

BIO-LUMINUM™ FLIES INTO KIEHL'S



Bio-Luminum joins Kiehl's in its arrival at Toronto's Yorkdale Mall. Kiehl's, the venerable - and extraordinarily popular - Old World apothecary with New World style prominently features Bio-Luminum on its storefront cladding. Bio-Luminum tiles, born from aircraft aluminum retrieved from decimated military sites, is 100% recycled and 100% recyclable and offers an inimitable design statement. Tom Berroth, Director of Global Store Design for Kiehl's, points out that the objective was a unique storefront design - to stand out amongst the many other larger storefronts.

One of Kiehl's founding fathers, Aaron Morse, was a military pilot and collected stunt planes. So a significant aspect of Kiehl's heritage/brand references Mr. Morse's passion for flying and adventure. "The Bio-Luminum story - material derived from recycled airplane parts - was a perfect way to incorporate these references into the store", notes Berroth. Complimenting Bio-Luminum are a stainless steel window system, clear and fluted glass and a black painted metal sign header.

COVERINGS ETC HOSTS FESTIVAL OF THE TREES



Coverings ETC kicked off the holiday season November 18th by hosting the 24th annual Festival of the Trees, a South Florida holiday tradition which serves as a fundraiser for Florida International University's Interior Design Endowed Scholarship Fund. The theme of this year's event was "DOING THE RIGHT THING - better design, better world, better lives". More than 500 guests attended to see the 20 spectacular "trees" created by leading design firms including HOK, RTKL, and AECOM.



The Festival of the Trees sponsors' donations underwrite designers who design and build their unique holiday creations and donate them to the event. This year, the Festival focused on positive change and making a difference through design. In keeping with the spirit of the Festival of the Trees, the point of departure for the design had to be representative of the holiday spirit through "doing the right thing" in their design, use of materials, concept, etc.

The trees were judged in the following categories: People's Choice, Most Humanitarian and Most Global. All of them were auctioned off and the lucky winning bidders were able to take these extraordinary creations and use them for holiday decorations in either their homes or offices. Over the last twenty four years, this holiday extravaganza has raised over \$100,000 in funds that benefit Florida International University's Interior Design Department and its talented students.

