

# Faux Effects World™

The International Magazine of Fine Decorative Finishes

Advertisers can expect results from Faux Effects World.

Ads appear within the editorial content featured below to ensure maximum exposure to our readership.

## Feature Stories

Noted decorative artists open the doors to their homes for a peek inside – see how artisans bring their craft home.

Decorative artists and interior designers pair to create stunning effects with decorative finishes and fine furnishings. Each story is accompanied by the designer's perspective on why they incorporate decorative finishing into design.

Round-up report on what's happening in the field of decorative arts with reports on national and international symposiums and expositions.

Charity show house tour – decorative artists collaborate on works in beautiful homes to benefit charitable organizations.

Renovations and restorations – stories of how decorative artists have brought new life into commercial, historical and residential buildings, both inside and out.

## Career Change –

highlights the journey of decorative artists to their chosen career in the decorative arts.

**In the Studio** – a look inside a professional decorative finishing and design studio.

**Faux Finish Spotlight** – each issue features a different faux finish with step-by-step instructions and photographs.

**Transfauxmations** – decorative furnishings and accessories are taken from drab to dazzling through various faux finishing techniques.

**Finishing Touches** – highlights interesting accessories and furnishings that show the reader how faux they can go.

**Resource Library** – editor's selections of the best books, DVDs and samples are listed with a book review and author profile on the newest edition to the library.

**Distributor Directory** – authorized retailers and training institutions that carry products from Faux Effects International, Inc.

**Focus on Furnishings** – latest in home furnishings and accessories that incorporate decorative finishes into their design

**Professional artists and designers are invited to submit story ideas. Visit [FauxEffectsWorld.com](http://FauxEffectsWorld.com) to learn more.**



## Talent Begins at Home

By Chris Egan



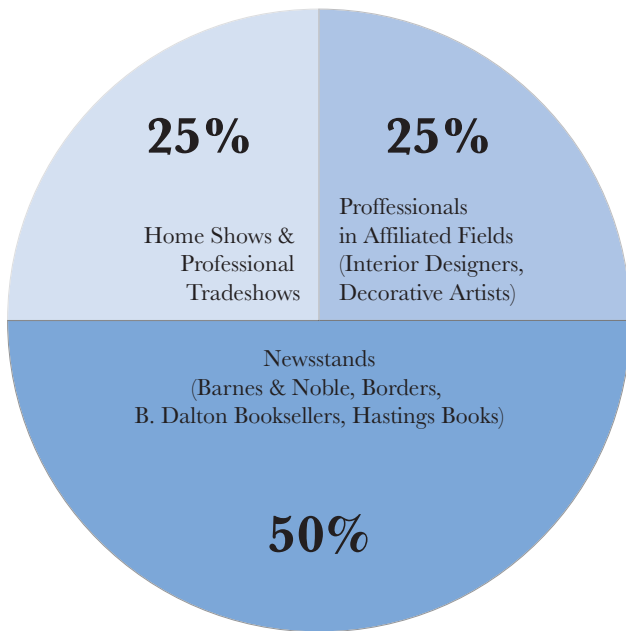
A tour of a laborer's home almost always begins in the front where a smiling first impression greets the casual observer. The Karpman's home is no exception. The eight-foot-tall ceiling entrance was transformed into a masterpiece of decorative arts. Marble, travertine, stone and faux finishes' precision craftsmanship the elegant 'white' look – ring, rock, bronze, white, yellow and grey 'light' color – was done before of water based polychrome. Between granite that top of the columns were finished in a dark brown color and white and red were lighted up by using recessed lighting. The marble was used at the entrance, by hand, and has created an amazing organic appearance. Dramatic colors draw the eye to the floor, which is covered over the base, wrought iron railing and staircase. Captive and simple have found a home in this beautiful work of art.

The front walk flow into the living room, where a walk-in closet was accomplished by installing an open 'W' cabinet with rock boxes and other faux finishes' color. The colors of the fabric chosen for the room were, top to bottom, which were perfect with the walls. The warm and green in a bright color draw from fully with a perfect touch of drama in the room.

The soft simplicity of the living room walls blend perfectly with the stone finish on the floor of the white granite that leads to the front. The rock table from the living area with a metal surface treatment accomplished by turning on 'hardness' and returning to rock 'top'. Was used with rock boxes 'light' color. The granite covered portion 'living' at the entrance of the rock, to take the eye to the dining entrance of each of the adjacent areas.

One aspect of the dining room is the wall-to-wall and floor-to-ceiling window. The remaining walls and ceiling were treated by a finish with that marble appearance. The colors and textures fit so perfectly with nature's colors, even though the granite, that is dining experience in this room could be the ultimate masterpiece.

## Faux Effects World Distribution – 40,000 Readers



## Readership Profile

Published in May and November, *Faux Effects World* is the only newsstand publication in the U.S. that targets consumers, decorative artists and design professionals interested in fine decorative finishing and design.

Our unique readers expect the very best in their homes, careers and leisure activities.

**Homeowners** peruse pages looking for inspiration to enhance their lifestyle through dramatic and subtle finishing techniques complemented by the finest home furnishings and accessories.

**Design professionals** use *Faux Effects World* as a resource for ideas and to learn how they can bring their decorative finishing vision from conception to completion.

Many of our contributing editors are professionals in an affiliated field. Their first-hand knowledge of the arts, architecture and design brings insight to our editorial highlights.

## Advertising Opportunities

Premier decorative artists, interior designers and manufacturers of fine home accessories, fixtures and furnishings all look to *Faux Effects World* to reach our exceptional readership.

### Website Visibility on FauxEffectsWorld.com

Magazine advertisers are featured in our Resources section with hot links to their home pages, invited to contribute What's New information about their products and services, and asked to participate in Web Exclusives.

The "What's New On Our Website" section of *Faux Effects World* cross-promotes the website and drives readers to pages that feature advertiser's products and services, providing additional exposure throughout the term of their contract.

## Editorial Highlights

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Contact Richie Conforti, 772-778-9044, to learn more about how you can benefit from advertising in *Faux Effects World* or visit [FauxEffectsWorld.com](http://FauxEffectsWorld.com) to request a media kit.

## Frequency Discounts

