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June 2012

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COLLABORATIVE METHODS
A MONTHLY NEWSLETTER

Dear [member_name_first],

Welcome to the June 2012 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

PRESIDENT'S CORNER:

There's No Sin in an Original Work of Art

"Art is the only way to run away without leaving home."

-Twyla Tharp

Original artwork can be a powerful design element in an interior space, commercial or residential. It is an opportunity to create true individuality within an interior; to share a philosophy subtly or blatantly; to throw in humor unexpectedly; or to emotionally transport oneself.

Buying original artwork often intimidates home or business owners, as it is common to have a sense of self-doubt about the quality, pricing and value of artwork. Other than learning the "market value" of an artists' body of work, the proper price tag is simply what is comfortable for the buyer. If it is stimulating and an artist's original piece of work, then it should not be difficult to justify the cost. The sofa or conference table will change over time, but an original work of art may become a family heirloom or a company's symbol of their commitment to the community or to the arts.

We encourage our clients and friends to purchase original artwork in order

to elevate the 'design aesthetic' of their living or work environment. It ultimately allows fine artists and craftsmen to continue doing extraordinary work that enriches our visual world. As designers and architects, we enjoy making connections between clients and artists. (our blog offers ways to find artwork locally and gain confidence in making purchases). So take the leap – and run away...without leaving home.

-by Patty Schimberg



Above: Original Artwork by Gail Rubinfeld, titled "Serenity".

What's New on the Blog

[The Value of an Architect During Construction.](#)

Having an architect "on call" during the construction phase of a project can improve problem-solving, make the job go more smoothly, and preserve the integrity of the design.

[Public Debates about 'Eyesores' in Architecture in Art](#)

Reading about a public debate surrounding genuinely historic architecture in a village in New York got me thinking about the lively debate we've been having in Sarasota about the placement of the "Unconditional

Surrender” statue in Sarasota. What’s your take? Should the public have in say in determining where to place highly visible art that might be viewed as a symbol of the community?

Let Us Know What You Think

Call us if you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts. We encourage you to add comments on our [blog](#), or connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,



Barron Schimberg, AIA
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The Schimberg Group, Inc.
Collaborative Methods. Extraordinary Results.

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