# Elizabeth R. Swartz, ASID Elizabeth Swartz Interiors, LLC, Boston, MA



# WHAT MARKETS OR DESIGN CENTERS DO YOU ATTEND?

In Boston I like the retailer Landry & Arcari, and I am a regular at the Boston Design Center, where Steven King, Stark, F. Schumacher, and Hokanson all have great showrooms. They have a wonderful array of styles and sizes, as well as custom rug options. In NYC, I'm a fan of Tufenkian and Beauvais, as well as the D&D building showrooms with their great selection of different rug designs.

### DO YOU HAVE A FAVORITE STYLE OR FIBER OF RUG?

I am an advocate of wool area rugs for their rich beauty, durability, stain resistance and fire retardancy.

# DO YOU MIX STYLES FOR AN ECLECTIC LOOK IN ONE PROJECT?

Yes, I believe in mixing looks, as well as styles, to create rooms that reflect the tastes and lifestyle of the homeowners.

#### WHEN DO YOU START CONSIDERING THE RUGS?

We do renovation and space planning work, but once we begin the decorating phase of a project, we start with the rugs. Area rugs can help create the overall mood for a room, and a large area rug helps to anchor the space.

## DO YOU USE THE INTERNET FOR PURCHASES?

No, but I do use the Internet for sharing ideas about various styles and designs, as well as for communication with both clients and vendors. Rugs are so very beautiful in person. I love the way the light plays on the fibers and really want my clients to fall in love with the rugs we select with them. That's hard to do online.

#### ANY SUGGESTIONS FOR THE DEALERS?

Our dealers are terrific, very supportive of the design community from welcoming our clients, to education and help with all aspects of designing custom rugs.

WANT TO SEE MORE?
GO TO WWW.ELIZABETHSWARTZINTERIORS.COM