

HERMOGENO DESIGNS

www.hermogenodesigns.com

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This is the inaugural issue of HERMOGENO DESIGNS new quarterly newsletter keeping clients and design fans updated & connected with our current work, industry events & information. ENJOY!

4 YEARS OF DESIGN

HERMOGENO DESIGNS TURNS 4

On a sunny June afternoon in 2005, I hopped on a BART train heading south, stopping at the United Nations Square, made my way through San Francisco's Civic Center and made the best decision of my life. That afternoon I officially became principal designer and owner of HERMOGENO DESIGNS, my very own interior design firm.

Since then I have designed ballroom dance studios, renovated turn of the century Edwardian flats and created a tablescape to raise money for HIV/AIDS research. My work has landed in Design Journal Magazine, California Home & Design Magazine, Window Fashions Vision Magazine, 7X7 Magazine and The San Francisco Chronicle.

I have worked with great clients on wonderful projects, each unique in their own way. And I thank you for the opportunities to bring my creative visions to your homes and businesses.

Lastly, thank you to the team of professionals I have worked with throughout the years. You have helped bring my designs to life.

I am looking forward to another 4 years.

CONQUERING CALIFORNIA

HD'S STATE TO DESIGN

I have to admit that I am a Southern California kid. I was born in a hospital where the views are of the Church of Scientology to the south, the Hollywood sign to the north, Thai Town to the west and Silverlake to the east. On my 26th birthday, wanting a change, I relocated to the Bay Area, a sin in the eyes of the So Cal lovers that upheld their unexplainable dislike of the Bay Area.

Using San Francisco as a good training ground and base for my business, I have decided to bring my services to Southern California. HERMOGENO DESIGNS is now available to work on projects all over the Golden State with a focus on residential & commercial remodels and new construction.

We will also be adding more professionals to our team including a published pool designer & installer and freelance landscape designer specializing in drought tolerant and native plant gardens.

Pass the good news on. And as always, our first in-person meetings with clients are FREE of charge.

We are hard at work planning exciting events to celebrate the expansion. Stay tuned!

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MASTER BEDROOM; SAN CARLOS, CA

DESIGN FOR A CURE

DINING BY DESIGN IS AROUND THE CORNER

It is estimated that roughly 2 million men, women and children globally lose their lives every year to the AIDS virus. Since its deadly discovery in the 1980's, the epidemic has affected the poorest families in third world countries to the Hollywood elite. And after more than 20 years a cure is still being sought.

In the United States, one organization has creatively raised over \$38 million for countless HIV/AIDS research and related national organizations since 1984. The Design Industries Foundation Fighting AIDS (DIFFA) partners with the design industries to create inspiring fundraisers. The largest fundraiser is the annual Dining By Design event that takes place in 7 major US cities. Some of the top architectural, interior and related designers from these cities create unique and sometimes over the top tablescapes and temporary dining rooms that play host to cocktail parties and dinner gala with proceeds donated to local HIV/AIDS non-profit and research organizations.

2008 was the first time that HERMOGENO DESIGNS participated in this exciting and worthwhile event in San Francisco. With the generous donations of products and/or services, the design was brought to life.

We are looking forward to this year's event to be held November 18 & 19 at the San Francisco Design Center. HD is currently seeking a corporate and/or generous single donor to sponsor our table. Sponsorships start at \$5000. If you or someone you know is interested in making a donation to a worthy cause, please let us know.

2009's design is inspired by the Tricia George's painting "Symphony" shown below. That is all that I will disclose about the design. We will feature it in the Fall Newsletter.



2008 DINING BY DESIGN; SAN FRANCISCO, CA

These companies and/or individuals that kindly donated are:

- Artemide Lighting: Michelle Madler showroom manager
- Tricia George, www.camurals.com: Custom art piece
- Renee Anderson Glassworks, http://www.etsy.com/shop.php?user_id=84891: Custom art glass plates
- Alfonsina Sewing Studio: Miriam Alfonso; Custom fabrication of table linens
- Given, www.givenonline.com, Nick Romero owner; flatware, glassware

Interested in any of the featured items? All items are available for purchase. You can contact the company or artisan directly,

Visit DIFFA at www.diffa.org



MARIN SHOWCASE HOUSE 2005

Every newsletter will introduce you to a member of our team or manufacturers we use on a regular basis. HD SPOTLIGHT's purpose is to give a face to these talented people.

HD SPOTLIGHT: MIRIAM ALFONSO

FINISHING TOUCHES WITH FABRIC

If HERMOGENO DESIGNS has specified custom window treatments, bedding or soft goods for your project, chances are this fantastic lady has been on her hands and knees fixing drapery panel hems my hand. Her attention to detail and commitment to providing the best product and service to her clients is outstanding but she takes it all in stride. Personally I think she is being modest and she really needs to be praised.

Miriam Alfonso, owner of Alfonsina Sewing Studio, creates fabulous finishing touches in fabric for custom and high-end homes and businesses in Marin County and throughout the San Francisco Bay Area. Her custom drapery has graced the windows of the Marin Showcase House (working with Kristi Sanford Design & published in the San Francisco Chronicle) and pillows have been sold through GUMPS.

Miriam starting sewing with her mother when she was 9 or 10 years old making dresses for her dolls which translated over to her adult life where she worked with fashion designers manufacturing art to wear clothing. 10 years ago she began working on home furnishings products and says "I love the challenge of working with different materials and textures also the challenge of finding the way to reproduce the shapes when I work with slip covers".

