

DESIGN SOLUTIONS

Florida International Magazine addresses design marketing in uncertain times at this month's International Trade Market at DCOTA

Now in its second year, the International Trade Market, a symposium on everything design at the Design Center of the Americas (DCOTA) in Dania Beach, will once again include a full schedule of presentations all geared toward keeping design professionals on top of the latest innovations in their ever-evolving arena. Themed "The Diversity of Design," the one-day market will feature keynote talks and panels, showroom presentations and new product introductions. Adding to the program this year is the magazine you hold in your hands. *Florida International Magazine* will host a panel discussion titled "Marketing In An Unsteady Market." Moderated by *FIM* Publisher and Editor-in-Chief Esther Jackson, the panel includes renowned interiors photographer Dan Forer, ASID Past President Douglas Feldman, leading commercial designer Mario Echeverria and *FIM* Managing Editor and interiors writer Luis R. Rigual. Each will give their perspective on how exposure and credibility wins out when it comes to securing the best projects. Jackson will also offer a financial guideline for growing a design business through editorial and advertising exposure, awards and public relations. Information: *Marketing In An Unsteady Market*, August 6 from 2 to 3 pm, First Floor Atrium, DCOTA, Dania Beach. 954/920-7990



Mario Echeverria, Panelist

The recipient of the 2007 DCOTA Lifetime Achievement Award, Mario Echeverria leads one of the most successful commercial design companies in the state, Echeverria Design Group. His firm has recently created interiors for Weston's Il Toscano, Miami's Il Gabbiano and Bal Harbour's Carpaccio. One of the designer's most recent high-profile projects was to completely renovate and redesign 10 Macy's properties in Florida and six in California. Founded in 1982, the Echeverria Design Group is

consistently ranked with the nation's top 100 design firms. Echeverria is a member of the International Interior Design Association (IIDA) as well as an Allied Member of the American Society of Interior Designers (ASID).



Dan Forer, Panelist

Using lights, lenses and a discerning eye, photographer Dan Forer has made a career of turning interior design and architecture into photographic art. With more than 35 years of experience under his belt, Forer is among the design industry's handful of go-to lensmen. He is a regular contributor to *Architectural Digest* and *Florida International Magazine* and is a member of the American Society of Media Photographers. Besides editorial work, the award-winning Forer

(who has been honored as Best Photographer by the Florida Association of the American Institute of Architects) does work for countless commercial clients, including Universal Studios, Hyatt, Carnival Cruise Lines, Walt Disney and DuPont.



Esther Jackson, Moderator

Florida International Magazine Publisher and Editor-in-Chief Esther Jackson has been involved with the design industry for more than 30 years as head of ADS Inc., a marketing company that specializes in home furnishings with clients that include Artefacto, E.G. Cooy, Fran Murphy Interiors, Terry G., Nessen and a host of others. She also launched some of the most successful media inset programs for national glossies, including *Architectural Digest*, *House & Garden* and *Vogue*. Today, *AD* continues to publish the magazine with distribution throughout Florida, New York, Central and South America, the Caribbean and Europe. Jackson launched *FIM* 10 years ago as an upscale lifestyle magazine with a heavy emphasis on design. The magazine has won more awards from the Florida Magazine Association than any other regional since its inception, including the honor of Best Overall Magazine for three years in a row. Jackson is a past president of IFDA Florida, past VP of marketing of the national board of the IFDA and press member of AIA and ISID and a fundraiser for DiFFA/Florida among other philanthropic charities.



Douglas Feldman, Panelist

A licensed interior designer serving residential, commercial and corporate clients, Douglas Feldman began his design career in New York as a scenic designer and art director for theater and television. Douglas is well versed in the importance and varieties of interior design accreditations. He is the immediate past president of the ASID Florida South Chapter and currently sits on the IDAF (Interior Design Associations Foundation) Board of Directors as the ASID

Florida South Chapter representative. Douglas is also an advocate of green design. As a board member of the Council for Green Residential Interiors he is helping to write the new guidelines for the interior design profession.



