

BIO-GLASS® SANCTUARY



Laura Bohn and Stephanie Sarkies of Laura Bohn Design Associates teamed up with R. Scott Bromley of Bromley Caldari Architects on a residential renovation in Purchase, NY. For the spa-like bathroom, upcycled, translucent Bio-Glass in Oriental Jade was chosen as the countertop because of its water evocation, seaming perfectly with the huge Agape brand Italian tub from which the whole room revolves around, sort of like a traffic round about. "Bio-Glass is a beautiful translucent material and sustainable. The color is very water like – the pale aqua is beautiful and it just glows", confirms Bohn.

Complimenting Bio-Glass and the Agape tub are a teak wall, metallic threads in the chair fabric, various aluminum details and an aggressive marble floor with big swirls reminiscent of an incoming tide. The client wanted the bathroom to serve as a refuge after a long day – their own private spa. And this contemporary design allows one to feel good – and glamorous!

SOCIAL MEDIA FOR ARCHITECTS AND DESIGNERS AT COVERINGS ETC



In June, CoveringsETC SoHo hosted an event targeted at educating architects, designers and small businesses on how they can effectively use social media avenues. Adroyt, a social media marketing firm held the round table.

Here are some of the tips discussed:

- "Have a voice" - your blogs, tweets and posts should not be hard sell, but should be to share information and be from your voice.
- "Engage, ask questions" - "Talk with not at your followers"
- "Build a community by offering facts, insight, trends, useful information"
- "Be consistent in time and effort" schedule yourself to regularly update blogs, to be tweeting and updating.
- "Don't be too serious (tonality)"
- "Encourage group to communicate with each other on blog"
- Hash tags - a hash tag is a tool to help people find you on Twitter. Using the # before a word identifies that word as searchable (confused? wiki hash tags for a better explanation)
- "Don't always be about yourself" tell stories, it is all about engaging, educating and entertaining
- There are management tools that allow you to feed your blog to Twitter and Facebook
- You can also use outside tools to manage your Tweets – such as timely.is
- Link back followers (reciprocity), link to your followers' followers
- Acknowledge posts on your blog and invite others to contribute their thoughts

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