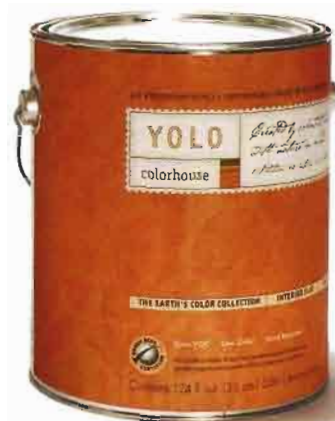


Eco Chic

20 Ways
to Live Green

GOOD CAUSES, THEY SAY, START AT HOME. BUT SAVING THE PLANET HASN'T BEEN SOMETHING YOU COULD DO WITH STYLE—UNTIL NOW. OUR GUIDE TO THE NEW ECO-FRIENDLY LIFE



(No.6)

looking for interior design resources has had a harder time.

The options have been limited: either sleekly modern or aggressively crunchy, with little in between. Yes, there were innovative fabrics and seating lines for the commercial market that were also suitable for residential use, but the look was always more CEO-chic than country manor. Some of the most intriguing designs were reclaimed-wood pieces by artisans in Brooklyn or the Pacific Northwest who put a hip face on the green movement. And yet these were available only on a made-to-order basis at very few retailers. Even eco-friendly paints had more detractors than fans—consumers seem more comfortable inhaling potentially toxic fumes than buying a paint that requires a bit of TLC to apply.

HOUSE & GARDEN'S abiding and impassioned coverage of the eco-conscious lifestyle has taken us around the globe, from a formerly toxic Massachusetts brownfield, now elegantly rehabilitated into verdant gardens, to the Rhône Valley, for a tutorial in biodynamic organic wine making.

But until recently, bringing green home has been more about the outside of the house than the inside. Energy Star windows, recycled-content insulation, and bamboo flooring are now available at your local Home Depot, but anyone

We are happy to report, however, that green design has hit a watershed moment. The landscape is flourishing with a bounty of new and beautiful furnishings at a range of price points and in a variety of styles and materials, from cork to bamboo fiber. We've discovered stunning vinyl-free wallpapers, rugs made from naturally dyed fibers, and sofas built entirely from non-toxic components. Even the new generation of green paints has been reformulated to be more user-friendly.

It's particularly exciting to see the industry setting its sights on an environmentally responsible future. At last fall's High Point Market, the twice-annual confab of the largest furniture makers, we were encouraged to find manufacturers using Forest Stewardship Council certified woods and renewable materials like water hyacinth. Kudos to Gerry Cooklin, the CEO of eco-friendly furniture company South Cone, who took the lead in founding the Sustainable Furniture Council; the organization now encompasses more than 30 industry leaders committed to going green.

In light of such exciting developments, it's important to consider the many shades of green. You can protect the planet

by choosing products made from

renewable resources. You can protect your family by buying mattresses and linens without harmful dyes and chemicals. You can choose building materials that

make your home work more efficiently, such as window glass that admits less heat. And you can invest in classic furniture conceived to withstand the test of time—

heirloom-quality pieces designed to stay out of landfills. The key is to define your own set of standards,

and to improve them each year as you educate yourself and those around you. —JEN RENZI

(No.17)

(No.11)



16 **^** **SERGIO PALLERONI** A research fellow at the University of Texas Center for Sustainable Development, architect Palleroni believes that environmentalism and social responsibility go hand in hand. Palleroni runs the Building Sustainable Communities Initiative, or BaSiC, which he helped found in 1995; it takes students into marginalized areas (like South Dakota's Pine Ridge Reservation, above) to build homes, health clinics, and waste-treatment facilities. "When you bring sustainable practices to the poor, every aspect of their lives improves," he says. "They're healthier; they learn skills and save money." Recently, BaSiC opened the first section of a kilometer-long greenway through Taipei, Taiwan, bringing, Palleroni says, "cool, refreshing gardens and cleaner air" to the gritty capital city. The group's Katrina Furniture Project makes pews, benches, and tables from timbers salvaged from New Orleans buildings destroyed by the hurricane. Though the work is done now in small studios around the city, Palleroni envisions large manufacturing and job-training centers. It's a case of making lemonade from lemons, Palleroni admits, but with each small effort, he adds, "we provide another model by which society can change." basicinitiative.org.



18

< **CORK** Jewelry, side tables, insulation, vases, flooring, upholstery—designers never seem to exhaust cork's versatility. Cork is also inexpensive, durable, easy underfoot, naturally antimicrobial, and, because it comes from tree bark, easily renewable. We're especially excited about emerging formats for flooring, like cork mosaics and narrow woodlike planks. Cork's recent appearance in upholstery shows its supple yet durable side; it lends an earthy off-note to this Baker chair's tony bones—and replaces some man-made content. Tufted English chair, \$5,286 as shown. bakerfurniture.com.



17

< **PAINTS** Despite the hype, the first generation of low-VOC (volatile organic compound) paints often disappointed early adopters. New reformulations have resulted in brilliant options from big players like Benjamin Moore and Sherwin-Williams, as well as a host of stellar boutique brands. Our favorite is YOLO Colorhouse, a line of gorgeously hued, Zero-VOC paints created by artists. The colors are natural yet vibrant, and can be customized. YOLO lays on perfectly and wears exceedingly well. YOLO Colorhouse is available at selected stores or online. \$37 per gallon. yolocolorhouse.com.



19 **^** **Q COLLECTION** Until there is a hybrid Rolls-Royce, high-end tree huggers will have to make do with furniture from the three-year-old Q Collection, launched by interior designer Anthony Cochrane, left, and Jesse Johnson, who holds a degree in environmental management. With their high-back sofas and Moroccan-inspired side tables, the haute-green duo is out to prove that green and elegance are a perfect mix. Their extensive fabric line is also a secret source for top designers, with eco-savvy options like vegetable-dyed leather, silk ikats, and alpacas. Look for their collection of baby furniture next year. qcollection.com.