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Abundant Forests Alliance

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Renewing Earth-Friendly Style in Home Décor

TV Design Expert Genevieve Gorder Says the First Step in Green Design Is Choosing Renewable Materials Like Wood and Paper

Washington, DC (April 2, 2008) – This spring, design expert Genevieve Gorder has 10 new green design tips to help consumers spruce up their home décor in an earth-friendly fashion. By incorporating renewable resources like wood and paper into design, it is simple to renew the look or style of a room in just a few steps.

An original designer on the hit show *Trading Spaces*, Genevieve Gorder is known for her soulful designs and the inspiration she draws from nature. According to Ms. Gorder, when it comes to approaching a design project, the most important first step is selecting the raw materials.

“I’ve always loved to work with natural, renewable materials, such as wood and paper. These materials help me care for Mother Earth and celebrate our forests while creating something beautiful,” says Ms. Gorder.

As a new mom, Ms. Gorder is concerned about the legacy she leaves her little girl, so she makes a conscious effort to respect the environment. “Our nation’s forests are one of the most renewable resources on the planet, which is why I feel good about choosing to work with wood and paper,” Gorder says.

In addition to being renewable, wood and paper are also recyclable and reusable. And, the people of the wood and paper products industry plant 1.7 million new trees every day in the United States, more than making up for what is harvested. This is one reason the amount of U.S. forestland today is the same as it was one hundred years ago, despite the fact that our population has tripled in that same amount of time.

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Regarding her new green design tips, Ms. Gorder says, “I hope these ideas help others bring the beauty of the forests into their homes.”

New Green Design Tips from Genevieve Gorder

Working with Wood

1. *Hardwood Floors* - Using wood as a flooring material is an unbelievable design addition to any home. Not only do they add warmth, soul and a beautiful tonal quality, wood floors also are great for resale value, and some will even help you get a tax credit for using a sustainable, responsibly sourced product.
2. *Doors* - The details in any home are what add style and dimension to a space. Using old wooden doors from architectural salvage shops gives many of the homes I design history and a sense of story that is hard to find in any store these days.
3. *Cabinetry* - Nothing beats custom hardwood cabinetry. The kitchen is where we spend the most time in our home, so adding custom details like cabinets built specifically for your space will create a room that you will never want to leave. By using all that vertical, negative space with hardwood cabinetry you'll create more storage than you ever knew possible. Using natural wood will also enable you to change the color at any time, something you can't do with processed surfaces.
4. *Accessories* – Deep wooden bowls, oversized wooden trays, branches and collections of wooden boxes are all pieces I use regularly. Not only are they all practical, but they are art in themselves. Look for strong wood grain patterns and vary the finishes within your collection.

Playing with Paper

5. *Handmade Paper* - Handmade paper is art in itself, no two pieces are the same. Look for various handmade papers at your local art store, upscale stationer or card shop. Create a collection of papers that you love and frame them to display on a wall or table.
6. *Children's Books* - Some of the most beautiful illustrations live in children's literature. By picking up a few of the classics and framing your favorite pages, you can add a gorgeous collection to your child's room, or to your own room for childhood memories.

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7. *Designer Paper* - Available at fine paper stores and art stores, there is a purpose beyond wrapping gifts for these expensive sheet papers with all their beautiful patterns. By spraying the sheets with a light dusting of lavender, they make great drawer liners and add a burst of color and pattern to the dullest of sock drawers.

Reusing and Recycling

8. *Wallpaper* - Using old book pages that you pick up at a secondhand store, simply apply matte medium to a paintbrush and adhere the pages to a surface. I've done this to furniture as well as many walls and it is such a fun treatment. I'll sometimes add a tea stain to a newer book to make all the pages the same hue, if using new and old books.
9. *Used Wallpaper Books* - Most paint shops or home décor stores are sent books upon books of all sorts of wallpaper that they regularly throw out to update their inventory with the latest shipment. Inquire at your local shop to find out if there are any sample books they need to get rid of; they are so useful at home. I'm a big fan of simple graphic prints that can be framed, used as gift wrap or used as a quick fix for an envelope to create much more of a presence.
10. *Egg Cartons* - Believe it or not, these little paper packages are quite handy around the house and can be reused in many ways. They are great to use as plant and seed starters or for storing holiday ornaments.

Find Genevieve's tips and many other ideas for using and reusing renewable resources like wood and paper on PlantItForward.com.

About Genevieve Gorder

A Manhattan resident, Genevieve Gorder currently works as a designer on a variety of projects through her company, gg Studios, and is working on her new design series, *Dear Genevieve*, set to debut on HGTV in early 2009. Genevieve graduated from the School of Visual Arts in Manhattan with a BFA in graphic design. After gaining experience in studios in Amsterdam, Barcelona and the award-winning Duffy Design studio in New York, Genevieve's artistic side continued to flourish and she quickly went from one to three-dimensional graphic design, working on everything from corporate identities and packaging to fine arts and fashion.

About the Abundant Forests Alliance

Members of the wood and paper products industry in the United States have formed the Abundant Forests Alliance. We share information with consumers and customers about the many ways our industry is helping to ensure that with proper care and management there will always be abundant forests. We also listen and respond to environmental concerns about our forests and products. Through sustainable forestry practices, improved recycling and new technologies, our industry is helping to maintain the delicate balance between supplying the wood and paper products people need and giving the forest what it needs to flourish. By working together to renew, reuse and respect our forest resources, we can balance the needs of people with the needs of nature so forests can remain abundant.

Our members include: Anthony Forest Products Company | Green Diamond Resource Company | International Paper | MeadWestvaco | Monadnock Paper Mills | Plum Creek Timber Company | The Westervelt Co. | Weyerhaeuser