



THE DECORATIVE POSSIBILITIES ARE ENDLESS WHEN USING CONCRETE AND STONE

DESIGN IDEAS FOR DECORATIVE CONCRETE AND STONE PRODUCTS • INSPIRATION • MATERIALS

BY ELLEN FRANKEL AND MERVYN KAUFMAN

FEATURES

- ❑ Examples of the latest natural and engineered stone, as well as concrete applications
- ❑ How to tastefully integrate these materials into the home
- ❑ Interior and exterior settings
- ❑ Important care and maintenance advice
- ❑ A comprehensive Resource Guide of products and services

Upper Saddle River, NJ. October 2006 — Concrete and stone have had a reputation for being cold and gray. Well, times have changed, and with the help of *Design Ideas for Decorative Concrete and Stone*, the vast array of possibilities will amaze even the most particular in taste and style.

With the advent color impregnation, a fillip of modern-day technology, transformation of concrete into any shape or color is available. It has given concrete enormous versatility in defiance of its traditional image as a boring and gray substance best suited to poured foundations and road pavings. Natural and engineered stone can also be very versatile by bringing new dimensions to any facade, floor, or countertop.

Concrete, especially, has emerged as an eminently practical decorative product, as suitable for use as elegant sinks and counters as for walls and floors. The comprehensive *Design Ideas for Decorative Concrete and Stone* details new, imaginatively formulated engineered products that can either mimic natural materials or project a look that's entirely original. Concrete and stone materials have come into their own as handsome, durable decorative products, as demonstrated in this book. Homeowners will learn the clearest and most creative ways to embellish their own decorating scheme.

ABOUT THE AUTHORS

Ellen Frankel is President of ECPM, Inc., an editorial, marketing, and special projects firm in New York City specializing in home design. She is the former Editor-in-Chief of *Home Ideas Magazine*, and her clients have included such magazines as *Country Living*, *Victoria*, and *House Beautiful Specials*, as well as manufacturers and retailers such as Kraftmaid and Home Depot.

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Creative Homeowner is a leading and trusted source for the best information, inspiration, and instruction related to the house and home. Over the past 25 years, **Creative Homeowner** has grown significantly to include titles covering all aspects of decorating and design; home repair and improvement; house plans; gardening and landscaping; home arts; and outdoor pursuits. **Creative Homeowner's** books and online information are known by consumers for their complete and easy-to-follow instructions, up-to-date information, and extensive use of color photography. Among its best-selling titles are *Decorating with Architectural Trimwork*, *Ultimate Guide to Wiring*, and *Landscaping with Stone*. **Creative Homeowner** is headquartered in Upper Saddle River, New Jersey. For more information about Creative Homeowner please visit: www.creativehomeowner.com

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