



## she's got the look

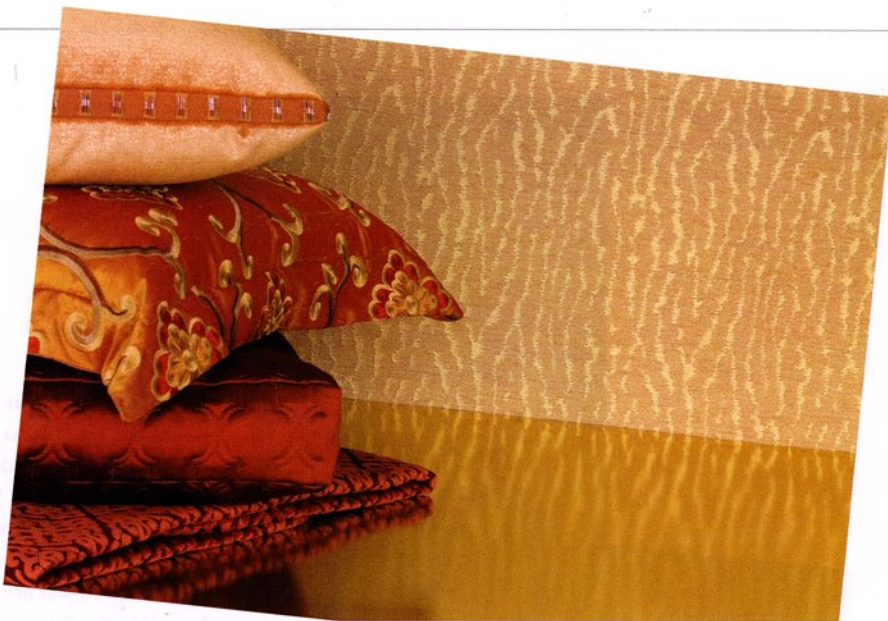
**When a professor** at Syracuse University told Lori Weitzner that she would not make it as a fine artist, but as a textile designer, she was determined to make that happen. "I was heartbroken, but it worked out well," she says. Now, Weitzner's passion for textiles lives through her many collections for the hospitality, commercial, and residential markets.

A Scarsdale, New York native, Weitzner received a BFA in textile design in 1983 and her career immediately took off from there. Her first foray into the field was a collection for bedding company Fieldcrest. But after a creative dry spell at the company, Weitzner started her own studio and the designer moved to Italy to let her contemporary style blossom through designs for wallcoverings, bedding, and upholstery. "At the time, the market was so traditional in the U.S. that I went to Europe where I was told that my designs would be more accepted," she says. And they were. Weitzner got the chance to work with such companies as Missoni and Boller Winkler and upon returning to the U.S. (she settled in New York City), several opportunities followed—she worked with designer Jack Lenor Larsen on a textile collection; collaborated with Frog Design on furnishings for Lufthansa Airlines; and had and still has work in museums around the world. She has also created flooring, tableware, and stationary products and hopes to one day write a book on emotional spaces. Weitzner believes that "design is interactive." "If we do it right, design can awaken, enliven and engage all the senses," she says. "What a great opportunity to inspire people."

Weitzner's wallcovering, fabric, and trim collections show just how much her designs are evolving. Moon Shadow, a collection inspired by depth, distance, and time that plays with the notion of light and dark; and Enduit, a wallcovering made from flexible uncolored plaster sculpted on eco-friendly paper allowing designers to paint the covering using any color scheme they want, are the latest from her own studio. For her second Carnegie collection, she explores yarns and different weaves as well as hues that evoke nature. "Earth From Above, Sky from Below, honors how our world is seen from looking down and looking up," she says. And for Samuel & Sons Passementerie, Weitzner (now launching her fourth collection) shows off a "come and play" feel using handblown glass fringes and gemstones for trim. "The biggest lesson I learned as trite as it sounds—follow my heart."

*Left, from top:* Lori Weitzner; the designer's inspiration board; and Passage, Celeste, Fields, and Cumulus patterns from the Earth from Above, Sky from Below collection from Carnegie for its new fabrics line Anthology.





**Textile Forward:** Weitzner predicts more calming patterns and colors for the business traveler and more designs site-specific for the vacation traveler. "It is a hard world out there right now and when people travel they want to feel comforted as well as comfortable. People now feel when they do spend the money and time to go on holiday, they want to really feel they're away. So textiles will be designed to be part of that concept."

**About Her:** If Weitzner were not a textile designer, she would be a romantic novelist. Other things you might not know about the designer—she hates skiing, cries at soppy television commercials, and dreams of being President Obama's "secretary of design".

**New York State of Mind:** The designer loves everything about New York City. "I love all the chaos and contrasts. It inspires me to create healing and calming products for a place so full of color and rhythms and people living at an insane pace."



[weitznerlimited.com](http://weitznerlimited.com); [loriweitzner.com](http://loriweitzner.com)

*Right, clockwise from top:* Mood Shadow, a new wallcoverings collection; the Grassi ornaments from the Carnevale line from Samuel & Sons Passementerie; a detailed shot of Enduit, an uncolored plaster wallcovering; and Empress Beaded Fringe shown in rose quartz from the Dynasties collection.

