



LORI WEITZNER TEXTILE AND COLOR QUEEN

Lori Weitzner entered the arts program at Syracuse University as an aspiring painter, a path she had dreamed of since early childhood. She credits a professor at the school with redirecting her away from fine arts and toward textiles, where, to her surprise, she discovered the beauty and complexity of working with the materials that embellish our everyday lives and elevate our spirits. Her innovative design techniques and use of surprising and beautiful environmentally-conscious materials have garnered her multiple design awards. With a published book under her belt and now a new textile-infused jewelry line launching, we were able to sit down with this talented girl boss and pick her brain about color, trending fabrics and her oh so fabulous wallcoverings.





When did color become so important to you? Were you always drawn to color?

LW: As a child I always loved to color and do artwork. I had thought I wanted to be a fashion designer. I believe my first language was not English-but color! I say even today that if I could speak in color instead of words, I would do much better in my communication!

What is your favorite color for 2019?

LW: Soft, quiet very light neutral greens. They seem to calm me without losing energy. I enjoy neutrals that I can use as

backdrops for art and accessories and these kinds of greens can be that back drop without seeming to look sad or dirty. They are sophisticated and also a nod to very early spring.

What has been your favorite project to date?

LW: That is like asking me who is my favorite child! I absolutely cannot answer that as there are so many! But one special one that does come to mind was when I was writing my book Ode to Color. The entire process of writing about things in a poetic, visual way-- from a personal perspective was both incredibly challenging and humbling. It was a very special project.



In your book 'Ode to Color: The Ten Essential Palettes of Living and Design', which color world speaks to you the most?

LW: Well this is another hard question as all the color worlds feel like my children but if I had to pick one it would be Fragrant Woods. I love these colors- they are the ones most rooted in nature and ones that I always need since I live such an urban existence.

Where do you pull your inspiration from for your collections?

LW: Everywhere. Truly. Walking, museums, travel, food, music, tea, people, poetry, ceramics, water, butterflies, artifacts, architecture...shall I go on?

Your wall coverings are made using innovative techniques- can you describe?

LW: We pride ourselves on using innovative techniques as well as unexpected materials in our wallcoverings. For example, we have a laser thin stone that we laser cut and adhere onto a non-woven paper so you can actually hang real stone around columns and inlay in small areas. We have two styles called Stratum and Quarry. We have a magnetic receptive linen wallcovering called Magnetism. This is functional as well as beautiful and used in commercial and residential settings widely. We also love to use recycled materials like newspapers and magazines and hand weave them or

plait them--paper back them-and then they become very cool signature wall features. These are just some examples.

Is there a room in the home that should never have a wall covering?

LW: There are never "nevers" in any design work. It is very much dependent on the needs of the home owner and how they want to experience how they live. I personally feel it is not about using a wallcovering or not using one-but more about--what kind of color, texture and pattern -does the person crave to enhance the way they live and feel.

Why is textile so important in designing a home?

LW: I always say that the textile is the "soul" of a space. We need of course furniture, lighting, accessories but the textile makes a house a home.

What sort of fabrics are trending for 2019-2020?

LW: Dry with a bit of shine. Lots and lots of texture. Velvet is here to stay. And more decorative fabrics for the windows. People are wanting more than just shades these days. They want soft and billowy. And they want to personalize their spaces more and more. So, lots of throw pillows that change with the seasons. Neutrals are always in vogue but we are seeing more greens and warm tones coming along. Think sun-kissed.

What is the hardest part about being a textile designer?

LW: Running the business side of things. I love the design side. And educating our client as to why textiles of quality is so important.

We heard you just launched a NEW textile-infused jewelry line. Can you tell us more about it?

LW: Oh yes! A passion project I am most proud of! Throughout my career, I have devised and utilized many methods of textiles creation. Innovation and a dedication to sustainability is one of the great rewards – and obligations – that belong to us as textiles designers. However, in my experience, no machine or other mechanized form of textile production has ever been able to replicate the beauty, richness and unmistakable uniqueness of hand-made. I feel it is critically important that we preserve the craft of hand-making textiles by creating opportunities for the artists who do it and by cultivating an appreciation for their talents and techniques. So, I collaborated with a group of artisans --beading, embroidering and using other crafted techniques-we have created beautiful earrings, bracelets, hair pieces, necklaces and purses. I hope to expand the offering. We are for now just selling on our website but hope to further that to other special shops. I like to call the collection Bohemian Chic.