rooms for their children and other family members first.





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MARGI BILLEDSON
& MICHAEL STERN

Lower Hall



MICHAEL MAHOVICH

Margi Billesdon, graduate of the New York School of Design, has taught design at Sheridan College and from her own studio. Her partner, Michael Stern, is a furniture broker and wholesaler for Margael Designs and Decorators Warehouse.

Billesdon and Stern brought to vibrant life a space which originally was probably a busy thruway for the Browns' many servants. Printed wallpaper and furniture coverings in warm garnet and red shades are compelling. A custom-made, lacquered linen table is a sharp green. The black-and-white, simulated-tile linoleum floor covering is boldly dramatic and pulls together the long, narrow space.

"I wanted an eclectic look, because I think that halls probably collect a lot of this and that," explained Billesdon. Originally strictly utilitarian, the hall was intended by the designer to serve as "a pretty exit."

TAFI ROSEN

Don't just Write For Newspapers or Magazines- Get On The Cover!



The Latest in Interiors

Local designers share what they'll be looking for at High Point Market this month

The High Point Market takes place at the end of this month. As furniture makers and home décor vendors descend upon nearby High Point, we asked local designers what they'll be looking for at Market.



Margi Kyle,
ASID, IDS, IDS, CCA, DCI
The Designing Doctor, LLC

Photographs courtesy of Margi Kyle

As a color forecaster for years and a member of CMG (Color Marketing Group), we forecast color and the trends that will match the color forecasted. This year, like many, brings its own challenges with it being an election year. Color leaves us during an election year. So this year at Market,

PHOTOGRAPHY BY JEFFREY B. HARRIS

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~a guest blog from Margi Kyle,
designing doctor~

AGING in PLACE

Thirty years ago, I was asked to join CMG (Color Marketing Group) to study trends, predict trends and create a color forecast palettes for both Residential and Commercial Design, twice a year. The trends must be decided before a color palette can be created. Baby Boomers and the aging society were always at the top of the conversations. Not getting any younger myself, I decided to learn and discover how "The Aging" population would like to live out their golden years.

During that time, my parents were going through the "Smart Sizing" process and moving into an Adult Living facility and didn't have a clue what to do. The process is daunting without a plan.

Step #1. Hiring a professional to create a floor plan is crucial. This enables people to see how the use of space will work and tells them what items they can take and the ones to re-gift. This will be their working plan until after they have moved in. It makes downsizing easier because they can see there is no more room. It makes that process not as emotional.

Step #2. To the floor plan, a lighting plan needs to be added. As we age and look at lighting, it is a known fact that the pupil of the eye decreases in diameter, causing it to become less responsive with age. We need as much as three times more light than when we were younger! The aging eye needs more time to respond to changes in light and dark. Stairs, paths, declining surface and hallways need extra light.

Step #3. Color is added to the floor plan

to show the flow of color on the walls and on the furniture. As we age the Lens has a tendency to become yellow and darker which causes a decrease in color vision. A study was taken in 1992 Goodman and Smith, that the elderly see yellow, orange and red more easily than other colors.



Margi Kyle

Step #4. Flooring. The less busy and glare, the better. The elderly are walking with walkers way too early. One of my favorite stores did a remodel a few months ago, and put in a high gloss marble floor. I spent some time observing how the elderly walked on it. Very carefully and slowly. I had to make the suggestion that they put a non-skid runner over their beautiful floor.

The boomers have lived a great life, had it all and don't want to give it up as they age. Adult communities are going to be the solution because it is upscale grand living with all the facilities they are used to and keeps them in a safe environment that is attractive, fun and meeting all their aging needs. ASID is doing a great job of educating our Designers on Design for the Aging. Other groups are CMG (Color Marketing Group), Home Builders Associations, and Architecture and Design Schools. ■

For exclusive, expanded coverage of the design industry, go to www.furnituretoday.com and subscribe to **Design Today**.



Margi Kyle,
IDS, ASID, WCAA, DCI

Margi Kyle's design advice has appeared in countless newspapers and magazines throughout North America, and she has hosted TV shows such as *The Designing Doctor*, *Let's Build* and *Desperate Design*.

Never idle, this New York School of Interior Design graduate has contributed to the design world as an interior designer, television host, mentor, keynote speaker, educator and writer.

Currently the executive director for We Make Color Easy, Margi specializes in a program that teaches designers and homeowners alike the Dewey Color System, making room color choices fun and inspirational.

Interior Designer Launches New TV Design Show

Margi Kyle, ASID, IDS, WCAA, NSA of Cornelius, NC, is debuting a television interior design show that will be filmed on location in the Charlotte and surrounding areas.

The first installment of "Desperate Design" aired at 8 a.m., Saturday, September 10, on WJZY (Time Warner Cable Channel 80 or Channel 46 UPN). The second show

will air Saturday, October 8, at 8 a.m., and then again the following Thursday.

