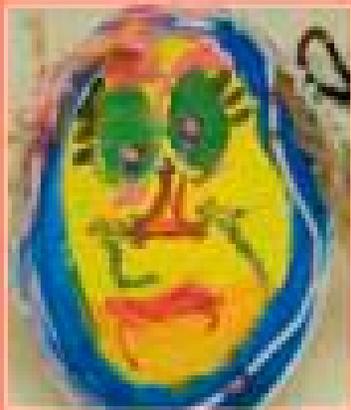
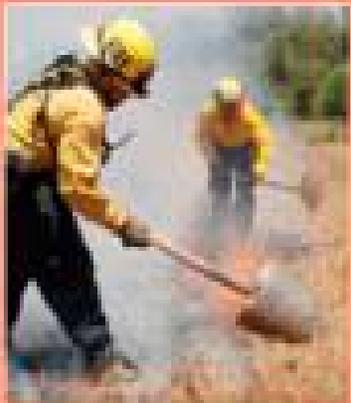


Weekly

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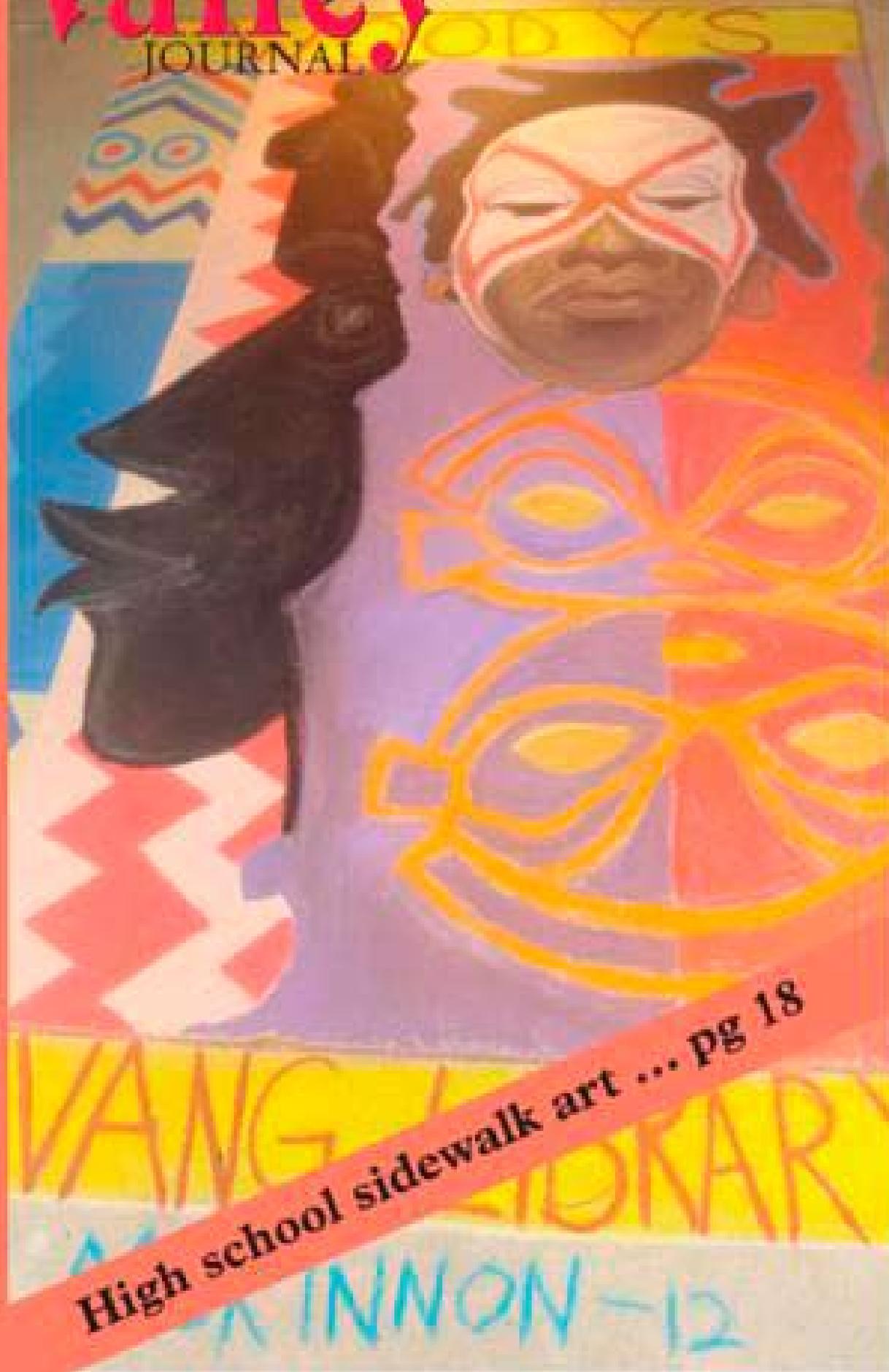
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BUSINESS

The 'green scene' seed is planted in Los Olivos

by Wendy Thompson
Staff Writer

Interior designer Shannon Scott sees in green and always has. And now, her industry is seeing green, too, and so are its clients.

