

# OLD-HOUSE INTERIORS

## CLASSIC AMERICAN STYLE

### news & VIEWS

#### Guggenheim Colors

Fine Paints of Europe has partnered with the Guggenheim Museum ([guggenheim.org](http://guggenheim.org)) to produce two new paint collections. The Classical Colors set is a palette of 150 shades seen in paintings that are part of the museum's permanent collection. The complementary Gallery Colors

palette comprises 50 hues that have been favorites with the museum's curators, artists, and designers over the years, include the Guggenheim's architect, Frank Lloyd Wright.

While Classical Colors presents distinctive, often vivid colors seen in the works of Paul Cézanne, Wassily Kandinsky, Franz Marc, Vincent van Gogh, and other modern masters, the Gallery palette is

subtler—intended to let artwork and furnishings in the home show to best advantage, like background colors in an art gallery.

"The museum has chosen to develop these new collec-

tions with Fine Paints of Europe because of the company's expertise in re-creating even the subtlest nuances of color," says Karen Meyerhoff, the museum's managing director for business development.

Both collections are tinted with a unique proprietary system employing two separate color wheels, one for waterborne paints and one for traditional solvent-borne paints. Using product-specific colorants provides a very high level of accuracy, covering power, and beauty.

Prices range from \$35 per half liter (0.13 gallons) to \$130 per 2.5 liters (.66 gallon). Coverage rates are typically 30 to 50 percent higher per ounce than conventional domestic coatings. Guggenheim Color, (888) 680-4278, [guggenheimcolorbyfpe.com](http://guggenheimcolorbyfpe.com)



The two color palettes in the new Guggenheim Colors collection from Fine Paints of Europe.

#### Changing of the Guard

A restoration pioneer has hit the big time.

In late 2011, Rejuvenation, the period lighting purveyor in Portland, Oregon, and one of the most successful companies of its kind, was acquired by Williams-Sonoma, the well-known kitchens and home furnishings company.

The company will keep the Rejuvenation name, and founder and long-time owner Jim Kelly will continue as a consultant and spokesman. Williams-Sonoma considers the innovative company to be "a beautiful gem of a brand," Marta Benson, a senior vice president at the company, told the *Portland Oregonian*. "We love lighting, but we don't do it nearly as well as these guys."

Rejuvenation has always focused on lighting and hardware typical of middle-class homes in the late 19th and early 20th centuries. Some fixtures are replicated from old lighting catalogs, while others come from originals brought in by customers, as architectural salvage discoveries, or the occasional intact find in an existing house.

Kelly broke the news to Rejuvenation employees at a meeting on November 4. He said the sale would provide cash for expansion and should mean additional manufacturing jobs in Portland, a city that's been hard-hit by the recession. Alysa Rose will continue as president, and the company will keep much of its autonomy, Benson says. Williams-Sonoma's other brands include West Elm and Pottery Barn.

Kelly founded Rejuvenation as an architectural salvage business in 1977, when he was a 23-year-old college dropout. A major presence in Portland, the company has actively encouraged social diversity, hiring immigrants from around the world to make its products. Rejuvenation also has pioneered zero-footprint initiatives and sent a crew of employee-volunteers to New Orleans to help with cleanup after Hurricane Katrina. Rejuvenation now has stores in Portland, Seattle, and Los Angeles. Rejuvenation, (888) 401-1900, [rejuvenation.com](http://rejuvenation.com)



ABOVE: The showroom at the flagship store in Portland, Oregon. TOP: Rejuvenation is known for its dead-on lighting reproductions. This is Willow, a recent introduction.

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— MARTA BENSON OF WILLIAMS – SONOMA