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# RUG NEWS and Design



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# DESIGNERS' NOTEBOOKS



David Phoenix  
David Phoenix Interior Design  
Los Angeles, CA



Luscious! Was my thought standing in the room David Phoenix designed to launch his furniture line with Hickory Chair. It was pleasing to see him bring a rich green back into the public's view and his strong furniture delightfully offset with blushing pink velvet. But the stand out for me was his oversized tufted rug that was beautifully coloured and skilfully manufactured with a touch of the maker's hand that is often hard to achieve when working in this medium.

I recently spoke with the ever-gracious David, he describes his inspiration for this rug coming from a fabric design he was working on for his Kravet collection. With his vision in mind, he did what he always does when wanting the perfect custom rug, he enlisted the help of his long-time collaborating consultant – or as he says – “my rug guru” Gail Dysard. Having met Gail years earlier on a hotel project David has enjoyed their collaboration and the comfort it provides when committing so much time and money into a custom rug. “Gail just knows rugs and fibers and what





weave, weight and mill will make my design work” “I am a stickler for scale and colour and generally work with natural fibers”.

David believes that his willingness or perhaps insistence on hiring people that are “smarter” than he, has helped him build a successful design business. When I asked him if he had one piece of advice for young designer about rugs what would it be “Don’t be afraid to ask about the construction and in what settings will the selected rug holdup, can it work on stairs and high traffic areas for example. Ask the right questions” I ask him what he would advise a young rug sales associate “just be honest, it’s not about the one sale, it is about the designer becoming a long-time customer”

David generally starts a room design with the rug as he did for his green room, even when the floor itself is a beautiful herringbone. “Rugs define the seating area and create a layered look to the room. Having a rug is luxurious and feels good, and everyone wants to feel good”. In the case of the Florida house featured here, the original rug was light and luscious but David was still thinking of ways to make his client swoon, on the day of the install he dropped in the geometric rug you see here, “and the room just popped – it was a keeper!” ❧

By Ann Shriver Sargent with [thehometrusted.com](http://thehometrusted.com)

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