Kyle is an interior designer who has been producing and filming television programs for 25 years in Toronto, where she lived before moving to Cornelius 11 years ago. She decided to bring her "Designing Doctor" concept to the Carolinas for the latest program,

turning reality into actuality.

One of the segments is, "I Did It Myself," where the camera crew goes into homes and films what selected homeowners have done in their homes — that is, what they are proud of accomplishing themselves. Another segment is her "Desperate Design Dilemma," where you can write in, send a picture of your dilemma, and she will help solve the problem. Kyle wears a doctor's coat and stethoscope to add to the effect.

Margi welcomes comments, suggestions and questions from viewers. She is also looking for a builder that would either sponsor the show, or allow her to film segments along the building process. Go to www.desperatedesign.com, or call her at (704) 661-5223, and join the fun. ■



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She's helping hospitalized kids

AROUND THE LAKE



JOE MARUSAK

CORNELIUS — Until last week, Margi and Lee Kyle's Cornelius garage was crammed with new toys and stuffed animals.

On Monday, Margi piled them into her car and drove them to Levine Children's Hospital in Charlotte, where she gave them to terminally ill children and their parents.

Kyle founded the new N.C. chapter of Little Smiles, a 10-year-old national organization that exists solely to brighten such children's hospital stays.

She collected the items through three "friendraisers" in the Lake Norman area. People had to donate a new toy or \$15 for one.

Kyle, 67, an interior designer, formerly taught children with special



JOE MARUSAK — jmarusak@charlotteobserver.com

Little Smiles volunteer Sharon Washam, left, and N.C. chapter founder Margi Kyle display donated toys and stuffed animals at Levine Children's Hospital in Charlotte .

needs. She's wanted to help sick children and their parents ever since her own experience with one of her children decades ago.

Her son, Alex Billesdon, was para-

lyzed in a diving accident at age 15, and for a year Kyle spent every day and night with him in the hospital.

Now 41, he has long since recov-

SEE LITTLE SMILES, PAGE 7



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7 CHARITABLE WOMEN
INCLUDING: MARGI KYLE



Jeff Gordon Hospital - we brought tons of toys, DVDs, Xboxes and blankets to the hospital. (L to R): Al Brentz, Lister Webster (CEO of Life Specialist) Marge Henderson (Treasurer) & Margi Kyle.



Spider man visits a young man in the hospital to bring joy to all.



Levin Health's care - Lacie Fricker RN, BSN, MS, Bill Boggess (owner), Margi Kyle (LittleSmiles Treasurer) & A. Brentz (Little Smiles Chapter President)



Margi Kyle brings backpacks to help keep kids in school while at they are at the hospital.




Camp Care: (R to L) Wendy, Lee & Michael



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MARGI KYLE

charity Little Smiles

With lots of reasons for big smiles, Executive Director Margi Kyle puts her heart and soul into Little Smiles, a nonprofit that provides toys, games, DVDs, laptops, VIP outings, celebrity meet and greets, concerts and sporting events tickets, and so much more for children in local hospitals, hospices, and shelters.

"We are local; we are immediate; and we are hands on," Margi says. "We work with local nurses, social workers, and outreach coordinators to determine the immediate needs for each child. Approximately 93 percent of our proceeds go directly for the children."

Margi was born in Stamford, Connecticut, and grew up in Bloomfield Hills, Michigan. Her work and education endeavors have taken her to many locations—New Jersey, New York, Toronto, San Francisco, Vancouver and finally, North Carolina. She attended Centenary College for Women, earning a degree in early childhood education, which led her to work with special needs children and to open a daycare center. Later returning to school to pursue a degree in interior design, Margi has now worked and taught in that field for over 40 years. To her list of accomplishments, she adds television host, mentor, keynote speaker, educator, and published writer. Margi is also the executive director for We Make Color Easy, The Dewey Color System, a revolutionary design-decor service.

"While my interests in design and fashion have influenced much in my life, my passion for children never left me," Margi says. "Opening the North Carolina Chapter of Little Smiles eight years ago was a full-circle moment. I am also incredibly grateful for my husband and my children. They have been amazing in encouraging me to live my life to the fullest and to my highest potential."

Margi finds helping children through Little Smiles to be a very humbling experience. Engaging with the nurses, doctors, parents, and the children is her most rewarding work. "I am living my true passions in life," she says. "I am still working in design, but I have changed my focus to design for the aging, helping older people pull their space together as they move into retirement living. And continuing my work with Little Smiles makes it a beautiful combination of young, old, and giving."

Margi admits that working with ill children can be difficult for many—putting a board together that fully understands their mission can be a challenge. They ask all board members and volunteers to do one of three Ws: Work, Wisdom, or Wealth. "All three would be great," she grins, "but we look for one strength in each person. Going to the hospital and being with sick kids is hard for a lot of people. They just need to remember that we are there to simply put a smile on a beautiful child's face. We do the little things that make the biggest difference."

By: Leslie Ogle