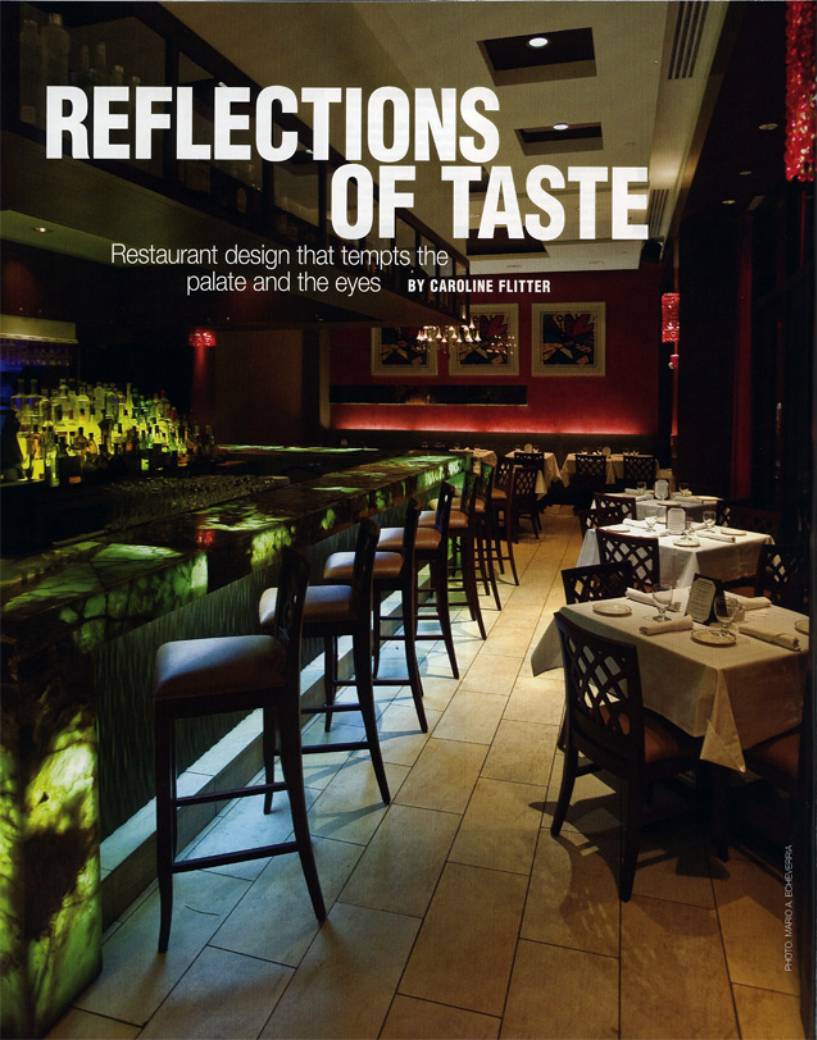
Luis R. Rigual, Panelist

A member of *Florida International Magazine's* editorial team since 2002, Luis R. Rigual currently serves as the publication's managing editor, overseeing the day-to-day operations of the editorial department. Rigual's writing for the magazine is mainly focused on the subject of interior design and architecture. During his tenure at *FIM* he's covered the work of some of the state's most influential and successful design minds, including Bernard Zysocovich, Toby Zack, Charles Siegel, Steven Gurowitz and Yabu Pushelberg. In 2004, Rigual was honored with the Professionalism Award from the Florida Magazine Association as Editor of the Year. In addition to his work with *FIM*, Rigual completes the editorial for the monthly MDS sections in *Architectural Digest*. □

REFLECTIONS OF TASTE

Restaurant design that tempts the
palate and the eyes

BY CAROLINE FLITTER



CARPACCIO, BAL HARBOUR

Designer: Mario Echeverria (right) has been racking up accolades and honors for over 25 years in the South Florida area. His expertise lies within commercial and retail spaces, being the founding principal of the largest firm for retail design in Miami. **Design Theme:** Carpaccio, located on the first floor of Bal Harbour Shops, is one of the longest standing businesses in the shopping center. Echeverria wanted to incorporate a more contemporary, eclectic feel into the interior of the space, yet still honor the iconic restaurant's history. To achieve a contemporary atmosphere while staying true to the space's original structure, Echeverria employed the use of diverse light sources. Traditional Baccarat chandeliers hang in the main dining room, accompanied by fiber optic wall sconces dripping with red beads. Additionally, cherrywood was used throughout the eatery, paired with red window treatments and accent walls to create a warm and welcoming air. **Challenges:** Because of Carpaccio's longstanding position as one of

the most frequented eateries in the area, co-owner Tom Blante opted to keep the restaurant functional during the entire renovation process. Therefore, Echeverria and his team worked for over two years, shifting through the space in three different phases. One important aspect of the transformation was the bar area. Previously, Carpaccio's bar placed clients opting to sit there facing the back wall. As bar seating is meant to be social and active, Echeverria created a bar open on all sides, equipped with fiber optics and lighted onyx to create a social mood. **Menu:** Heavy on carbs, the traditional Italian menu includes dishes like lobster linguine and snapper piccata. The landmark restaurant also features an extensive wine list and smaller lunch portions. **Executive Chef:** Rodrigo Sanchez. >

