

A CHARITABLE ACCOMPLISHMENT
 This Airstream trailer was gutted and re-designed by Butera to use for interview and lounge space during the 2006 Sundance Film Festival. In 2008, Butera auctioned the trailer off on eBay, donating the entire \$31,000 proceeds to Children's Action Network, which helps place foster children in good homes.



Barclay Butera

For renowned interior designer Barclay Butera, there are no rules when it comes to designing interiors—and no limits when it comes to his business. The past few years have been a wild ride of major growth with an array of projects for the Newport Beach, California-based designer who has built a rather unique business model.

STORY BY KARINA TIMMEL
 PHOTOS BY MARK LOHMAN

Barclay Butera is not your average interior designer—he is a brand. And beyond that, he is also a national corporation with two main divisions. The first is Barclay Butera, which launched 16 years ago and is comprised of three retail-collection showrooms that cater to both designers and homeowners and offer a gamut of products—predominantly the Barclay Butera Home line as well as several other top US design lines like Ralph Lauren. “The showrooms are great because people can actually sit, go through, and touch the textiles—it’s not like going to an interior designer’s office. You are actually looking at full swatches along with renderings,” says Butera, who serves as president and CEO. The nine-year-old second division of the company is the Barclay Butera Home line, which includes furnishings, floor coverings, lighting, upholstery, and textiles. The brand furnishings are distributed in more than 300 retailers and showrooms nationwide.

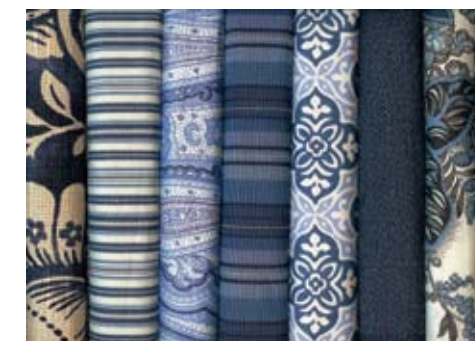
Butera has created a myriad of show homes for national publications such as *House Beautiful* and *House & Garden*, for which he designed homes in Bel Air and the Hamptons, respectively. He credits these

Two Takes on Desert Living

The Classic Spanish Colonial architecture in this desert home (above) features an open, airy great room, perfect for entertaining. Butera designed the space with a blue-and-white palette, touches of a Zen aspect, a dramatic chandelier, cheerful accent pillows, and crisp-white hand-troweled plaster on the walls. For a Palm Springs, CA living room (opposite page), Barclay’s design approach offers a desert feel, highlighted by a floor covering that gives the space a grounded effect, as well as clean lines, touches of red, and an indoor-outdoor flow.

Signature Designs

For a *House Beautiful* showhouse in Bel Air, CA, Butera designed a guest bedroom that resulted in possibly his most-popular and most-used image (this page). Casually elegant, the room is styled for both men and women, and features the designer's signature blue-and-white palette, with black accents. The ottoman, pillows, sidetables, and tufted headboard are all from Barclay Butera Home. Barclay Butera's own living room (opposite page) in Newport Beach, CA also features a blue-and-white theme, layered with toile wallpaper, chinoiserie jars, paisley fabrics, art-work, and an animal-print floor covering.



BEACH
From Butera's debut line for Kravet Collections, these are the very popular blue-and-white textiles that make up his Beach collection. Other collections in Butera's line include City, Mountain, and Town & Country. Photo: Kravet, Inc.



DOHENY SOFA
Showcasing his signature blue-and-white palette, Butera's Doheny Sofa features a bench cushion, tapered legs, a loose back, and antique-brass-nailhead accents.

show homes as putting him on the map. "Associating yourself with these great publications is instant recognition," he says. "I got several clients from these projects—they saved the article in a file and came to my office when the time was right for them." Drawing much inspiration from travel and fashion, Butera's designs, which often reflect the glamour of old Hollywood, have attracted an extensive celebrity-client list.

Despite his busy schedule, Butera still finds time to give back to the community. He redesigned a 19-foot Bambi Airstream trailer as a "green room" for several high-profile companies at the Sundance Film Festival. He then sold it for \$31,000 on eBay, with 100 percent of the proceeds benefiting the national charity Children's Action Network (CAN), which is dedicated to raising awareness about and finding homes for children in foster care. "I do a lot of charity work and it was a lot of fun designing my own Airstream and offering the sales

to Children's Action Network," Butera says. The trailer is designed to be a "hip lounge" with a black-and-white-striped exterior canopy and window treatments, leopard-print carpeting, custom leather banquette cushions, linens with a Greek-key pattern, and other Butera signature textiles. Butera has worked with CAN prior to this project on two design show homes that benefited the charity.

Among his many activities, one of his favorites has been releasing his first coffee-table book, *Barclay Butera: Living in Style*, with the French publishing house Assouline Publishing, featuring a 15-year retrospective of his interior-design projects. "This book publisher is mostly focused on fashion, so it was a big deal for them to do an interior-design book," Butera says. "I had a lot of fun putting it together with my photo portfolio that probably has over 120 photos in it." The book showcases Butera's "fashion-for-the-home" design approach—clean, classic interiors with a contemporary twist that's



TOWN & COUNTRY
Another of Butera's collections for his new line of Kravet textiles, the Town & Country theme features green and brown hues. Photo: Kravet, Inc.

Tricks of the Trade

This living room showcases Butera's signature approach to home design: layering textures and patterns, involving items that become conversation pieces, using pillows as easy but important accessories, and incorporating a pop of color (red, in this space).