Scott speaks of fabrics like a gourmet chef would of food – substituting comfort of living and love of the environment for enticing flavor and cooking with the freshest ingredients.



Shannon Scott Design held an open house on May 29, showcasing the expanding choice of “green” interior design products available and to celebrate the accomplishments and future projects of the Green Building Alliance, of which Scott is a team member. - Photos by Wendy Thompson

That’s why Shannon Scott is so excited lately, she said.

The world is waking up to green, and they want their homes to match their new mood, which is tied to making their world a better place to live and breathe.

“The annual design show in Las Vegas, known in the industry as HD (Hospitality Design Show), was entirely devoted to the green theme this year, when in year’s past, there would be maybe one talk on “green,” Scott said.

Products now are available to interior designers that promote healthy air, less waste and low toxicity and that make a smaller footprint on the environment. Scott is now able to design homes that are as beautiful environmentally as they are visually, she said,

reflecting her clients’ desires to create a grand home yet leave a small footprint on the land.

The “unseens” are available in health-friendly products now, too, she said: chemically-based home building materials and paint that contain toxins that can make a beautiful home uncomfortable to live in.

Working with a team of contractors on a project from the ground up — from the grading to the landscaping to the site selection to the color of the room — the new array of green products and concepts is making a big footprint in the building industry, according to Scott.

“Have you felt the new bamboo wool? It is wonderful to touch,” she said.

“The choices of materials weren’t there,” in the past, so if someone wanted to have an environmentally-conscience home, their design choices were limited or only portions of the project could reflect that, Scott said. Earthy alternatives were not necessarily pretty — “granola” is the term Scott uses to describe those past choices.

Now, she said, she can design a project for a client that is 75 to 90 percent green, something never before feasible.

The response to these new products and services is astounding, according to Scott. She and her team had approximately 150 people turn out for the firm’s “Sacred Spaces” open house held at its place of business in Los Olivos on May 29. The event showcased the expanding choice of green interior design products available and celebrated the accomplishments and future projects of the Green Building Alliance, of which Scott is a team member.

Vegan appetizers prepared by Chef Norbert Schulz complimented varietals from local vineyards Tre Anelli, Stolpman, Jackson Family Wines, Epiphany Cellars and Consilience, all of the tasting rooms of which were designed by Shannon Scott Design.

At the event, other businesses involved in Built Green and the Green Building Alliance were featured. Shannon Scott Design is the only interior design business in the group.

BUSINESS

The first Built Green Expo, conference and tour will be held at Santa Barbara City College on June 13 and June 14.

Scott, who grew up in Big Sur with what she described as “hippie roots,” had an affinity for design as a child and was known to rearrange her bedroom on a constant basis, with her father proudly photographing her many moods and creations. Her principles in design, she said, are to create sacred spaces, preserve culture and history, and use a holistic approach.

“It’s not about my vision. I go about bringing an idea forth for the client. This isn’t about my dream, it’s about their dream.”

Scott said that she got “that lucky job” fresh out of college, working for a firm focusing on hospitality and luxury residential design, including Ventana, in Big Sur. In 1999 it might have been luck again when, at three weeks pregnant, she was laid off and decided to start her own firm with her husband’s support. Their son, Caden, was named CEO of the business, a title he still holds.

Caden attends public school in Los Olivos and just graduated from second grade.

One of Scott’s first clients was Eli Parker, son of Fess Parker, for whom she designed the tasting room at Epiphany Cellars tasting room and his home. Since then she has designed six tasting rooms in the valley and is currently designing a 10,000-square-foot castle named “The Fortress” in St. John’s, Newfoundland, and has a staff of six employees

Green design benefits are many and are not necessarily more expensive, according to Scott. The concepts embraced at Shannon Scott Design include, among many others, buying locally to prevent pollution and energy use, using rapidly renewable sources, such as bamboo; paints manufactured with little or no volatile organic compounds; no vinyl; no formaldehyde; reusing as much as possible on site to minimize waste; recycling whatever cannot be reused; recommending green cleaning products to be used for building maintenance; working with electrical engineers to specify energy efficient lighting, and creating recycling stations to make it easier to recycle.

Scott and fellow members of the Green Building Alliance met recently to brainstorm ideas on reconstructing a ranch property in Santa Ynez where the client wanted to incorporate as many green concepts as possible from the ground up.



“A whole green team of 17 members, with Santa Ynez Architect Rob Mehl (R.P.M. Architects) and Allen Associates of Los Olivos, held a charette to share ideas. “You don’t get to do that often,” said Scott. “Also, it’s great to have a team, because otherwise we can have situations where we are working against each other.”

Shannon Scott Design also is designing a new tasting room in Los Olivos for four of Kendall Jackson’s wine labels — Cambria, Byron, IO and Kinton — using reclaimed wood flooring, a reclaimed-wood tasting bar and cabinetry, low-VOC finishes, no-VOC paint, natural fiber drapes and bamboo-grass window shades, emphasizing energy efficiency and accent lighting.

Shannon Scott Design is located at 2933 San Marcos Avenue, Suite 205, in Los Olivos.

You may view their many projects and get further information by visiting <http://shannonscottedesign.com>.