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Sea Jewels

By Adam Skolnick

Beneath a stunning Tahitian lagoon, amidst picturesque tropical atolls that have inspired mutinies, drift kelp-heavy lines of oysters who produce one of the world's most uniquely gorgeous jewels, the cultured pearl. Today's demand for Tahitian pearls far outstrips supply, and regular, raucous auctions held in Hong Kong and Kobe, Japan put E-Bay to shame. Hold one in the palm of your hand, and you understand what all the fuss is about. Unlike the typical white variety, cultured or black pearls are anything but homogenous. Each has a size and sheen all its own. At first they do look black, but when they catch the light, preferably candle or moonlight, you'll notice a silver sheen with flecks of pink and blue and streaks of green and gold. No two look exactly alike, but, if labeled gem quality, they are equally gorgeous.



Gorgeous Tahitian Pearl earrings featuring two 9-9.9mm Tahitian pearls nestled in a charming 18 karat white gold flower setting. Flower petals are accented by 24 pave' set diamonds for sparkle.

Tahitians have long been fascinated with native pearls. In Polynesian lore, the Creator gifted Tane, the God of harmony and beauty, with pearls that illuminated the heavens and inspired him to create stars. He, in turn, gave humans the mother of pearl oyster as a token of love. Legend has it that oysters have thrived in Tahitian lagoons ever since.

That's where Robert Wan, the nation's single largest exporter of Tahitian pearls and lauded jewelry designer, found them when he purchased one of the islands fledgling pearl farming concerns in 1974. Born and raised in Tahiti, Wan was successful in business at a young age and owned several businesses before he discovered pearls. Due to economic necessity, ideal growing conditions and local reverence, the French Polynesian government subsidized

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SPICED PEACH PIE WITH BUTTERMILK CRUST. *You will want to make this delicious recipe a couple times every year for your family and friends!* P. 58

Money Does Grow on Trees

By Kipp Bodnar

Do you know how much your home is worth today? What about your Mercedes, yacht, diamonds, or original Van Gogh? Most people would answer "yes" to these questions. Now, what about your 30-foot Royal Poinciana, 35-foot Weeping Fig or 50-foot Southern Magnolia? Property owners find these questions harder to answer because many of them do not think about their landscape trees and shrubs as assets. But trees and shrubs appreciate in value over time, and property owners need to make sure these valuable assets are protected.

It's usually following a landscape loss that a property owner becomes aware of the cost to replace a single tree or shrub. Just an average size tree can cost as much as \$20,000 to replace. The value gap between what consumers think their landscape assets are worth and their actual value is what led Horticultural Asset Management, inc. (HMI) to develop a process to capture the long-term replacement cost value of trees and shrubs on a property.

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Casablanca Quality Craftsmanship

By John Riddle

In 1974 entrepreneur Burton A. Burton entered the ceiling fan market for commercial users. It didn't take him long to realize that the residential market was in need of fans that focused on high quality and decorative design. Over the next few years he worked hard to build what is now known as the Casablanca Fan Company, headquartered in Pomona, California.



Streamlined curves, contemporary styling and quality craftsmanship make up the classic Modena ceiling fan.

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ARE YOU A PROSUMER?

By Steve Kleber

and bath product line offers it as a standard finish. Professional grade stainless however, comes at a premium price due to huge demand and the fact that the Prosumer can afford to pay for the highest quality. Stainless is so popular with Prosumers that product designers are now incorporating it in all home styles and spaces from country to contemporary.

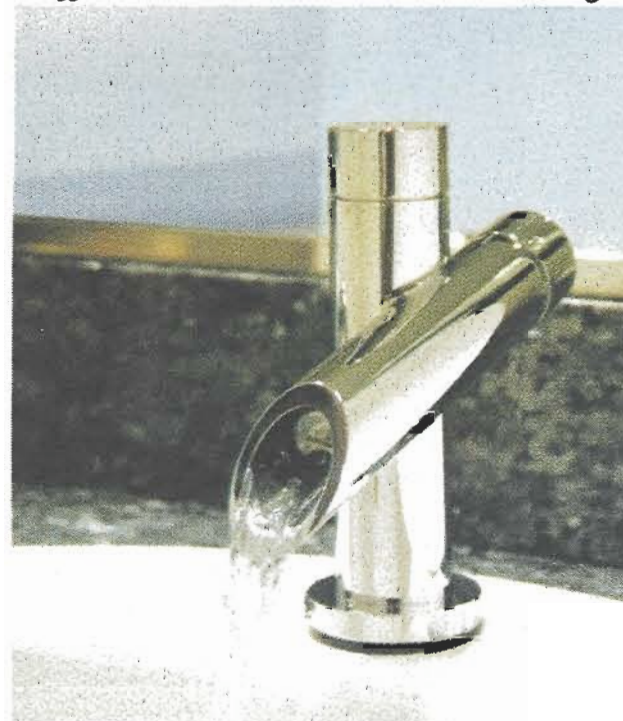
Faucets. When chefs started demanding the same faucet features they enjoyed in their professional kitchen for their personal kitchens, KWC took notice and introduced the Classic Semi-Pro, the oversized restaurant faucet with the long hose, to the home marketplace. The Prosumer loved the faucet so much that KWC went on to create more commercial grade products for the performance kitchen including the first pull-out faucet head, and other faucet companies follow quickly on the trend.