Miriam's work has been featured in various publications, mainly projects she has completed for HERMOGENO DESIGNS. See below.

EXTRA! EXTRA!

READ & SEE ALL ABOUT HD'S PUBLICATION FROM THE LAST YEAR

- Window Fashions Vision Magazine; "5 Ways to Create The Ultimate Men's Club" (pictured left); December 2008; <http://grace.imirus.com/Mpowered/imirusApp.jsp?volume=28&issue=12&page=35>
- California Home & Design Magazine; Dining By Design; January 2009; <http://www.chdmag-digital.com/chdmag/200901/?pg=145&pm=1&u1=friend>
- 7X7 Magazine; Dining By Design; February 2009; <http://www.7x7sf-digital.com/7X7sf/200902/?pg=83&pm=1&u1=friend>
- TODL (Trade Only Designer Library website); "Designing For Designers"; <http://www.todl.com/public/article1>



IN THE KNOW: DESIGN & ART EVENTS

UPCOMING & CURRENT HAPPENINGS IN CALIFORNIA THROUGH DECEMBER 2009

ARCHITECTURAL & DESIGN

NOW TO OCTOBER 25: BALL-NOGUES STUDIO

Organized by MOCA Curator of Architecture and Design Brooke Hodge, Ball-Nogues Studio is the second exhibition in MOCA's series Craft & Computation which investigates the convergence of craft & computation in contemporary architecture & design practice.

Pacific Design Plaza; Los Angeles; www.moca.org

SEPTEMBER 1-30: ARCHITECTURE & THE CITY FESTIVAL

The nation's largest architectural festival, this event showcases San Francisco's architecture through tours, films, exhibitions, lectures and more.

Various San Francisco locations; www.aiasf.org/archandcity for entire calendar

SEPTEMBER 12-13: SAN FRANCISCO LIVING: HOME TOURS

This popular weekend showcases modernism at its finest and features a wide variety of architectural styles, neighborhoods and distinctive San Francisco residences

Various San Francisco neighborhoods; 10am-4pm; Tickets \$75-\$85; www.aiasf.org/hometours

SEPTEMBER 18: PARK(ING) DAY

Originally created by [Rebar](http://www.rebar.com), San Francisco art and design collective, PARK(ing) Day is an annual, one-day, global event where artists, activists, and citizens collaborate to temporarily transform metered parking spots into "PARK(ing)" spaces: temporary public parks.

Various San Francisco neighborhoods; www.parkingday.org

OCTOBER 22: ART OF THE TABLE

A preview party for DIFFA'S Dining By Design featuring fantasy table décor & vignettes by 4 top internationally famous, San Francisco interior designers: Orlando Diaz-Cruz, Martha Angus, Ken Fulk & Claudia Juestral.

GUMPS; San Francisco; Invitation & event info specialevents@gumps.com

NOVEMBER 28 & 29: SAN FRANCISCO DESIGN CENTER PUBLIC SAMPLE SALE

Over 250 quality exhibitors offer huge selections of jewelry, paper and leather goods, gift items, home accessories, house wares, toys, and fine apparel for the entire family.

635 8TH Street; 10am-5pm; Admission \$6; <http://www.sfdesigncenter.com/events/sample-sale.html>

ART

NOW TO OCTOBER 4: Opulent Portraits, Frescoes, Sculpture, and Decorative Arts Excavated From Lost City; LACMA

NOW TO NOVEMBER: Tricia George (& other Bay Area artists); Aurora Colors; Petaluma; www.auroracolors.com

GREEN, FESTIVALS, COMMUNITY & SPECIAL

AUGUST 22 & 23: SUNSET JUNCTION

Annual street fair organized by & benefitting The Sunset Junction Neighborhood Alliance is a 501(c)(3) non-profit organization dedicated to improving the quality of life in the community of Silver Lake, Echo Park and Los Feliz and the greater Los Angeles area.

Corner Santa Monica Blvd & Sunset BLVD Los Angeles; Tickets \$15 pre-sale, \$20; <http://www.sunsetjunction.org/streetfair.html>

AUGUST 29 & 30: SAN RAMON ECO-FESTIVAL

First annual event will create positive change in the world by engaging mainstream families on how to incorporate a green lifestyle into their routine.

San Ramon City Center; Donations suggested; <http://www.eco-festivals.org/index.php?id=Eco-Festivals.org>

OCTOBER (DATES TBD): DINING BY DESIGN LOS ANGELES

Presented by DIFFA: Design Industries Foundation Fighting AIDS, this event is the most anticipated high-design charitable event showcasing top designers who create fantastic tabletop installations that are unveiled for two nights only. Night one: Table Hop & Taste cocktail & restaurant tastings. Night two: formal sit down Gala Dinner.

LA Mart; Tickets Hop & Taste-\$100, Gala-\$500; www.diffa.org

NOVEMBER 18 & 19: DINING BY DESIGN SAN FRANCISCO

See description above.

San Francisco Design Center; Tickets Hop & Taste-\$100, Gala-\$500; www.diffasf.org

HERMOGENO DESIGNS is an award winning, full service, interior design firm specializing in residential, commercial, retail, & hospitality remodel/renovation, new construction, decorating and tenant improvement projects throughout California. For more information contact us at:
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