"Licensing with Kravet has just become a very large portion of my company. People will be able to buy a piece by me but not hire me. It puts my name in front of a lot of interior designers as well."
BARCLAY BUTERA, PRESIDENT & CEO

both luxurious and livable. The book was such an instant hit that it sold out and had to go to reprint.

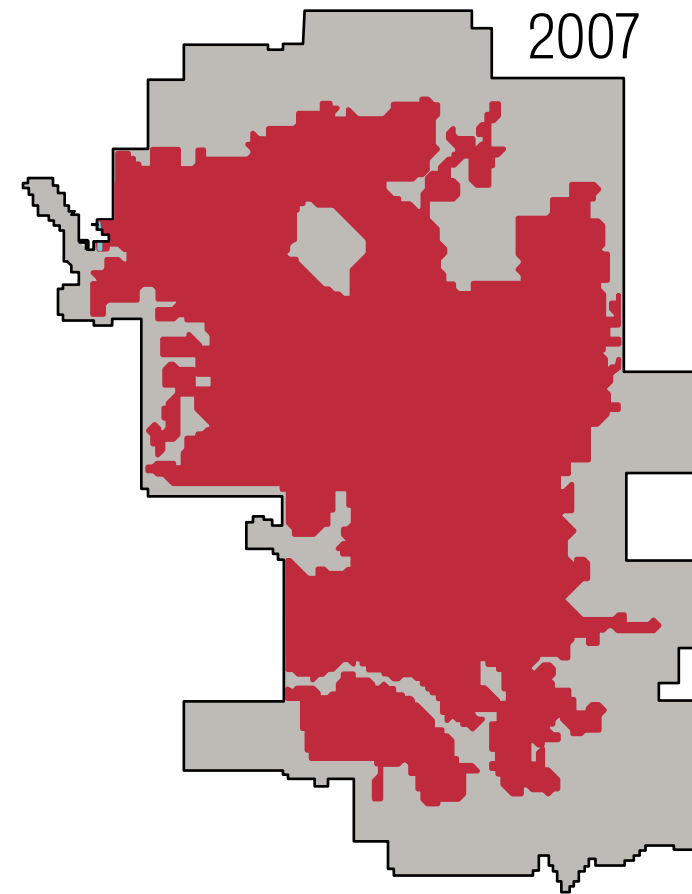
For the future, Butera is working hard on expanding the brand with a new licensing venture with Kravet, launching a whole slew of product designs in various categories, such as textiles, lighting, area rugs, and high-end and mid-tier accessories. "Licensing with Kravet has just become a very large portion of my company," he says. "People will be able to buy a piece by me but not hire me. It puts my name in front of a lot of interior designers as well."

With full collections and innovative products and services, Butera says that people always ask him where he gets his drive, positive thinking, and energy from. His humble answer: "My mom, who is an interior designer, played a major role in where I am today; her work ethic, especially, was a huge influence. I have been very lucky to get some great opportunities in life." ■



PAXTON SOFA
Featuring clean lines and nailhead accents, Butera's Paxton Sofa offers a bracket base and loose back.

REGIONAL FOCUS



THE CALGARY CUSTOM-HOME MARKET

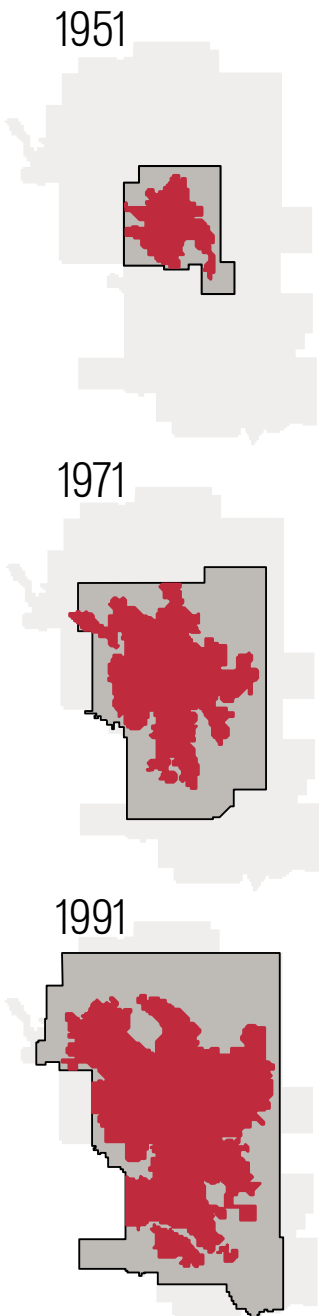
Checking the pulse of a post-boom residential housing market

by David Hudnall

The housing-market bubble has wreaked havoc across the globe, but particularly in areas that experienced a major population surge (and the increased development that accompanies it) during the boom times. For this reason, Calgary provides an interesting case study when one seeks to define the damage and to measure the recovery. Since the 1950s, Calgary's population has increased by 700 percent, a rate that is double the national average. Perhaps more alarmingly, the city's limits have reflected the population increase exactly, expanding by 700 percent in that same time—from 104 square kilometers to more than 848 square kilometers.

CALGARY'S SPATIAL GROWTH

In 1947, huge reserves of oil were discovered in Alberta. As the largest city in the province, Calgary became the center of the oil boom. In the 60 years that have followed, the city's metropolitan area has grown leaps and bounds.



■ EXTENT OF BUILT FORM BY YEAR
■ MUNICIPAL LIMITS BY YEAR
■ MUNICIPAL LIMITS - 2007

Maps: The City of Calgary, Land Use Planning & Policy.