Cooktops. Known for their custom ranges and induction cooktops, Diva De Provence was instrumental in bringing induction cooking back for the environmentally conscious Prosumer home. First introduced almost 30 years ago, induction cooking has made a strong impact because of its advanced energy transfer technology that heats food and not the pot or pan and its energy efficiency.

The Prosumer bath is also professional grade.

Bath design has also been greatly influenced by the Prosumer and companies are meeting the Prosumer's high-end needs and wants. Technical Concepts (TC) debuted their Radius Technology with a focus on the Prosumer to provide touch-free automation for the home that was previously only seen in public restrooms.

The current popularity of resort spas with this high-style audience is also having an impact. Now the Prosumer can have a



Waterdecor Faucets' Bridge enabled by Radius Technology allows the homeowner to reduce cross contamination and feel like a Pro. The same technology, developed by Technical Concepts is used in commercial washrooms throughout the world.

five-star spa experience in the comfort of their home. Companies including Mr.Steam provide steam showers, saunas, built-in wet speakers and towel warmers suited for the sunptuous residential bath retreat.

Prosumers dictate the tone for the design community

Prosumers demand much more from their interior designers than ever before, as function in opulent home design becomes just as important as form. With design clients more informed than ever before, interior designers are in constant pursuit of new offerings to satisfy these savvy Prosumers. As the "home of the future" becomes a reality, the presence and power of the Prosumer is the primary driving force. Residential product design will never be the same.

For more information regarding the products and manufacturers mentioned, please visit the following websites or contact your local kitchen and bath vendor:

- **KWC America:** www.kwcfaucets.com
- **Diva De Provence:** www.divadeprovence.com
- **Technical Concepts:** www.technicalconcepts.com
- **Mr. Steam:** www.mrsteam.com

Steve Kleber is a passionate force in the home products industry and an expert on trends in the home. President of the board of trustees of the Center for Kitchen and Bath Education and Research (CKBER), he is also the founder and president of Kleber & Associates Marketing and Communications (K&A), an agency that specializes in the home marketplace. For more information, call (770) 518-1000 x203, visit the website www.kleberadvertising.com, or email: sk@kleberadvertising.com.



The KWC DOMO CLASSIC SEMI-PRO continues to embody KWC America's brand heritage of high quality, performance driven faucets. Originally designed for commercial use, this faucet is perfect for the homeowner looking for professional function in the kitchen.

As technology advances, so do demands from affluent consumers for technologically advanced products and systems for the home. Until recently, the most advanced kitchen and bath products were only available for commercial application. Code and building restrictions made it difficult for homeowners to obtain and incorporate the latest professional quality and technology into their home space. This did not stop the quest of one group of homeowners, now known as Prosumers, to have the best, professional grade technology and the latest design.

A Prosumer is easily translated as a "professional consumer". This well-informed, affluent, and self-educated group researches the options available to them on the Internet and makes informed buying decisions. Driven by convenience and performance, the Prosumer wants a home designed to provide them luxuries that before could only be enjoyed on vacation or at the gym. Their goal is to indulge in the best things in life at any time they wish and in the privacy of their own home. For the best in form and function, the Prosumer demands professional-grade products to achieve their home performance goals. In response to this demand, many companies are cross-marketing and modifying their product lines previously reserved for the commercial market to include a series of product now marketed specifically for luxury residential use.

If you fit the Prosumer description, here are some options to consider for your professional-grade home.

In the kitchen

Stainless Steel. Stainless Steel is now so popular high-end residential design that almost every kitchen



The DDP-5 by Diva de Provence allows any amateur chef to whip up food like a true gourmand. Induction technology has been utilized in the finest restaurants for decades and allows the cook to have greater temperature control.

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